



DECEMBER 2003 NEWSLETTER

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BRIGHT IDEAS



Spokane Valley, WA

Most of you already use "Power Out" by Turtle Wax to clean car seats, bassinets, and porta cribs. The handy foam cleaner with the nylon brush attached can be purchased at most automotive stores. (upholstery or carpet cleaner works the same) Now we have found another wonderful use for this product. One of the hardest things to clean is dried milk on crib sides. The nylon brush at the top of the "Power Out" can fits between the rails. In seconds, the milk is gone with no damage to the wood. Best of all we never had to get our hands dirty!

North Spokane, WA

Stores with limited space for shoe shelves, can sort the shoes according to size into a well labeled plastic milk crates so they take up less space. Tami puts these crates into the same kind of modular cubbies that the bin items go into.

Elgin, IL

Sylvia displays outfits at the end of the racks (with accessories?). By putting complete outfits together, even ones that are different brand names, she sells things much quicker, and the customers love it.

This month's gift certificate (check) will go to Elgin, IL. Thanks Sylvia.

GRAPEVINE:



Laura Lee Davis reports that customers are really commenting on the positive changes she has made to the Portland store since she bought it. One of the most frequent comments is that she has gotten rid of "the same old junk that had been on the racks forever." Also, how much

easier it is to shop in a clean well organized shop. Make sure your customers are seeing the same things in your store!

SHOP NEWS:



Several of the stores reported successful toy sales. The sales totals range from around \$500 to \$3000 for a one day total. Lots of fun (see pictures). Most of us have toys left over and notice an increase in toy sales all the way through

January.

TIME TICKLERS:



Please send all your completed inventory sheets by February 10th. The first correctly completed copies (decided by postmark) to arrive to corporate office will receive a \$50

check.

Quarterly taxes are due by January 31st. W-2's must be mailed to your employees and former employees no later than January 31st. Most of them appreciate if you mail them earlier so they can receive early tax refunds.

OPPORTUNITIES:



Enclosed is some pictures of the Other Mothers red shopping carts. Aren't they cute! The handy seat belts save a little wear and tear on the stores. Call for

details.

Happy New Year to all. They tell us the economy is better this year, so lets do all we can to make Other Mothers (and Once and Again) part of the economic BOOM.