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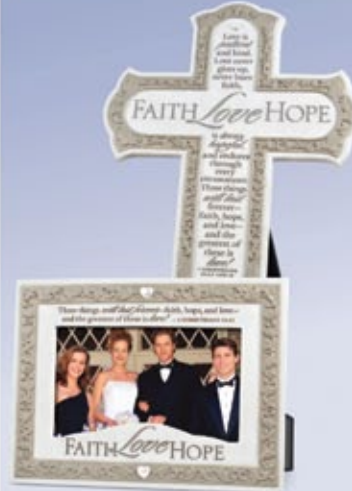
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“Make time for your staff! After a shift warm-up, we take a few minutes to ask about their family, themselves, hobbies, etc. This not only make the connection stronger, but communicates respect and appreciation.”

Jennifer Bahlmann-Ballantine, Mary Greeley Medical Ctr. Gift Shop, Ames, IA (Turn to Page 9 For More Ways to Inspire Your Staff)

inspiring retailers

Hearing from our members is truly the highlight of our day. Whether networking in E-News, calling to share a great new find, offering tips for successful retailing or telling us about a new promotion – well often, **our best ideas come from YOU!**

It seems you are also an amazing inspiration to your staff – both employees and volunteers! We were so impressed by your responses and level of commitment. So much so, that we have shared a few favorites, in this issue of PULSE, and will be sharing even more in upcoming newsletters and online.

Each issue of PULSE is a reflection of our commitment to you and our true passion for retailing. **Susan Noyes at The Cottage Shop at South Shore Hospital** exemplifies that same love and passion. It was our honor to interview her! Susan manages three hospital gift shops in Massachusetts. We know you will enjoy taking a tour of her journey, to where she is today, as much as we did. **She is truly a chandelier swinging retailer! (page 13)**

As you flip through these pages, we hope you will be informed, inspired and invigorated. We would love to hear your feedback! And who are you sharing with? Hopefully, you have had the chance to chat with us, via phone, email or even better, one of our Events **(All our Summer Events are detailed on page 33).**

It is always nice to have a face with the name, so we have shared all our smiles below, along with a bit more about who we are. Now it's your turn! **You can contact us at any time, at info@purchasingpowerplus.com or (888) 221-3367.**

Happy Summer Mart Season!



Betty Puckett

PRESIDENT

Betty's career profile includes fifteen years experience in finance and accounting, as well an extensive background in the retail industry. As the first paid manager for The Toledo Hospital Gift Shop, Betty increased profits from \$200,000 to over \$900,000. She employed and managed 10 paid staff members, and 30 volunteers. Given her financial background and understanding of the gift shop industry, Betty was intrigued by the concept of buying networks. As a manager, she valued networking opportunities, and certainly appreciated the power of a buying group. While maintaining her role as hospital gift shop manager, Betty collaborated with her partners to build the foundation of Purchasing Power Plus. Sixteen years later, she continues to inspire us with a spirit that is truly infectious and an unparalleled passion for our business.



Carrie Murray

VICE PRESIDENT

After earning a BA in English, Carrie began her business career as a district sales manager for a national organization. She followed her success in sales, as the Public Relations/Marketing Director for P.P.P. Today, she serves as Vice President. Her versatility extends to all aspects of our business; negotiating discounts and incentives, planning events, writing and editing newsletters and PULSE, dealing with day-to-day member concerns, or implementing new opportunities, such as Power Promotions. Her passion extends to trends in the retail marketplace, networking with industry insiders and enhancing each Hospital Gift Shop's P.P.P. Membership!



Alicia Zell

MERCHANDISING DIRECTOR

A graduate of The Fashion Institute of Technology in New York City, Alicia has been involved in the retail industry since 1986. She enjoyed working in sales, management and buying, until 1996 when Alicia undertook the challenge of hospital gift shop manager. In 2001, Alicia brought her knowledge and expertise to P.P.P. Alicia keeps up to date on trends, the newest lines and negotiates discounts with the hottest vendors. She always knows the perfect jewelry line, the coolest stationery collection, the best selling candle company...you will enjoy her expertise in every newsletter and issue of PULSE!



Randa Ewing

OFFICE MANAGER

As the Visual Merchandise Coordinator for The Toledo Hospital Gift Shop, Randa was lauded for her beautiful displays and window designs. Given her years of experience in the gift shop industry, Randa was a natural fit as our office manager. As such, she handles day-to-day operations with ease. Randa ensures that each of your requests are handled with a sweet spirit and ready smile.

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our feathered friends

The rising interest in eco-friendly living and the desire to usher the outdoors into our homes has led us, to welcome birds into our home décor and gifts! Designs featuring these feathered little friends have certainly been a mainstay of American home design; however, today's bird motifs trend more towards the vintage with botanical illustration-inspired designs.



Hearstrings by Lori Siebert was a true labor of love. From the stitched imagery, to the line drawings, to the stamped and hand written type; her vision is brought to life.
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how do you inspire your staff?

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Sue Irwin, Regional Medical Center, Prescott, AZ

“Feeling gratitude and not expressing it is like wrapping a present and not giving it.”

William Arthur Ward

Create volunteer updates for them to read during their shift, including product information about shop merchandise. This information helps them be more credible with customers, if asked questions about products we carry. The update also includes upcoming fundraisers, funds transferred to the Auxiliary, etc. Additionally, we have a “treat” bag, of which we award them when they help a customer with a large purchase, or if they had a productive shift of sales activity. The treat bag consists of items such as samples from vendors, small items from Bath & Body and other little treats as a perk or incentive. This makes them feel recognized and rewarded.

Jennifer Bahlmann-Ballantine, Mary Greeley Medical Ctr. Gift Shop, Ames, IA

I say thanks to my employees every day for all the little things they do. I ask for their input on decisions about merchandise, merchandising, and ways to boost sales. Individual evaluations are scheduled for every six months. If there are problems, we start with that, but since it's their regular evaluation time, they aren't easily offended. Then we cover all the positives, which always outweigh the negatives so they leave feeling good. Yes it's time consuming, but they appreciate the one-on-one time far more than I realized until some of them thanked me for “my” time. I've always noticed a marked improvement in attitude after each evaluation....

Carol Wofford, The Children's Hospital Volunteers' Gift Shops, Oklahoma City, OK

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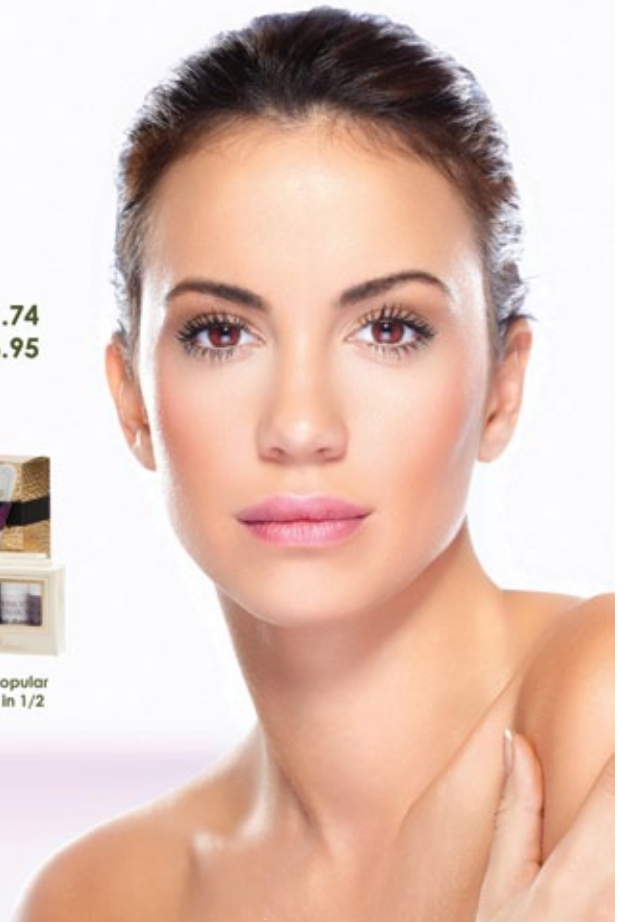
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handling customer complaints

Each customer complaint must be handled as if it was the most important person in the hospital complaining, **always listen and pay very close attention** to the person making it, explain your side, thank them. We all get the nonsense complaints but if a viable one arises, see what you can do to correct it; many times the customer just wants to point something out...most simply appreciate that I took the time to talk with them.

David Helmstadter, Allegheny General Auxiliary,
Pittsburgh, PA

If the complaint is from a hospital employee, I fix it – always. One unhappy hospital employee will tell everyone what went wrong; so it is worth the cost. Sometimes that may mean an unwarranted refund of merchandise or replacing an item that was abused – either way, we do it. **In the long run, the cost is offset, by the goodwill it generates.** When it is a complaint from an outside customer, I always do what I feel is the right thing for the situation.

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“soup to nuts”

**SUSAN
NOYES** : *gift shop buyer
south weymouth,
massachusetts*



photos: kathy loveridge

PPP :: Some of the most interesting and relatable stories come, through first learning how life's journey has led them to where they are right now. Can you share a bit about your journey, to becoming a successful Hospital Gift Shop Manager?

I walked into a mall, to shop, then thought I may look for a part time job. I happened into American Eagle; hooked a part time job and in less than six weeks; I was a supervisor! Ultimately, in a very short period and purely by accident, I became a manager of my own store. At the time, I had no aspirations to work in retail, but it is infectious, especially if you have a great leader. I have had, so I stayed.

I spent most of my years in specialty and big box, and one fateful day, saw a small ad in a local paper for a position as Hospital Gift Shop Manager. From personal

experience, I had always been a huge fan of the hospital and always liked the way it felt here. Additionally, it was meaningful to me that this organization was giving the level of service that one should expect, in a health care environment. They were and

continue to be ahead of the curve, in

so many respects. I love the philanthropic mission of this place and my job. So, I took the position, thinking it would be “a neat job”. It is and in fact remains the most challenging position I have ever held and the most rewarding by far.

PPP :: How do you approach managing your Hospital Gift Shop differently than other retail businesses that you were involved with?

So differently! These businesses have such potential. With a larger national retailer, you have departments

that handle your marketing, order your inventory, create a floor set, and pretty much everything else; aside from the actual day to day activities. You do set the floor, check in product, display event signage, etcetera. With a small business, soup to nuts it is all up to you.

The experience my customer has in my Gift Shop is very personal to me. Not that it wasn't in my past, but it certainly became MORE important, as I control the standards, the environment, the message, the product, hours of business... all of it. It is quite a responsibility for one location, to be sure; and we have three.

It becomes a very big deal that we do it well. I am considered the expert here, so it is all up to my team and I, to do the best we can with the resources provided!

PPP :: Tell us about your Management Style and any tips you have picked up, along the way.

I am hands on, interactive, and try to handle it all with a smile and a sense of humor. We have a staff of 55 volunteers, and they are an inspiration - so much fun. They have taught me to be patient, kinder and more aware of why we do what we do; our mission. I strive to be a good communicator, at least speaking with staff daily, if not seeing them. I completely own what I do, as does my staff - victories and challenges are shared. We meet often, ask for opinions, and always treat one another with dignity and respect. My tip is that if you love what you do - it shows. Love what you do and surround yourself with great people, who share your beliefs and aspire to the same standards. One bad apple can make it surprisingly difficult to remain positive; so if you have a bad apple, do what you can to heal the bruises. If you are not successful, you may need to remove that apple from the rest of the bushel. Kind of corny, but an appropriate analogy.

Love what you do and surround yourself with great people, who share your beliefs and aspire to the same standards.

PPP :: Retailing requires a solid approach to inventory control, regulating cost of goods and managing profit margins. How do you juggle it all?

Wow, well, I manually handle my inventory utilizing spreadsheets, daily evaluation and close control. A lot of small businesses, the type that I oversee, don't always have the proper inventory control tools. These tools are essential for accurately measuring stock levels, gross profit and inventory turn and are vital to the success of a small business! In fact, until quite recently, we had been managing without the benefit of a POS system. However, we are now inputting inventory and going live with it. It is going to change our entire inventory control and tracking methods; providing much more accuracy. Very exciting. The work to get there is tedious and time consuming, but the end result is an amazing tool that will bring your business to the next level.

PPP :: Everyone makes mistakes – can you share an example of one that imparted a valuable lesson?

One mistake, as a manager, that I made in the past was allowing myself to get too close with co-workers. In other words, I allowed the line to become blurry with my staff. To clarify, when you spend so much time with people, it is easy to become comfortable and share with them. We spend a great deal of time at work, don't we? As I matured as a leader, and through some challenges, I learned that there is a line and one that I must define. Ultimately, it enables me to manage most effectively, to be respected among staff as the "go to person"; the ultimate say. Business is business, and I leave personal at home.

Create that environment for your customers and your staff and it will permeate everything that you do.

PPP :: Truly passionate retailers always seem to have one story/tidbit of advice that made a lasting impression on them. So we have to ask, what is the best retail advice you ever received?

After an interview with a potential staff member, my very first retail manager used to say: "Was he/she a 'chandelier swinger'?" I loved that! People want to be around someone who is fun; who approaches the day with a positive attitude. I would like to think that I am a bit of a chandelier swinger!

PPP :: What single piece of advice would you extend to other Hospital Gift Shop Managers that will inspire them?

You have to love what you do! Create that environment for your customers and your staff and it will permeate everything that you do. Come to work every day with a mission; do your work with passion. I seriously wake up every day and can't wait to come to work!



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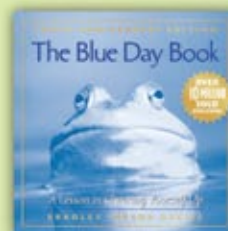
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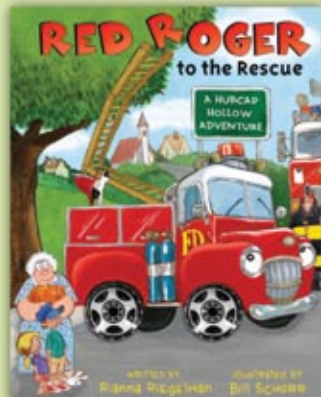


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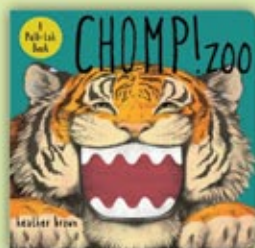
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finessing your finances

is your shop reaching its potential?

While retail math is not very glamorous, a strong financial plan is sure to help you succeed and avoid some common pitfalls. Accurate and comprehensive financial records will highlight your shop's revenue stream, while underscoring areas in need of attention!

All successful retailers know the secret is in the sweet spot. It's finding that delicate balance between selling merchandise, at attractive prices, while ensuring margins that will generate a profit after expenses.

Here is a basic formula that should become a financial corner stone: Net Income (Profit) and Gross Margin.

$$\frac{\text{Net Sales} - \text{Cost of Goods Sold}}{\text{GROSS MARGIN}} - \text{Operating Expenses} = \text{NET INCOME/PROFIT}$$

Gross margin simply defined is the difference between the retail price and the cost of an item. Different categories and products present opportunities for both higher and lower gross margins. A good gross margin will showcase a shops ability to pay their operating expenses while generating a healthy profit.

HIGH GROSS MARGIN

(These categories generally should not retail for less than keystone; in most cases, even higher margins are realistic.)

Gifts
Plush
Toys
Fashion Accessories
Apparel
Balloons

LOW GROSS MARGIN

(Categories that are customer service oriented and don't necessarily generate significant profits.)

Candy/Snacks
Sundries
Books
Magazines
Fresh Flowers

There are a few ways to maximize your gift shop's sales potential! Start by utilizing the space in front and around the cash wrap area (considered prime 'real-estate') to highlight impulse and high gross margin categories. Ensure an inviting, colorful and warm space! You want customers to be enticed, by your offerings.

Low gross margin categories are destination items; those which customers come to your shop looking for. Consider Kate. She visits your shop every day at 2:00 for her daily candy bar, so ensure she has to walk to the back of the store for her afternoon pick me up. The goal is to showcase your higher gross margin merchandise, as she makes her way through. Always relegate low gross margin items to your less desirable 'real-estate'.

The following chart is an excellent example of sales by category. It includes:

- Percentage of sales by category
- Cost of goods sold in dollars
- Percentage and the gross margin for each category.

Breaking down sales information by category emphasizes that not all inventory is created equal. By working towards reducing the unproductive categories and increasing the productive ones, you will be well on your way to becoming a more profitable and successful retailer!

CATEGORY	SALES	% OF SALES	COGS	COGS %	GROSS MARGIN
Gifts/Baby	\$150,000	27%	\$70,500	47%	\$79,500
Toys/Plush	\$125,000	22%	\$58,750	47%	\$66,250
Jewelry/Access/Apparel	\$75,000	13%	\$37,500	50%	\$37,500
Cards/Stationery	\$25,000	4.5%	\$12,500	50%	\$12,500
Sundries/Toiletries	\$30,000	5%	\$15,600	52%	\$14,400
Fresh Flowers	\$75,000	13%	\$45,000	60%	\$30,000
Candy/Snacks	\$60,000	11%	\$36,000	60%	\$24,000
Magazines/Books	\$25,000	4.5%	\$16,250	65%	\$8,750
TOTALS	\$565,000	100%	\$292,100	52%	272,900

DEFINITIONS

NET SALES ~ Gross sales less customer returns, discounts and sales tax

COST OF GOODS SOLD (COGS) ~ Total cost of merchandise including shipping and handling, less discounts

GROSS MARGIN (PROFIT) ~ The difference between Net Sales and COGS

OPERATING EXPENSES ~ All direct and indirect expenses associated with running the gift shop (Payroll, Rent, Travel, Supplies)

NET INCOME (PROFIT) ~ Revenue less COGS and expenses

Nickel Free Jewelry • Fashion Readers

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cozy coastal

Evocative of warm ocean breezes, sun-drenched afternoons, and simple coastal style, the iconic Beach Bungalow design has brought lasting design across the country and around the world. From San Diego to Sydney, these must-have styles showcase natural wood accents, colorfully chic fabrics, and color-splashed accents. This collection brings all-season enjoyment in a wonderfully soothing palette.



CAFFCO INTERNATIONAL

This distressed wood message board is a fun way to communicate with your family on busy days! Ballet classes, karate lessons and even a quart of milk play a starring role. (800) 390-1193
www.caffco.com

DANIELSON DESIGNS BY GANZ USA, LLC

Beautifully designed, this collection speaks to every mood - whether you want to laugh, sigh or simply pause to appreciate. (800) 724-5902
www.ganz.com



CAREN PRODUCTS, LLC

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www.chesapeakebaycandle.com



TWO'S COMPANY

If we have to keep time (so we know when to head to the beach!) then finally there is a way to happily do so. This coastal-inspired time piece could easily convert us into clock watchers. "Know Your Ropes" Wall Clock.
(800) 896-7266
www.twoscompany.com

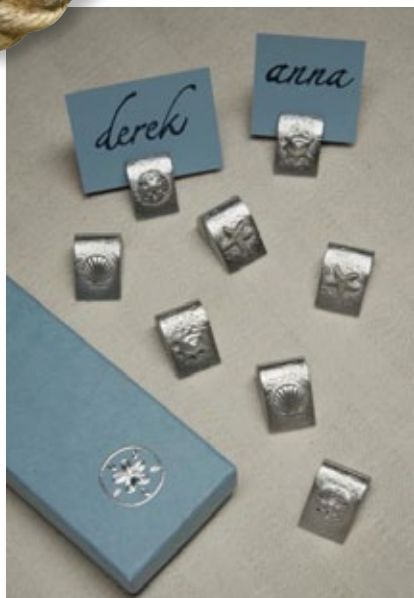


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new & noteworthy



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GEOART BY CYNTHIA GALE

(888) 436-2781 www.geoartnyc.com



When life's difficulties presses in, it is important to remember God's love and the truth found in His Word. Hold onto the Cross! Squeezeable Palm Cross is made of soft "stress ball" rubber and molded to easily fit in your palm. Gift boxed with *Power of the Cross* gift book. MSRP \$7.99

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It is hard to describe Maggie Lindley Designs. It could be art. It could be a dressed-up quotation. It could be just fun. One thing is for sure though: we hope it is a reminder of our souls' deepest longings.



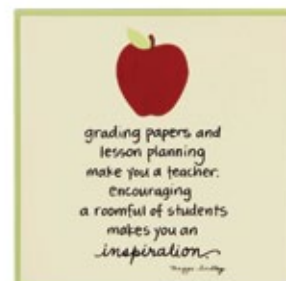
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Listening Friend Plaque • #4408



Rocked To Sleep Girl Frame • #4145



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have you ever ordered an item that you were “on the fence” about, but ultimately sold exceptionally well?

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Myra Hall, CarolinaEast Medical Center, New Bern, NC



We purchased the **BATALI** Readers and Sunglasses in Atlanta and were very pleased with the quality and price; Selling well and already did a reorder.

Debbie Swan, Baxter Regional PinkaDilly Gift Shop, Mountain Home, AR

BLUE MOUNTAIN ARTS ~

Black & White Children of the Inner Light Greeting Cards; I did not expect them to take off the way they have. I put them in the gift shop in September 2011 and have reordered Four times.

Linda Romano, Exempla Lutheran Medical Center, Wheat Ridge, CO

The Comfort Cross clips and bookmarks from **CALYPSO STUDIOS, POUCHES, STARLITE ORIGINALS** frogs and the Dancing Flowers from **TWO'S COMPANY**.

Sabra Shields, Sanford USD Medical Center, Sioux Falls, SD



COTTAGE GARDEN ~

Despite a “price sensitive” customer base, the original music boxes have done great for us and we re-order on a regular basis.

Monica North, St. Francis Hospital, Beech Grove, IN



Davinci Beads from **CENTER COURT**... They have sold so well that we upgraded to the larger display table! *Kelly Snyder, Madison County Hospital Gift Shop, London, OH*



Watch for our summer catalog, loaded with over 130 new, adorable items!

man·cave

man-ka-v\noun

Simply defined a mancave is an area within a house frequented by a man, such as a garage, den or basement. Typically, this room is decorated by said male without female interference or influence!

You may also know these zones as the Man Room, Game Room, Workshop (Garage), Den or Basement. Whatever your guy chooses to call it, he needs a space to call his own. A sanctuary or manctuary where boys can be boys... doing, well what guys do. Of course, we can "help" ensure that they have only the best for their man•cave!



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MALDEN INTERNATIONAL DESIGNS

Classic black frame with easel back for desktop display features one 4" x 6" horizontal photo; embellished with pewter-tone caption: my Hero. (800) 426-3578 www.maldenframe.com



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Don't forget those little details that will "make" your Man Cave; Don Mechanic has all the gear and tools for a comfy cave he can call his own. (800) 345-8143 www.donmechanic.com



BERKELEY DESIGNS

Metal Vintage Designs; this vintage reproduction motorcycle is hand-assemble, painted from pressed metal and quite simply - cool! (800) 272-3872 www.berkeleydesigns.com



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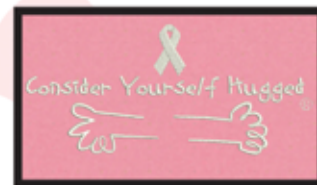
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MUST HAVE FASHION TRENDS

fashion accessories

Written & Sourced by Lilly Stamets,
Manager Gift Shops at UCSF Medical Center.

2012 offers some great new trends that will both excite your customers and translate to sales. Jewelry and handbags continue to be strong merchandise categories for hospital gift shops. Sunglasses have emerged as fun easy to wear fashion trend.



CHAIN GANG

Layered, draped, twisted, charmed mixed metal chains.... The more chains the better. Must have chain jewelry are found in necklaces, bracelets and earrings.
TEMPTATIONS JEWELRY SALES INC.
(888) 847-3049
www.temptationsjewelrysales.com

SUNGLASSES

"Funny Sunnies" added a sense of surprise to the Spring Collections of Lanvin, Prada and Acne. Let your customers experiment with these fun shades.

STYLEMARK INC.
(888) 375-1725
www.stylescience.com



WELL DRESSED

Lady like, return to classics with a touch of glamour for inner fashion divas. Pearls have not lost their luster, rhinestones add sparkle. Check out designer Stella Mc Cartney's Collections....Note the dominance of white in several designer lines including Dior's. The Saturated "Pastel Sorbets" of Jill Sander's purses look almost good enough to consume.

CORONET JEWELRY
(800) 837-8686
www.coronet-jewelry.com



VINTAGE INSPIRED

Taking elements from the past and combining them with modern designs creates a feeling of nostalgia while not being old fashion. Check out Phillip Lam and Louis Vuitton for futurism inspired accessories.

HOWARD'S JEWELRY INC.
(800) 777-5658
www.howardsjewelry.com

NATURAL ELEMENTS

Mix traditions and cultures from "floral fetishes" of Prada and Alexander McQueen to "tribal patterns" of Michael Kors, Balenciaga and Burberry.

TEXAS LEATHER MFG.
(800) 284-2358
www.texasleather.com



RETURN OF THE EARRING & BRACELET

Earrings adorned many of the runway models this season. Earrings are bold, bright and dangle. Marne and Prada accented their collections with the return of the earring and "wrist candy" bracelets.

JJI INTERNATIONAL
(866) 732-8668
www.jjiinternational.com

We can excite Fashion Accessory classifications in our Hospital Gift Shops with the inspiration that we see in these trends. At the Gift Shop at UCSF Medical Center, we have already seen our customers respond to our fashion accessory merchandise assortments. Although we are not carrying "designer" merchandise, we look for and source vendors who are inspired by these trends. We merchandise accessories by trend which helps us interpret these trends for our customers.

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think regional

*save time and travel dollars
at regional gift shows*

Suzanne Pruitt, Urban Expositions

If you think you have to go to the large trade shows in large cities to make the most of your travel dollars and time - think again. Constantly expanding their product resources and buyer services, the country's regional gift shows offer virtually everything you'll see at the national shows – at a fraction of the cost.

buying trip quick tips

As you start planning your buying trip, here are a few tips to help you make the most of your time and travel dollars:

BOOK HOTEL THROUGH TRADE SHOW WEBSITE

As mentioned, many trade show management companies are able to negotiate some terrific deals with their host hotels, so be sure and check those rates first.

PRE-REGISTER

Be sure to pre-register for the show. Not only will you receive your admission badges in advance, you'll also start receiving important show updates and news about special events, programs and more.

PLAN AHEAD

Study the pre-show guide you'll get with your badges in advance of the show to get an idea of companies you know you must see while at the show. Most important, know your OTB (open to buy/financial budget) and stick to it! When possible, try to book market appointments ahead of time with the reps and lines you're already working with so you'll also have plenty of time to explore new resources on the show floor.

THINGS TO PACK

Make sure to bring your business credentials, like business cards, credit references, and business checks. A notepad is also a great idea for jotting down any key points about items you see on the show floor. Most important – don't forget to bring comfortable shoes!

REGIONAL BENEFITS

Many regional shows are strongly supported by the top sales representative agencies that service given show's area. These reps often represent many of the premier lines in the industry. So you can be assured of seeing all the classic best-selling lines. What's more, regional shows offer a treasure trove of up-and-coming resources, innovative newcomers, artists and entrepreneurs who offer designs that are often custom-tailored to the area's consumer audience.

Trade show management companies also work to reinforce the regional shows' product selection with a full roster of money-saving and business – building buyer services. Among the highlights include top-notch educational programs led by trade publication editors and industry experts, as well as goody bag giveaways where retailers receive complimentary bags filled with samples from exhibiting companies. In addition, many exhibitors participate in show programs where they may offer free freight, show specials and still more money-saving offers.

Regional shows are incredibly economical too. Hotel rates are usually substantially less than those in major cities. As an added bonus, trade show management companies like Urban Expositions will buy down the rates even further to offer retailers rooms starting, in some cases, as low as \$39 a night. When you combine other features like free parking and reasonable convention center food prices, you'll see that regional shows offer great savings.

As you're making your summer market travel plans, be sure to visit the Purchasing Power Plus website to learn more about all the regional shows!

Additionally, we have shared all the details of the special money-saving rewards for Purchasing Power Plus members shopping any of these regional shows hosted by Urban Expositions.

rsvp for our events in dallas and atlanta:
www.purchasingpowerplus.com

DALLAS TOTAL HOME AND GIFT MARKET

June 20-26, 2012 - Dallas Market Center, Dallas, TX

www.dallasmarketcenter.com

P.P.P. Cocktail Reception: Friday, June 22nd, from 5 pm to 7 pm.

A terrific networking opportunity!

ATLANTA GIFT SHOW

July 11-18, 2012 - AmericasMart Atlanta, Atlanta, GA

www.americasmart.com

P.P.P. Summer Event: Saturday, July 14th, from 8:30 am to 12:00 pm in the Fashion Theater, Bldg 3, 15th Floor Enjoy a Continental Breakfast and our Vendor Floor.

(A Complete Listing of Exhibiting Vendors can be found online.

All P.P.P. Vendors, who exhibit at this event, will be extending an additional 5% discount! This offer will be extended all day, Saturday, July 14th and Sunday, July 15th)

ADDITIONAL SHOW DATES

PHILADELPHIA GIFT SHOW

July 22-25, 2012

Greater Philadelphia Expo Center, Oaks, PA

www.philadelphiagiftshow.com

CHICAGO MARKET

July 19-25, 2012

Merchandise Mart, Chicago, IL

www.shopchicagomarket.com

LAS VEGAS MARKET

July 30-August 3, 2012

World Market Center, Las Vegas, NV

www.giftandhomelv.com

ORLANDO GIFT SHOW AND ORLANDO CASH & CARRY SHOW

August 4-6, 2012

Orange County Convention Center's

West Concourse, Hall C, Orlando, FL

www.orlandogiftshow.com

SAN FRANCISCO INTERNATIONAL GIFT FAIR

August 4-7, 2012

Moscone Center, South Hall, San Francisco, CA

www.sfigf.com

SEATTLE GIFT SHOW

August 11-14, 2012

Washington State Convention Center, Seattle, WA

www.seattlegiftshow.com

FT. LAUDERDALE GIFT SHOW

August 25-28, 2012

Greater Ft. Lauderdale/Broward County

Convention Center, Fort Lauderdale, FL

www.ftlauderdalegiftshow.com

2012 summer travel incentives

For all the details and required forms for ALL travel incentives, remember you must visit our website:

www.purchasingpowerplus.com

DALLAS

The Dallas Gift Mart is offering a \$250 Travel Incentive to the first 20 P.P.P. Members to fax their reservation form.

You must visit our website to obtain the necessary form and further details, including rules and regulations.

LAS VEGAS

RSVP now to reserve your \$300 American Express Gift Card*, available for pick up at Las Vegas Market, July 30 - Aug. 3, 2012. Simply visit the P.P.P. website for all the details.

The Las Vegas Market will verify your reservation, then provide you AmEx pick-up instructions closer to Market.

CHICAGO

P.P.P. Members are welcome to take advantage of an exclusive buy one night, get one night free hotel offer. P.P.P. Members attending will offer receive complimentary lunch. Also, The Chicago Market offers Amtrak and MegaBus reimbursements of ½ ticket costs up to \$50 and \$10 parking.

URBAN EXPOSITIONS

<http://www.urban-expo.com>

Attending members can choose one of two Urban Expositions Purchasing Power Plus rewards, including...

\$20 HOTEL REBATE – Book your room through the show's official travel agency, Connections (www.giftshowhotels.com or 800.262.9974) and receive a \$20 cash rebate on top of already deeply discounted room rates.

\$20 GAS REIMBURSEMENT – If you're driving to the show, Urban Expositions will contribute \$20 towards your fuel costs.

URBAN EXPOSITIONS offer applies to: Philadelphia, Orlando, San Francisco, Seattle and Ft. Lauderdale Shows.

BOOK EXPO AMERICA

June 5-7, 2012

Javits Center, New York, NY

www.bookexpoamerica.com

For the first time, Book Expo America (BEA) is sharing a special opportunity for Purchasing Power Plus Members! P.P.P. Members will receive: Complimentary Badge to attend BEA as a VIP (\$175 value) and travel stipend (\$50)

Contact: Lisa Montanaro at 203-840-5902 or via email:

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your faith in charge!"

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because YOU MATTER!"



Have Hope Bear / G1070



You Matter Bear / G1071

Chantilly Lane® Collector's Series:



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16" Sadie Bear with pink hat
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Melissa / G1304

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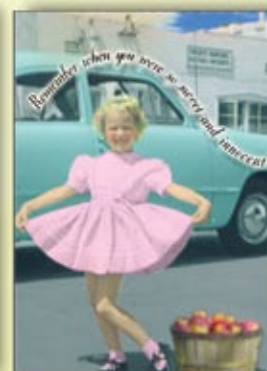
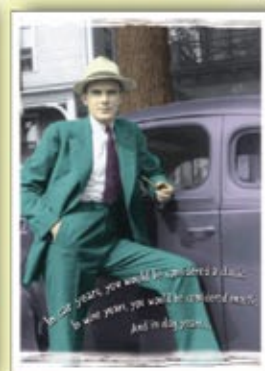
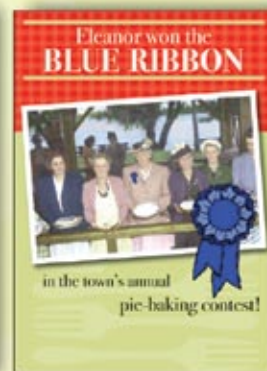
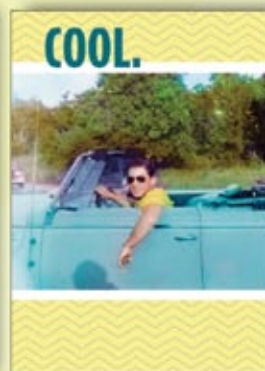
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