



OCTOBER 2003 NEWSLETTER

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BRIGHT IDEAS:

Stevens Point, WI



We visited the WI store and noticed their socks are hung on pegs, rather than in a bin basket. If you have room, it is a good way to sell socks.

Elgin, IL:

To better service their Hispanic customers, Sylvia had her policy sheet and her worksheet translated into Spanish. She taught me a few key phrases in Spanish to help explain our policies to customers. Enclosed is a policy sheet in Spanish that you can copy for your customers. Thanks Sylvia.

Everett, WA

The "twin section" in Everett is going very well. Shirley puts a rubber band around the hangers of outfits that are alike. The outfits are sold together only. As a result "Mothers of Multiples" or "Twins Club" refer a lot of new customers to her.

North Spokane, WA

For Toddler and other car seats, Tami clearly writes poundage and other information about the car seat on a large, white string tag taped to the front of the car seat. This way customers don't have to take car seats down from the shelves to have an answer to frequently asked questions.

This is difficult; this month's gift certificate will go to Tami of the North Spokane store.

GRAPEVINE



Melinda's daughter Layla won another world title belt for her boxing. She is now the Jr. welter weight women's champion. Cole and Melinda were able to go to Seattle to see the match.

It was good to see Randy and Laureen again in WI. We were happy they are doing so well after Randy's bout with cancer

and problems with their premature daughter. With all that behind them now, they are looking forward to either rearranging their store at their current location or finding a bigger store at a new location.

SHOP NEWS:



Elgin, IL is now open for business. They are off to a good start! In just slightly over two month since she contacted us for the first time, the store was up and running. She is already averaging over \$300 per day!!

We welcome the new Portland, Oregon store owners, Laura Lee and Arlen Davis. More about them next month.

TIME TICKLERS:



. Time to put out your Christmas outfits if you haven't already. You will still use orange tags in November. December you will switch to blue tags and in mid January you will switch to purple tags. End of the quarter taxes are due by Halloween. SCARY!

OPPORTUNITIES:



Spokane store will be trying out some smaller-sized shopping carts. They will be the size you might see at some dollar stores or drug stores. They are red plastic with metal frame and the OMo logo with the word Other Mothers spelled out around the OMo. The carts are big enough for one child to sit in the seat. They will be \$120 each + shipping with a minimum order of six carts. Some stores that are close to one another may be able to split an order.

Hope your sales for Halloween are scary (in a good way).