



# FEBRUARY 2004 NEWSLETTER

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## BRIGHT IDEAS:



### Everett, WA

In a nook of her store, Shirley built a new play area. She painted 3 walls with bright, contrasting colors and put in a fake house front with a finger-safe gate for the opening. The nook was a blind spot and attractive for shoplifters, even though she had mainly small and medium furniture items in the area. Her previous play area was near a pathway of the store and often "spilled over" making passage difficult. She was able to solve both problems at once. (Picture enclosed)

### Phoenix, AZ

Sherri has thoroughly updated the brand-name list so her buyers can do so with more savvy. She shared her list with us. She has new pricing policies with the brand names which we will pass along after she has had time to see if the pricing increases are working.

### Tacoma, WA

Sandy and Jim have requested a Dear Abby type question section for the monthly newsletter. We thought we would put the question under the Shop News section and refer to them as Dear Main Mamma questions. Michelle and Denisha will collect your answers with next months calls. When you speak with Michelle or Denisha you can submit any Dear Main Mamma questions to them. Melinda will compile and filter the ideas to comply with Other Mothers standards. Great Idea!

### Wooster, OH

One of Anne's favorite charities is Habitat for Humanity. She asked Melinda if corporate policy would allow her to offer her customers the opportunity to donate a dollar for this worthy charity. After she received the proper permit, the Habitat people provided pamphlets and set up the paperwork. This is yet another great way to get the name of the store into the community

and help others at the same time!

**It was tough to decide among the many great ideas, but this months certificate goes to Tacoma, WA**

## GRAPEVINE:



Another grandson for Cole and Melinda. This one practically birthed himself. Leala was planning a home birth with a midwife/doctor. However, with no apparent labor pains her water broke and the baby was born within the hour. She told Mike "Call the midwife I think the baby's head is coming!" By the time he got back into the room Leala was pulling the baby out herself and had it resting on her stomach. When the midwives came 15 min later they said "Well, what was it a boy or a girl?" "Oh, we forgot to look in all the excitement!" It was a healthy boy (8 lbs). WOW.

## SHOP NEWS:



The Dear Main Momma question of the month: (Tacoma's request) "What do you do in your store about "holds" - clothing and furniture?"

## TIME TICKLERS:



Light Green tags for March. Then Dark Green tags for mid-April through May.

## OPPORTUNITIES:



Randy would still like to split an order of shopping carts. 3 each. Contact melinda.

# Yeah Spring sales.