



FEBUARY 2003 NEWSLETTER

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BRIGHT IDEAS:



Brentwood, CA

Sharon has organized a giant sidewalk sale with her fellow business owners in the strip mall she is located in. They will share advertising and promote each other. She also added a "GIFT BAG" section to her store. She keeps a ready supply of small- and medium-size gift bags and tissue from her local \$1.00 store. She puts them near her "new section" which includes Baby Buddies musical pacifiers (877 382 1010), and new layette outfits (Factory to You stores). New moms sometimes receive a little gift bag from her. Some of the hottest selling new items she carries are from "Charm it" (call 210 477-1213 for catalog). They carry metal charms bracelets with a variety of charms (\$2, \$5, \$8). She has sold over 300 charms already.

South Jordan, UT

Janet figured out some useful things on the computerized POS system. You can produce a receipt with amount of exchange credit remaining by doing the following: Create a Department and an Item called "Store Credit". Bring up the customer in the POS system by Phone number, then Control F1. The word QUOTE will appear in red in the upper right corner of your screen. Type SC01(store credit 01). Type in the amount showing and press enter. When description box pops up type, "x" then enter again to print. The system can be also be set up to print a second slip automatically for transactions such a credit card sales. Call Melinda for details.

Too hard to decide this month so both stores will receive a check for their ideas!
Thanks

GRAPEVINE:



Our men in the service:

Kevin Holle (Springfield, MO) has been called out of reserves for active duty and has been sent to the Middle East. Joe Baker (Melinda and Cole's son-in-law) has left Germany for Turkey. David Brunsmann's (Oklahoma City) is also in the reserves. Our prayers and wishes are with them

for a safe and speedy return. Melinda's son works in Kuwait. On a happier note, Aaron Batteen has been called to a mission with his church, and will be serving 18 months in the Spanish speaking parts of Riverside, CA.

SHOP NEWS:



Both stores that moved into a larger location have experienced a significant increase in sales already. Congratulations to South Hill Spokane, WA and Springfield, MO

TIME TICKLERS:



Do you realize that when you have been open for more than a year you need to check your racks for old tags EVERY TIME you change colors of tags? For example March 1st when you change to light green tags - check all items with light green tags before you put out any new items. If it has been there for a year already it is either priced too high or the item is not very sellable. Re-tag with lower price or clearance it through your dollar rack or 25 cent sale. Light green tags will be March 1st through April 15th then dark green tags will be through the end of May.

OPPORTUNITIES:



Quantum Abilities has a learning program that is exceptional for development of learning skills- especially with "learning challenged" children 4 to 14 years. The program is affordable when compared to other systems. To launch his system, Rick would like to display his brochures in our stores. It appears to be an excellent program. The system will sell for \$300, \$100 of which will go to the store owner that helps promote the system. We have enclosed a sample of the brochure. If you are interested or want more information contact Rick at (888) 311-2789 or check out the web site QuantumAbilities.com

