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2014
ISSUE
5

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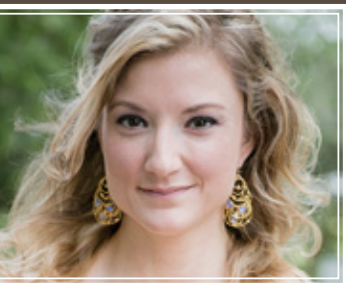


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from our desk to yours...

If you talk to ten different editors, we would guess you would get ten different answers about how you establish the heart of each publication. For us, it is truly a moving and fluid experience. Surveys, polls, trend watching, long conversations, exciting product introductions....it's an ebb and flow.

Our center spread for the Working Woman did not start as the heart of the issue. Originally, it was created as a small nod to working women. Then it became a larger nod. Then we started hearing from Members – calling truly concerned about their jobs. We have been talking, emailing and exchanging ideas with so many P.P.P. Members about the impact of outsourcing.

The conversations have ranged. Some are angry, some are resigned and others are passionate and proactive about protecting their job. After all, they explain, "If you don't fight for your job – who will?" We agree, but we also believe that you don't have to do it alone!

We love the hospital gift shop industry. We believe our program empowers our Managers and increases profitability. Our education is superb and we have proven to be a reliable resource – one that can be counted on for 18 years! All you have to do is flip through these pages, to know you have an advocate passionately working to connect this industry and support you. Show this publication to your supervisor. Advocate for this important mainstay in our communities. Must everything become homogenized or will we strive for excellence?

So you may ask, how does this feature for the working women come into play? We want you to consider your primary customer. Yes, you have patients and visitors – but the customer day in and day out IS the working woman. The nurses, doctors, lab assistants, financial analyst... the list goes on.

If they are like most of us, they may feel a little bit exhausted most days and cherish any moment to take care of themselves. They want to be understood and appreciated. You have a real way to meet these needs. The perfect shade of nail polish, comfy shoes that remain stylish, a piece of jewelry that goes from day to night, a candle to revitalize.... each product was selected to indulge – even if just a bit.

We want to help you pamper and support your primary customer! The woman, who is an individual with wants and needs that deserve to be attended to. And yes – it might just be a handbag - but if they start to rely on your gift shop as their respite - the possibilities are endless.

PULSE is our gift to you. With the support of our Vendors and our incredible network of Member contributors, we have put together an exciting fifth issue that we hope supports, inspires and energizes you.

Carrie Fleishman

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EVERGREEN
ENTERPRISES



Country Chic

Joan Howard

Gift Shop Coordinator
Fort Sanders Regional Medical Center
Knoxville, TN



We've never doubted country's cool quotient, but suddenly everybody else seems to have gotten the memo, from hip designers to famous chefs.

What does Country Chic mean in terms of home décor?? Think of it this way. Take rustic charm, blend it with simple elegance and throw in a measure of urban sophistication.

That's the beauty of Country Chic decorating.... It is a very personal interpretation of a style that will be expressed uniquely in each home.

Noelle Enterprises Inc.

Prairie Dance is Noelle's top selling fashion collection to date. Utilizing clean simple lines and incorporating vintage, rustic design elements. A look not to be missed.
910-270-4047 www.noelleenterprises.com



GANZ

Rural style with a modern esthetic is the concept behind Ganz's new Garden Bench collection. This pig looks to be designed from rough-hewn wood but is actually crafted out of durable polystone. \$14.00
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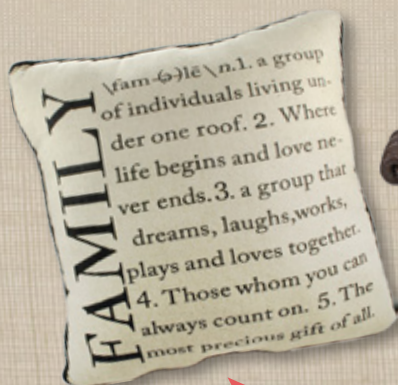
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Earthy elements and lots of texture are used to create a look that feels natural and has a sense of calm. The Angel is made with burlap, tin and natural jute twine elements. \$18.00 800-888-1918
www.CarsonHomeAccents.com



Dennis East

This multi use 6" hanging mason jar tea light holder with chalkboard label includes chalk. It can fit a tea light or a votive size candle. Right on trend with the raffia ribbon it is neatly packaged in acetate covered box with a belly band label. \$6.00 800-430-5665 www.denniseast.com



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Buy One Get One Free aka **BOGO**

The word "sale" has lost a bit of its luster nowadays, as our customers are looking for bargains beyond the standard discounted fare. So, retailers have to get creative! A popular spin at the moment is Buy One Get One or BOGO. Becoming more and more prevalent, even the local grocery stores have jumped on the bandwagon.

If you know you need to clean house or simply markdown a lot of goods that have been sitting around too long – Buy One Get One Free is the perfect way to move a larger quantity of merchandise, while still recouping your initial investment. Instead of a customer buying one

item at 50% off; they leave the store with two items. One discounted and one not – you broke even and the customers feel happy about their great deal!

“The possibilities are endless and lots of fun!”

Another way to spin this concept is with an oldie but goodie – buy one get one for .99 cents. Instead of offering the traditional BOGO, put your own twist on it, by offering the second item for only .99 cents. You can market all the items you wish to sell through daily announcements. Keep your customers guessing and coming back to see what the Sale of the Day is!

Also consider (beyond what products you need to move) what would be fun for your customers. You could offer a bracelet at full price, along with a pair of earrings for a .99 cents. Or offer a candle with the corresponding scented diffuser for .99 cents.

Creative promotions benefit everyone!

Customers are tickled by their fabulous deal, excited to come to your store and will share what they found with others. As a retailer, you have set your Hospital Gift Shop apart, moved a lot of inventory and recouped that initial investment. Even better? You now can free up real estate for merchandise that hopefully sells at full price!

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Type or "font" is to text what the voice is to speech.

The fonts you choose to utilize have a dramatic impact on both the tone and emotion of your presented message. Far beyond the Helvetica's and Ariel's of the PC driven era, graphic artists and designers continue to introduce fresh ways to say something – anything. And now that same creativity is jumping off the screen and out of marketing materials and beyond invitations to a whole new category, as the gift world embraces a love of type!

MIDWEST - CBK | Inspiration tags from Marcie St. Clair is a set of five tags with sentimental text. The featured 4 Rules 4 Simple Living Tags include four of the many rules to keep life simply; Work hard for your dreams. \$5.00 (800) 394-4225 www.mwcbk.com



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U.S. BALLOON | The brightly colored Happy Birthday balloon will offer well wishes to the birthday person! The 17" two-sided design mylar foil balloon is long lasting when filled. \$3.99 (800) 285-4000 www.usballoon.com



LEGACY PUBLISHING GROUP | The "Never Give Up" Reversible Placemat with artwork by Louise Carey contains 25 two-sided, full-color disposable sheets printed on heavy-duty paper. The perfect way to add a little style to any meal or gathering. 10 designs available \$10.00 (800) 322-3866 www.shoplegacy.com

BASICGREY | What's black and white and read all over? BasicGrey's Black Tie Canvas Wall Art - The baby to-do list 12" x 18" gallery-wrapped canvas wall art is ready to hang. \$42.00 (801) 544-1116 www.basicgrey.com



ABOUT FACE DESIGNS INC. | Wanderlust™ is an exciting and timely collection of bright, iconic metal signs and mugs featuring art with a nostalgic feel. Each design is hand drawn showcasing all new original art and timeless sentiment messages. \$9.00 (800) 742-1766 www.aboutfacedesigns.com



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LOSS PREVENTION...

what you need to know about shoplifting

DONNA BOYLAND

CAVS, Director, Volunteer Services & Gift Shop Manager
Witham Health Services, Lebanon, Indiana

Police estimate the \$12 billion a year stores spend to combat theft pales in comparison to what they lose to organized retail theft rings. Yes organized retail theft rings. These theft rings play the clerks daily and consumers are paying the price. In one area, police broke up a multi-million dollar regional theft ring after investigation. There were more than 60 men and women involved. Does this happen in hospital gift shops – you bet it does. At our facility, a woman tried to steal approximately \$90 worth of merchandise but was caught thanks to an alert clerk. She was arrested and ended up paying expenses for court costs that amounted to approximately \$700 and 3 years probation. Was it really worth trying to steal that merchandise?

Most thieves work in teams of at least two persons. One will distract the clerk while the other goes to a different area of the store and steals. It might pay us to have two clerks in our stores to keep this from happening. Eight in ten retailers say this has increased over the last three years, according to the National Retail Federation's 2013 survey. Some of the stolen merchandise is sold to “fences” for pennies on the dollar and then are sold at local flea markets or on the Internet. The impact of theft means higher prices for consumers and fewer sales for the merchant.

Most shoplifters are amateurs. There are a growing number of people who make a living by stealing from merchants. Some amateurs steal daily and can be highly skilled, but don't make a living stealing. These thieves come in all shapes and sizes, ages and sexes, and vary in ethnic background. Some of these steal out of compulsion, some steal for need, some steal out of peer pressure, and some steal because it is simply a business transaction for them. These folks are opportunistic and some mentally ill, and don't know better.

Depending on the type of retail store, retail inventory loss ranges from .7% to 2.2% of gross sales with the average falling around 1.70%. It was estimated that shoplifting occurs 330-440 million times per year at a loss of \$10 - \$13 billion dollar as quoted by Mulholland Security Centers, Inc.

We placed a “we prosecute shoplifters” sticker where it is extremely visible. This lets people know that you are serious about loss prevention and while it won't stop every shoplifter from trying to steal, it can help deter those who are not hardened thieves.

If you suspect a shoplifter, call security first as a backup prior to confronting the person. We never confront shoplifters alone, as it is not safe even in a hospital. We are close to the main hospital entrance and there is always the potential for personal harm or they may simply run, if your security detail is not present. You will need to call or install a silent alarm to notify security.

According to security expert Chris McGoe, “Typically they will walk past the clerk(s) and out the door. It is important for security to verbally confirm with the cashier that these items were not paid for. A shoplifter may get a change of heart and tell the cashier that the candy bar they ate was not paid for and the cashier can then ring it up. If you don't inquire first, you risk litigation.” We have had a customer return an item and demand a refund. The cashier did not look at the receipt to make sure the item being returned was the same as on the receipt. It turns out that the item returned was 50% off while the item on the receipt was at full price. So we must also watch returns closely even if they have a receipt for the merchandise.

The woman in our store was approached just outside the shop door. She was asked if she was going to pay for the merchandise. She came back into the shop and removed everything she had taken and told the clerk “I am having a bad day. I got caught.” Had it not been an observant clerk we would have easily lost \$90 in sales.

Always make sure you approach the person once they have left the store. It is also a good idea to have a camera situated just outside the shop so that you can have a photo of the person as they leave. When you approach these persons it is important to identify yourself clearly and your authority for stopping them. If you follow the above six steps you should have no problem with proving criminal intent to shoplift.

Some stores do exit bag checks to make sure merchandise leaving the store has been paid for. If you have even been into a Sam's Club, you offer your receipt to the person as you exit and they check the cart to make sure that the items paid for are in the cart; however this is not a customer friendly approach. These checks have to be voluntary and if the bag check is involuntary that can be seen as coercion.

Have you received bad checks in your store? I suggest you contact your local prosecutor's office to obtain signage that states you will prosecute as this is, “Intent to Defraud” a business.

Our sign, stating we prosecute fraudulent check writer's, is affixed to our cash register. When they look up to see the total, the sign is in front of them. We still have people write bad checks and they are sent a letter giving them two weeks (a date is also given) to bring in the cash. If they do not abide by this letter, the bad check is taken to the Prosecutor's office. In the few cases where we have had to do this, we have gotten back from the Prosecutor almost twice what the check was written for. You need to not ignore bad checks and you need not stop taking checks. Once people find out you will prosecute, they will stop issuing you bad checks.

You must have probable cause to prevent false arrest claims:

- 1.** You have to see the shoplifter approach the merchandise
- 2.** You have to see them select the merchandise
- 3.** You have to see them conceal, carry away or convert the merchandise
- 4.** You have to maintain continuous observation of the person
- 5.** You have to see the shoplifter fail to pay for the items
- 6.** You have to approach the shoplifter outside the store – we do not suggest this prior to the arrival of a member of your hospital's security team.

(as quoted by Chris McGoe, CPP, CSP, CAM)





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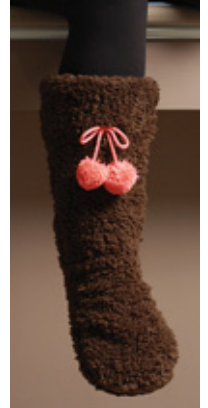
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Love

WHAT YOU DO!

Lana Wessel

gift shop manager,
Memorial Hospital
The 800 Gift Shop
Jasper, IN



special event.

Great ideas! Pizza is an easy but thoughtful and fun way to build relationships. Especially on days, you need to rally everyone to create a new front window! What is your most unusual display piece or prop?

I have been creative and even gone to "treasure shops" and picked up wooden crates, a wheelbarrow, just odd pieces that catch my eye but they sell

and that's good too because it keeps it fresh.

Lana thank you for opening your doors, to share your Hospital Gift Shop with us. We would enjoy hearing a bit about you!

Everything you ever wanted to know about me, well the stuff I admit to anyway!! I am a fifty-five year old mother of three, and grandmother of one. Before I started at the gift shop, I was employed at Sears for eleven years. My duties included sales, merchandising, bookkeeping, scheduling, and office work. I needed a change, so I applied for this job which has turned out to be just what I needed. There are no dull moments anymore!! I have been given twenty hours a week to manage this shop. Needless to say I am busy! My volunteers are priceless!! Without their help, this shop would not be possible. Even after three years I find there is always more to learn, see, and do. Someone once said love what you do and you'll never work a day in your life, that's pretty close to how I feel about this gift shop.

Every manager starts their day off, in their own unique way. What is the very first thing you do each morning, as you enter your Gift Shop?

The first thing I do is walk the shop, just to see what is selling, what needs refilling or cleaning up. I really like being there alone for awhile just to kind of take in the smell of candles and quiet. Get right with the day before it starts. Oh yeah! I check the previous days sales!!

Checking previous day sales! We think that is definitely on everyone's list! What is your favorite spot in the shop – do you have one? *Without a doubt, the baby section. Being a new Grandma doesn't hurt that!! I am drawn to the cute clothes and baby items. We do not have a baby store in town, so we are a nice surprise for customers with the nice amount of clothing and accessories that we offer.*

We continually hear that baby items enjoy great turnover – particularly, with our generation of Baby Boomers. You are smart to capture that market! reword sentence: On another note, can you share a few fun things you plan to keep your employees/volunteers feeling appreciated? *We have a Christmas dinner, an appreciation dinner, and a tea for them every year. I have also planned a Christmas party just for the gift shop volunteers. Sometimes it's something as simple as sharing some chocolate or ordering pizza for a group that helps with a*

Keeping it fresh is important - it gives customers a reason to come for another visit. Do you utilize Loyalty Programs? *We haven't yet. I have been looking into the bounce back card idea. So far that has seemed like it would benefit our store better than a coupon or punch card. I am looking forward to exploring that idea.*

Most of us have a work "wish list". More paid help, a new POS system, brand new fixtures....what is your list? How would it help? WOW! Do you have all day? *I wish we had more room and yes, a more streamlined fixture system. It would be great to have one more paid employee; I only get 20 hours a week and most of the time I am working to stay current. We need a better system of inventory control and I look forward to some time to implement new strategies.*

Speaking of strategies - Do you utilize social media? Facebook or Pinterest? *Yes, we have a Facebook page. I try to post coming events and keep people interested. Anytime you can get the name of your shop out is a step in the right direction.*

Yes it is! We have enjoyed learning more about you and Memorial Hospital The 800 Gift Shop. One last question, if we may? Knowing what you know now – what is one thing you would go back and tell your younger self? *Ahhhh, this one hurts; I would say "slow down". I took on too much the last two years for one person. Somebody should have told me, I am not a big box retailer. I will say if you need it and don't have it; it is not truly a necessity. Our customers call us the Memorial Mall. Everybody loves our gift shop and I just do the best I can – one day at a time.*



New & Noteworthy



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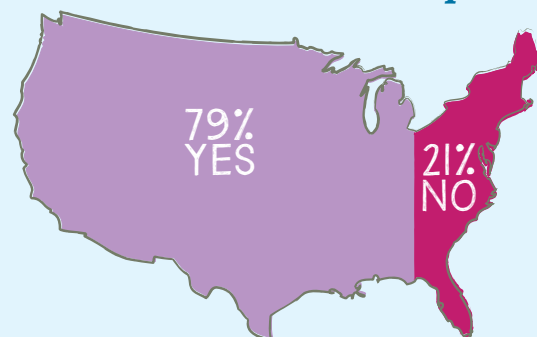
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Smart Retailing

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MEMBER TO MEMBER

“Our shop was fortunate to win the Caren promotion. We received a case each of Pretty Sport Hand and Body Lotion which we sold in the shop at regular price. You can't make more than 100% profit just by entering your shop each month in the Monthly Drawing. It also gives us a chance to offer our customers a new product at no cost to us. Great idea from P.P.P. Don't forget to enter each month, you might be the next winner!”

Rosemary Tortorice

Carteret General Hospital, Morehead City, NC

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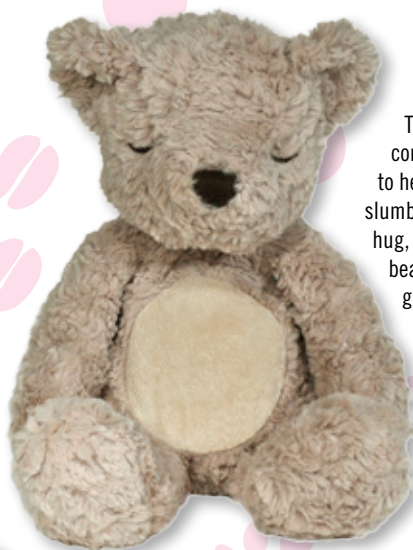
Douglas Monkey Snuggler Blankies are soothing and soft in vivid lively Colors. Many customers say it's a good idea to have a spare one or two on hand for the car and care givers. For ages: newborn and up, Machine Wash. \$14.99 (800) 992-9002 www.douglastoys.com

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Listen and watch Cuddle Barn's cute plush musical "Elliot" as he sings "*Do Your Ears Hang Low*" while swinging his head and flapping his ears. \$29.99 (888) 883-1885 www.cuddle-barn.com

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Pinkimals Posy the Pig™ is an award winning little porker that loves to have her tummy rubbed. Her pretty pink color and happy expression make her the perfect pet. Snuggle up with Posy and discover this peppy little pig's loveable personality. \$20.00 (800) 541-1345 www.manhattantoy.com



Dream Team

EMBROIDERY -
INNOVATION
& INVENTION

Stephanie Stout-Tracy

gift shop manager,
Good Samaritan
Cincinnati Guild Gift
Shop, Cincinnati,
OH



them the "Dream Team." I feel very fortunate to have them as team members.

During the past ten years, the Gift Shop has gone through many changes. The main Shop was remodeled and is now 1,100 square feet. Our smaller shop on the other side of the building was moved to its current location in our new outpatient lobby. With the new outpatient lobby situated between floors, there was not a great deal of foot traffic from employees or visitors. That's when

we began brainstorming to come up with something unique to offer that would draw additional business to the Gift Shops. When an employee mentioned that we should think about embroidery, we decided to look into it.

Because there were lots of pieces to bring together to get into this business, we turned to the Gift Shop sponsor, Good Samaritan Hospital Guild, and asked them for start-up funds to purchase an embroidery machine and the products to produce the embroidery along with items to embroidery. With more than 500 births a month at the hospital, the natural progression was to begin with baby items, such as, elephants, bears, baby blankets, bibs and diaper bags. However, we quickly added items for the entire family, including bath towels, beach towels, backpacks, tote bags, and bathing suit cover-ups just to mention a few.

Orders for embroidery can be taken at either shop by our paid and volunteer staff. Turnaround time is one or two days. The customer picks up the order, unless it's for a new baby, then we deliver the order to the patient's room. Feedback has been great and we have many repeat customers.

Most items that we sell already include the price of embroidery for one single name. If the customer wishes to have additional embroidery on the item, we charge \$7.00 per line. Currently, we only embroider items purchased in the Gift Shops; however, we may revisit that policy for certain items.

By locating the embroidery function in our smaller shop, we were able make the space profitable and a fun place to visit. Now that we have recovered our initial investment, we are looking forward to even bigger profits.

Educating the staff in what can and cannot be monogrammed is essential along with pricing the items with monogramming already included. We do this because of the large volunteer presence in our Shop.

Our goal is to always strive to exceed our customers expectations.



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Do you hear blue birds singing in the trees when you see your sweetheart? Is an evening walk hand in hand a favorite pastime? Well, if so, you are truly a hopeless romantic! And we love that about you. We had such fun compiling the sweetest gifts to keep that loving feeling alive. Swoon worthy, yet never extravagant, because we still believe it's the thought that counts. (Well, unless you want to give a diamond – then we vote for diamonds). Anyway, we digress! There is something here to keep all the happy couples canoodling and cooing!



95 & SUNNY INC.

These beautifully detailed wine glasses are perfect for toasting or great gifts for the wedding party. Available Designs ~ Bride and Bridesmaid (with an elegant raised scroll design), Groom and Groomsman. \$25.00 (888) 953-4537 www.95andsunny.com

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The feeling of love is a singular experience. In this miniature book, notables as diverse as James Thurber, Elizabeth Barrett Browning, Henri Matisse, and David Byrne share their thoughts on love's universal joys and intimate depths. \$4.95 (877) 528-1444 www.perseusbooksgroup.com



MALDEN INTERNATIONAL DESIGNS

Malden's "Happily Ever After" framed corkboard can be personalized with your photos, invitations, greeting cards, etc. The 12" x 12" wall décor comes complete with pushpins to get you started. \$14.99 (800) 426-3578 www.malden.com



FOR ARTS SAKE GREETINGS AND GIFTS

"On Your Anniversary" Inside: "Congratulations to a wonderful couple." For Arts Sake Greetings and Gifts offer the highest quality products, introducing new items throughout the year. \$3.49 (800) 689-5270 www.forartsakeusa.com



ROMAN INC.

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IT TAKES TWO INC.

This beautiful spouse-to-spouse Anniversary card by it takes two features a tender verse about remembering all the reasons for a couple's enduring love for each other. \$2.95 (800) 331-9843 www.ittwholesale.com



ANNALEECE BY DEVRIES

Annaleece's "Together Forever" necklace and earring set signifies the unity of two spirits into one. Finished in rhodium and accented with cream and light grey faux pearls, this boxed set will fit any budget. \$45.00 (866) 401-6700 www.annaleece.com

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RETAIL INNOVATION

We remodeled our main gift shop two years ago.

By adding mirrors, a new ceiling, lights, flooring, and re-arranging, the employees thought we had enlarged - smoke and mirrors as they say. We also changed our uniforms to have a more polished retail look to match our new polished shop. We accomplished this in a two week period and operated from a temporary location, so we were not closed during the remodel.

I make my buys at Atlanta and Dallas; however, many of our Missouri buyers cannot attend the larger shows. To this endeavor, I recently hosted a meeting at the St. Louis Gift Show and invited Missouri Hospital Gift Shop managers and buyers to attend. We had 18 buyers representing 8 hospital gift shops. There was a good mix of paid staff and volunteer staff. It was very successful! I also shop the area festivals and work with local artist and vendors and try to use them as often as possible.

+3

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2 FATHER'S DAY GRILL PROMO

3

3 FALL BLAST PROMO I am organizing a Fall Blast with the other departments in our hospital. The departments will set up tables with a brief activity and treat for the October holiday. We will be open for our inpatient pediatric kids in the morning. In the afternoon/evening, we will be open to siblings of our newborns, children of our learning center and our employee's children.



“

Greg Mueller

Summerville Gift Shop, Summerville, SC



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FAS has an ever-expanding selection of everyday gift lines, including stationery, journals, jewellery, fashion, novelty and homewares. FAS is able to provide customers with complete card and gift solutions.

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As well as our extensive everyday range, FAS has a great range of Christmas Boxed, Christmas Loose (Counter), Easter, Valentine's Day, Mother's Day and Father's Day cards.



**Our huge selection of cards include: age, cute, floral, formal, humour, inspirational, juvenile, 3D cards, photographic, teen, traditional, trend plus many more.
We're sure to have one to suit your needs.**



CARSON HOME ACCENTS

Carson and artist Robin Davis present this beautiful burlap wall piece embellished with patterned linen. The 33" x 22" canvas was designed to convey the warmth of Family, Love and Connection. \$50.00 (800) 888-1918 www.carsonhomeaccents.com



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APG GIFTS

Kate Gosselin's *Love Is in the Mix* is a family-friendly cookbook that will please the pickiest palettes while making cherished memories. Recipes, Tips and Traditions \$22.95 (866) 414-2481 www.apggifts.com



FAMILY impressions

Mothers often hear the refrain: "Enjoy your children for the days are long, but the years are short". And perhaps that truth is all too real for many of us, as we turn the pages of our calendar.

It's easy to feel like you are on your very own racetrack with the endless work, chores and errands to be done. And so we have to remind ourselves to slow down, take a breath and live in the moment.

Family quotes strategically placed here and there do that for us. These little nuggets can put us back on track, encourage us, inspire and shine a light on what is most important - FAMILY!

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Dorothy Gale says it best, "There's no place like home." Share the heart of your home on this Danielson Designs™ Clip Strip. You can rotate pictures as often as you want. 23" strip holds three photos. \$28.00 (800) 724-5902 www.ganz.com



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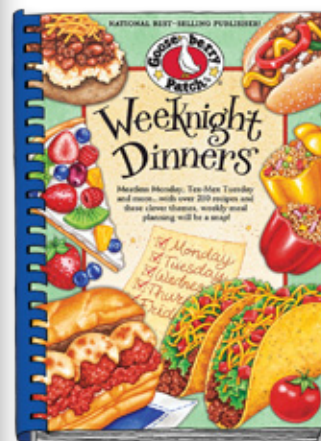
D. M. MERCHANDISING INC.

The Family is Forever Stretch Bracelet feature stylish symbols of the many blessings that make a family: Love, Serenity, Health, Memories, Spirituality, Joy & Prosperity. \$14.99 (800) 548-6784 www.247DM.com



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Peter Pauper Press - Bon vivant: Someone who lives well and enjoys fine food, drink, and schedule planning with this ooh-la-lovely Paris-inspired compact engagement calendar. 16-month planner for home, office, or on the go! \$12.99 (800) 833-2311 www.peterpauper.com



K&K Interiors - A great decorative accent for indoor or outdoor use; these large finials are a great addition to a fence top, outdoor column or use indoors as a decorative accent in the garden room. \$31.99, \$79.99, \$119.99 (877) 647-0111 www.kkinteriors.com

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continued on page 29



Manual Woodworkers & Weavers - Ottoman's have really come into vogue due to their versatility and this one is particularly attractive with its Parisian ideograms and scroll shape. Put your feet up! \$199.00 (800) 542-3139 www.manualww.com



World Buyers - A touch of Paris for the home...Reminisce about a trip to Paris or dream of one with these lovely glass coasters of the Eiffel Tower. Set of 4 \$21.99 (800) 996-7531 www.worldbuyers.com

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Andrews McMeel Publishing - *Paris to Provence* is a culinary travelogue of separate summers spent in France, interweaving a collection of simple recipes with stories and images that take you on a journey. \$29.99 (800) 851-8923 www.andrewsmcmeel.com



JOÏE DE VIVRE

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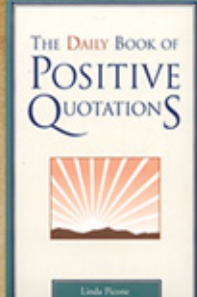


burton + BURTON - Use this elegant Fleur De Lis Planter to add a touch of class to your garden or use as a decorative accent! The metal side rings can be used as handles. \$12.99 (800) 241-2094 www.burtonandburton.com

Bico - The Fleur de Lis is a French term for the Lily flower and the official symbol of French Royalty. Pendant's unique three petal shape symbolizes the perfect balance of mind, body and soul; made with Swarovski crystal \$13.75 (877) 781-9988 www.bicopacific.com



Pacific Silver Inc. - With the popularity of the key theme, these beautiful key brooches will add a regal touch to any outfit. Assorted Styles (When ordering, specify KEYS as description) \$14.99 (800) 548-8552 www.pacificsilver.com



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Nora Simmons Daly - gift shop manager,

University Colorado Hospital Gift Shop, Aurora, CO

After nearly 39 years of service, the University of Colorado Hospital Gift Shop Association has decided to dissolve their 501c3 status and our gift shops will soon become a hospital department. They have been unable to find new volunteers to serve in leadership roles within the organization. It is a bittersweet ending for our non-profit; however, they must be celebrated for their longevity.

As we all know, hospital gift shops have struggled in recruiting new volunteers and challenged with aging or short-term volunteers. How do we remain a viable service and business within our facilities without these important members of our staff? Hospital administrations across the country have worried with this question for a long time.

My director did not have to look too far to come up with a solution to the issue of our auxiliary's dissolution. He knew he could rely on continued

successful gift shop operations because he had a professional manager already on board. We both attended a webinar conducted by a third-party vendor and agreed they offered solutions for hospitals

that did not already have professional retail management or the resources to upgrade their retail shops but not necessarily for us.

Since my hiring a little over 3 years ago, I have provided my hospital with the same services that third-party vendors promise --- professional management, product selection and enhanced merchandising. This has resulted in increased sales of over 75%, improved customer satisfaction and enhanced services.

I was fortunate to have a strong team of volunteer buyers and a good point-of-sale system, when I came on board. I worked to strengthen budgeting practices by instituting an open-to-buy program and monitoring inventory levels to ensure better turn-over rates. We looked at the merchandise mix and eliminated products that had run their course, moved product categories to different shops and had clearance sales to eliminate old, stale merchandise.

We instituted employee payroll deduction two years ago, something my ladies were hesitant to do. They quickly realized what a boon this was to our overall sales.

We are now in the process of instituting a monthly employee appreciation sale day.

With three stores, two that are open 7 days a week, I cannot possibly staff 100% with volunteers.

Currently 2/3 of the hours necessary to operate our stores are paid employees; 1/3 volunteers. We still operate very profitably and are able to contribute to provide funding for patient-centered projects. My director understands the volunteers that are attracted to service at our hospital are not interested in gift shop assignments. He knew as the demographic in our shops shift, the net profit may decline somewhat; however, he recognizes the importance of the service we offer our patients, visitors and employees.

I continue to overcome barriers to profitability, working to reduce shrink loss, improve margin, and keep employees interested and engaged in our stores. After our shop's transition our leadership volunteers will still be involved in shop operations, their roles will change somewhat because of hospital policies but they will still contribute their experience and enthusiasm to the overall success of our stores!

Recently, one of my colleagues at a hospital within our system mentioned her director was considering a third-party vendor. I am hoping that our stores can be an example of how shops can operate successfully with a combination of paid and volunteer staffing. We are able to offer a shopping experience that is tailored to the needs of our facility, not a generic "marketplace" based on sales of shops nationally. This is so important for patient and employee convenience and satisfaction and the overall patient experience.

It is up to those of us who manage the retail operations to advocate for what we do and the service we bring to our facilities. It is up to us to ensure that we are keeping up to date on best business practices and current trends in our industry. There are many great resources out there for us including P.P.P., hospital gift shop consultants, market seminars and internet resources, use them!

“ I have provided my hospital with the same services that third-party vendors promise --- professional management, product selection and enhanced merchandising. ”

“ We are able to offer a shopping experience that is tailored to the needs of our facility, not a generic “marketplace” based on sales of shops nationally. ”

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We look forward to presenting you with our great new wildlife gift and decor items at the PPP Winter Show in Atlanta. With over ten new product collections being introduced this winter, it is our biggest product expansion in years!



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HORSE *Play*

Horses and equestrian lovers are everywhere. And while most of us cannot claim to be avid riders, we still appreciate the beauty and grace of these animals. Merchandise with items featuring horses has enjoyed steady success; however, this is a trend that is galloping ahead in 2014! Horse gifts are influencing everything from gifts to fashion accessories. Consider a montage of home décor, jewelry, gifts and play it up with traditional Wild West flair or put a spin on it with urban rustic influences.



7



12



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4

1 AMERICAN EXPEDITION New Inspirational Wildlife Wall Art on a stretched canvas frame creates a fine art presentation. Beautiful decor pieces feature an inspirational quote alongside rich wildlife illustrations. \$30.00 (800) 205-4332 www.americanexpedition.us

2 BERKELEY DESIGNS Beautifully sculptured and capturing the spirit of the horse. This jumping horse figurine is made from resin and then hand painted to create the look of bronze. \$33.00 to \$50.00 (800) 272-3872 www.berkeleydesigns.com

3 CMC GOLF, INC. The Mini Day Pack is purchased by men, women and children of all ages and has many uses. This convenient pack appeals to people "on the go" whether hikers, spectators, students, shoppers or travelers. \$19.99 (800) 542-4454 www.cmcgolf.net

4 COTTAGE GARDEN This equestrian themed music box is from the traditional wood grain music box collection using the best selling finish. Box plays "Rocky Mountain High" using a Sankyo movement, the finest musical movement in the industry. \$29.99 (877) 210-3456 www.cgcollections.com

5 ENESCO The Apple of my Eye bracelet is a perfect complement to the matching necklace and earring set. Bracelet features horse and girl design with figurine sentiment on the back. Faux leather corded bracelet measures 7". \$15.99 (800) 436-3726 www.enesco.com

6 LIGHTHOUSE CHRISTIAN PRODUCTS The Running Horses sculpture plaque is an inspirational gift that celebrates the milestones in your life. The enduring piece is made of cast stone with a metallic bronze finish. \$32.99 (888) 477-4031 www.lcpgifts.com

7 LPG GREETINGS The exquisite original artwork by Lori Voskuil-Dutter instills the beauty of horses. The 3.5" x 2.5" magnets are made of high quality magnet material. With more designs and a display available. Made in the U.S.A. \$2.45 (800) 457-4911 www.lpgcards.com

8 MONTANA WEST USA You'll love the cowboy chic look and luxe feel of this genuine leather satchel by Montana West! The exterior has stud and rhinestone accents. The bag has a silver rhinestone encrusted horseshoe on the flip that snaps closed and adds some serious style. \$59.99 (972) 241-9998 www.montanawestusa.com

9 SARA KETY LLC "You Had Me At Howdy" A white onesie that make a hilarious first impression. Available in 0-6, 6-12, and 12-18 Months. \$17.00 (866) 699-6660 www.sarakety.com

10 TANGLEDFAITH Good Luck Charm Necklace features an electroplated rhodium silver cross with silver plate charm. This Horseshoe Charm is lucky, but you're sure to have so much more when God is within you. \$20.00 (281) 954-4461 www.tangledfaith.net

11 THOUGHTFUL LITTLE ANGELS "Free Spirit" sentiment captures the free spirit of our youth, of our nation and everyone who has ever had a dream. With over 500 sentiments and styles for every occasion, feeling and inspiration, they have something for everyone. \$5.99 (877) 852-8723 www.thoughtfulangels.com

WHAT'S SELLING?

MEMBER TO MEMBER



Fravessi

Worthy Promotional Products



International Playthings



"International Playthings - Great product selection and good price points. Helpful, knowledgeable rep and a catalog listing appropriate play age which makes buying for early years and up so much easier. We especially like Viking Toys; perfect first vehicles for young children. Dishwasher safe! Within this line, Chubbies and 13 Piece Road Set sell best for us."

Cathy Ray Columbus, OH

"Our gift shop has been stocking Fravessi cards for over 10 years. They have always delivered A+ service whether taking back cards that were not the right fit or sending new envelopes to refresh shopworn ones. They have a price range that will service most customers. We could not be any more pleased with a company."

Elaine Powell Charlottesville, VA



JJI International

Snazzy Beads

"I have purchased from several vendors with P.P.P. including Worthy Promotional Products, JJI International, Snazzy Beads and Spontiques...all of which were easy to order, had great promotions that were a cost savings to me, fantastic quality and great valued products!"

Suzanne M. Anderson Roanoke, VA

"I'd like to respond with our experience with JJI International. I discovered them at the P.P.P. Event last January in Atlanta. I was looking for a basic line of earrings that had a reasonably good retail price, good markup and service. JJI has ALL of that, and we have not had one pair returned with damages. I have expanded the line to 3 of my 5 locations, reordered a number of times throughout the year and they remain reliable and very saleable. Many of our customers are employees who forgot their earrings for the day and end up buying multiple pairs at a time. The margins are fabulous too!!"

Patty Tager Mountain View, CA

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G. Ellery Jewelry

“We recently purchased from **G. Ellery Jewelry** and were very pleased with it. The whole display was worth about \$500 and we didn't have to pay anything up front. Our Rep said if we didn't sell it, he would just pick it up. To our amazement, it started selling really well, even though we thought it might be priced too high for our clientele. We have sold at least half of the display, and are in the process of getting more. It is very nice quality jewelry.”

Arletta Trejo Beaver Dam, WI

“**SOZO** - this is a darling children's line. The colors really pop and bring fun color to your baby area. Everyone has the traditional baby blue and pink so this is a fun alternative for your Generation Y folks.”

Ginger Taylor
Springfield, MO



SOZO



Pocket Plus

“I have purchased several times from **Pocket Plus**. Super easy to work with. Send merchandise very quickly. The product sells and sells. I am on my 5th reorder!”

Elizabeth Stringham Neenah, WI

“We have purchased from **Oatmeal Studios** and were very happy with them. They have humorous cards that really hit the mark with consumers. Our best selling item from Oatmeal Studios was the humorous post it notes. A great item for nurses, secretaries and bosses.”

Judi Stallings Albuquerque, NM



Oatmeal Studios

“**South Bend Chocolates** has the best crunches- caramel popcorn and in each seasonal bag they include chocolate, nuts or other appropriate seasonal candy even cherries. We have only tried the crunches but I think the packaged cookies and boxed chocolates look really good!”

Patricia Sterner UIHC Wild Rose Gifts, Iowa City, IA



South Bend Chocolates

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72ct MIXED NAIL CARE DISPLAY
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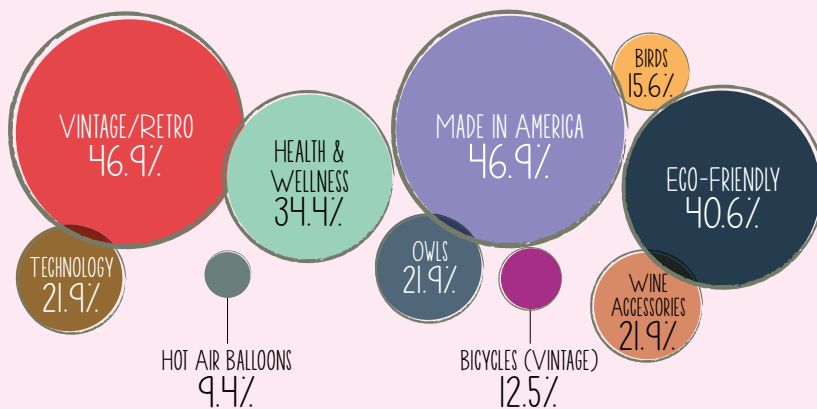
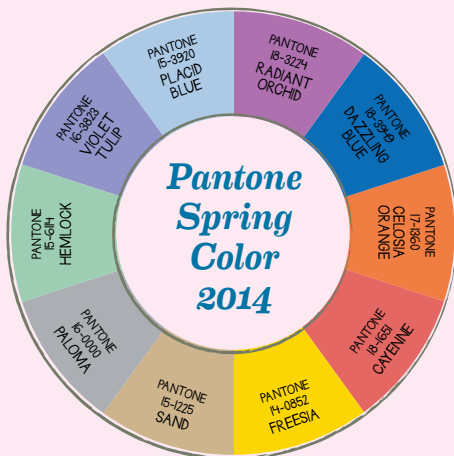
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Share your trend predictions for 2014!
Is it on with the old or in with the new?



What categories do you see trending for 2014?
please rank



MEMBER TO MEMBER

“I’m always excited to enter PPP’s monthly drawing, and you can imagine how surprised I was when our shop won! The items from Noelle were amazing, I’ve gotten such great feedback from our customers, and I’m looking forward to doing business with Noelle in the future.”

Angelie E. Perlaki

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working 9 TO 5 (or 3 to 11...)



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ALEXA'S ANGELS Style yourself sassy with beautiful bracelets that double as hair bands! Why wear that boring rubber band on our wrists just in case we need to pull our hair back? We have to be practical, right? So why not be stylish too? \$15.00 (877) 264-3576 www.alexas-angels.com

Forbes recently released a listing of the top 100 blogs for women. As you scroll through the listing, you cannot help but feel empowered and inspired by the effort, creativity, intelligence and raw energy these women emit. Women that are passionate about their families, careers, friendship, lifestyle...and they do it all with confidence, grace and yes – brevity! But it's also real and honest. Not every day is a great day. Some days you barely make it out of the house; with an unhappy child on your hip, no lipstick and a stack of unfinished work. In-laws make you crazy, your boss is proving difficult, your aging parent is sick – life is tough.

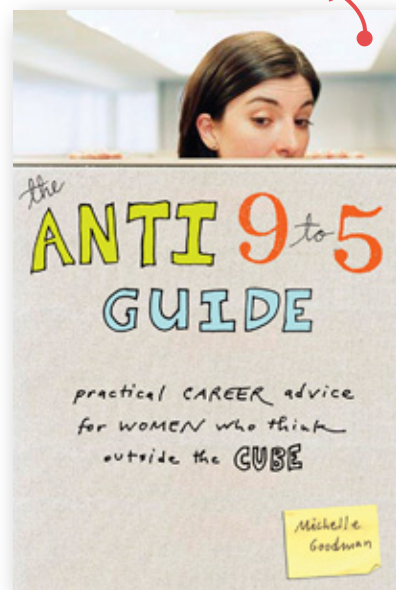
But these blogs remind us that we are not alone. We face the same issues – yes, at different times and in different ways – but the collective support system can be transforming. And no, we have not forgotten how important the Men in our lives are. But for just this moment, it's nice to shine the spotlight on the core customers in our stores and remind you that you have a unique opportunity to support them, in small but meaningful ways. Sunglasses can take you from fresh faced (aka no makeup) to stylish at an afternoon lunch. A badge reel is simple, but it can perk up a scrub. Your feet are hurting? We can help with that too! So this feature is for all of you working women!

LEGACY PUBLISHING GROUP Artist Jessica Flick's humorous side comes out in this delightful collection of 12 coasters featuring real women facing the daily grind of life with grace, panache, and a seasoning of levity. \$1.50 (800) 322-3866 www.shoplegacy.com



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Some people just have that organizing gene. That oh so amazing gene where organizing seems to come so naturally and flawlessly....don't envy them – join them! We are all about efficiency and the truth is, nothing makes life easier than a bit of organization. Loving the idea of giving the gift of organization; it was really fun putting together these ideas. Here is our favorite organizational items for home, work and travel.



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Need a place to keep track of busy schedules but demand style and sophistication? Look no further! The Posh: Cheeky Bird 2014 Monthly/Weekly Planning Calendar is both beautiful and functional. \$14.99 (800) 851-8923 www.andrewsmcmeel.com

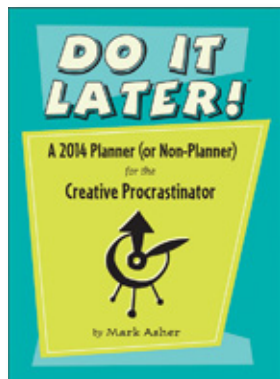


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TEN Markdown Tips

The How, What, When, Where & Why of Markdowns

FACT: YOU CAN MINIMIZE MARKDOWNS, BUT YOU WON'T ELIMINATE THEM.

Taking markdowns is just a fact of doing business. Here are some retail markdown tips so you can learn how to take markdowns wisely and minimize their impact on your retail store.

If you don't take markdowns on merchandise that's not selling, you're simply tying up cash that could otherwise be spent on saleable goods. Trust me, holding on to bad merchandise and hoping it will eventually sell at full price just doesn't work.

There are two kinds of markdowns to consider. The first kind is a **permanent markdown**. This is the markdown you take on merchandise you want to clear out of your store forever and aren't going to re-buy. You know, that talking flamingo with the bouncing head that the rep talked you into, or the "darling" little chartreuse bonnets your Mom picked out. Mark the lower price in red (or

another bright color) on the price tag. And keep lowering the price until it's gone! This is the stuff that should be in the clearance section of your store.

The second type of markdown to consider is the **point of sale markdown**. Use this kind of markdown when you want to put items on sale that you intend to keep selling in your store. With this kind of markdown you don't permanently lower the price, the special price is only for a specific period of time – like a weekend sale or a month long special event. The price tag stays the same and the markdown is taken at the time the sale is rung up. When the sale is over, the merchandise goes back to its original price. You might use the point of sale markdown if you are temporarily overstocked in an item (umbrellas during a drought or sleds in a mild winter) or if you are having a special retail promotion.

10 RETAIL MARKDOWN TIPS FOR MAKING THE MOST OF YOUR MARKDOWNS

1. JUST DO IT! Markdown the "dogs" in season.

Don't wait to mark down something that you know isn't going to sell at full retail – especially if it's a seasonal item. Marking it down in season allows you to take a smaller percent off than if you wait too long and it's also more likely that you'll end up actually selling the goods than if the season has passed.

2. Pick a percentage that motivates buying.

If it's a bad buy, don't try to get away with a 5% markdown. Start at least 20% off and go down from there if necessary.

3. Don't overdo the "SALE" mode. Twice a year is plenty.

If you're always "on sale" your customers will hesitate to buy from you at regular price. Try to keep big, storewide sales to twice a year at most.

4. Move permanent markdowns to a clearance area.

If you leave permanently marked down merchandise mixed in with regular price retail goods, it's hard to spot the great deals. Move all your clearance to one area so it's easy to shop.

5. Sign, sign, sign.

Make sure you've got signs highlighting all your markdowns. A big sign for the clearance area and signs to indicate your point of sale markdown (All Games 40% OFF) are the best way to make sure your customers know what's on sale.

6. Try a price point table.

If you have lots of items at around the same price point, try a price point table – for example, "All Items On This Table \$10." That might mean a 22% markdown on some items but a 48% markdown on others. It makes the buying decision easy for your customers, and that moves merchandise.

7. Put your markdowns at the "back of the bus."

If you put your clearance section at the back of the store, you'll minimize the clutter in your store (because, let's face it, clearance isn't very pretty!) and you'll also make customers walk through all the wonderful regular priced merchandise to get to the bargains!

8. Train your sales staff.

Take time to thoroughly train your retail sales staff on great selling behaviors. Encourage them to sell regular price merchandise. This will mean fewer markdowns for you and higher overall margins.

9. Broken colors, sizes, or assortments equal markdowns.

When exactly the right time to mark something down is a tricky question. Here's one rule of thumb: if you have a coordinated merchandise group that has hardly any matching sizes, colors, or pieces left, mark it down.

10. Over a year old? Dump it or donate it.

Your store is not a museum. If you've got basic merchandise that's over a year old take a loss on it or donate it to a charity and get the write off on your taxes. There's some stuff that just won't sell no matter how low you mark it!

If you need help with your Inventory Management and Assortment Planning, or want more retail markdown tips check out the great resources available in the Retail Mastery System. It is the most comprehensive, business-building resource ever assembled for the independent retailer.

WANT MORE GREAT RETAIL TIPS?

Sign up for the FREE WhizBang! Tip of the Week. You'll get great business-building information delivered directly to your inbox every week. These tips are not high-falutin' academic theory or pie-in-the-sky fluff, they are practical, proven ideas to help you run a successful retail store.



the GIFT of ORGANIZATION

continued from page 40

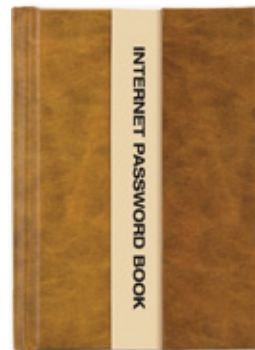


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Jen McGee, Manager, Mission Hospital Gift and Coffee Shops, Asheville, NC

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LORRAINE DUDDLES

Resident Life Manager, Lutheran Home General Store
Arlington Heights, IL

We truly appreciate your time Lorraine! It is a pleasure to learn more about you and how you came to be the Resident Life Manager at Lutheran Home.

I have worked at the Lutheran Home for 23 years starting as Assistant Volunteer Manager, with purchasing responsibilities of everyday products for our little store. In 2001, our General Store moved to the newly remodeled main entrance and staff titles and responsibilities were changed. I became completely responsible for all volunteers and the management of the store.

Given that you are in a Long Term Care facility - how do you feel you are like a Hospital Gift Shop and in what way are you unique?

SIMILAR: We have customers that are dealing with health issues; we have the same staff shopping all the time; we offer employee payroll deduction; always seeking quality merchandise at a reasonable price.

UNIQUE: Our register collects money for the store and the deli (operated by Dining Services) that shares the same space; we sell a lot of candy and snacks; we offer dry cleaning drop off, stamps and package mailing; gift certificates for residents and staff; our toiletry department is large and varied; spiritual merchandise; handcrafted merchandise (i.e. walker bags); we are not charged any overhead nor salaries, so our pricing is less than any other retail establishment. Individual customer service is often frustrating given our population, but that is what customer remembers.

You are certainly responsible for a lot and handling it beautifully! What is your top selling "Department"?

Greeting cards and everyday candy.

We would love to know what your single best selling item of 2013 has been?

Floral mugs of the month in a beautiful box from Giftcraft. Sold 33 of 36 within 6 weeks!

Do you offer any unique promotions that you feel increase your profitability?

New employees receive 25% off one item (and some have used this very wisely). Our residents are allowed to charge merchandise to their monthly bill – not having to carry cash is a great benefit to them and us.

How do you excite and encourage your staff?

New store volunteers spend about 10 hours either with either myself or an experienced volunteer. Our volunteers usually work alone in the store (there is staff in the deli) so I try to talk to each volunteer during their shift. Several times we have had a meeting/social for the whole staff and they seem to enjoy talking to their peers.

What is your biggest challenge?

Staffing the store with volunteers. We only have one scheduled at a time to run the register so we really feel an absence. It's great to have them communicate with the others to fill in for vacation days.

We would love for you to share any final thoughts or ideas, you would like!

We are not an institution. We are a home. "Empowering vibrant, grace-filled living across all generations". This is our motto because we have a childcare center within our facility.



RAISING Kids

In today's blogosphere, there are so many terrific sites for busy parents. They share tips, ideas and even cool products, so Moms can keep a shred of fabulousness for themselves. Build on the popularity of those blogs and create your own display!

Not a children's hospital? Hey, don't forget that a large percentage of your customers are also working Mamas! So track down the awesome stuff that makes life a little more fun. After all, diaper duty, dinner drama, chauffeuring and homework headaches add up. They deserve a little break! We have weeded through loads of products to showcase some of our favorites. These are products that solve a problem, provide a little distraction time (hey, that laundry won't fold itself!) or make you look like a super mommy (cupcakes for a class of 18 – no problem!)

This display will make the perfect spin off, in your efforts to indulge your primary customer – the working woman.

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Phon: _____

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Helpful Hints: _____

Restrictions: _____

Bedtime: _____



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GEOCENTRAL

The new Handy Science Kits will have kids learning from real science experiments. Each kit includes six simple experiments that strengthen a child's powers of observation while being interactive and fun! \$9.00 (800) 231-6083 www.geocentral.com



SMARTLAB TOYS

Exclusively for pink-lovers! This fun-tastic craft kit lets you create and customize ten pink projects, including origami flowers, ornaments, a masquerade mask and more! \$12.99 (866) 319-5900 www.smartlabtoys.com

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The Original
Wee Wee Absorbing Sponge
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Our Unique

- Baby Apparel
- Cuddle Mats
- Gift Sets
- Sleepwear
- Swaddles



*P.P.P. Vendors are important to me
because...*

MEMBER TO MEMBER

“ I really enjoyed being a monthly winner of Caren Products! You can use the items as a great way to boost your margin and introduce or add to your selection of a great product! **”**

Andra Mowery

Indiana University Health West Hospital, Avon, IN

“ The monthly drawings are win, win (no pun intended). If you're lucky enough to win something from a vendor you already carry, it's a great complement to your assortment. If you win from a vendor you don't carry, it's a great chance to test something without any investment. Either way, something for nothing is hard to come by these days, and the vendors are most generous to make that possible. **”**

Lois Ackner

Boca Raton Regional Hospital, Boca Raton, FL

#1

The P.P.P. discount offsets my freight charges

#2

I like discovering new products for my Gift Shop

#3

They help increase my bottom line

#4

I appreciate working with Vendors that support the community of Hospital Gift Shops

Radz
Toys • Candy • Apps

The Candy Dispenser for
Generation Z

- ★ 10% PPP Discount
- ★ \$4.99 MSRP
- ★ Low Minimums

Come visit us at the Atlanta PPP Event or at the Diverse Showroom, Building 2, Suite 1401

RadzWorld.com

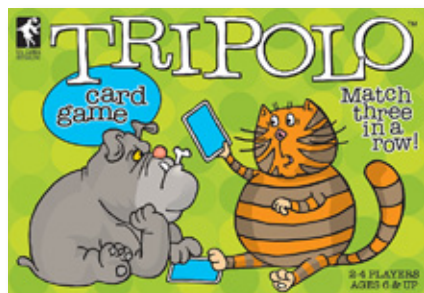
Winner of 9 Gold Awards! Over 75 Radz to Collect! 4 Mobile Apps! 50+ Videos & Games! Sales@RadzBrands.com 503.227.2226

RAISING Kids

CONTINUED FROM PAGE 46

US GAMES SYSTEMS INC.

Tripolo Card Game consists of 64 cards, each with three different fun features: animal, color, and number. Players must act fast to be the first to get rid of all their cards. In Tripolo, there's no turn taking, no scoring, no waiting. \$8.00 (800) 544-2637 www.usgamesinc.com

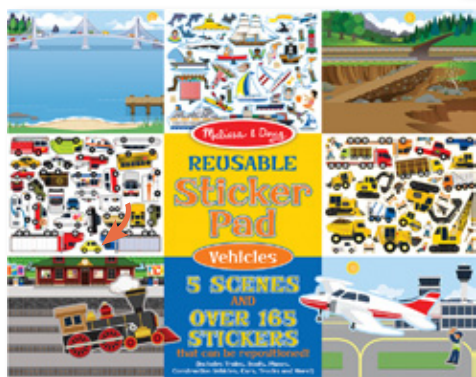
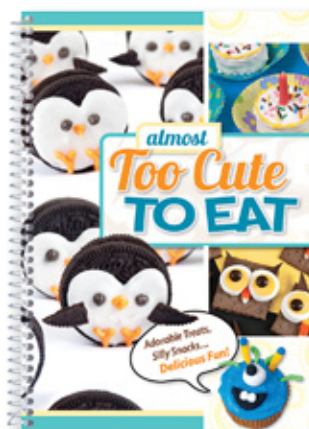


THE STORYMATIC CORP.

The Storymatic is a writing prompt, a teaching tool, a road-trip game, and a toy ~ all in one little box. The cards tap your imagination and create stories. How you tell them is up to you. Write! Draw! Act! Sing! \$29.95 (802) 451-0050 www.thestorymatic.com

CQ PRODUCTS

Transform plain ol' cookies, popcorn, cupcakes, and candies into adorable treats with this fun, kid and mom-friendly cookbook. Simple directions and ready-to-use ingredients make these treats fun and easy to pull off. \$12.00 (800) 887-4445 www.cqproducts.com



MELISSA & DOUG

Fill the reusable scenes with 165 cling-style stickers, and create your own busy airport, train tracks, harbor, construction site, or roadway! Five glossy, full-color backgrounds feature lots of space to play creatively. \$4.99 (800) 284-3948 www.melissaanddoug.com

ALLERMATES / AWEARABLES LLC

Snack bags are perfect for those allergy kids who want to bring their own safe snacks to school, parties, play-dates, and more. Available in purple for allergies, blue for food allergies and green for gluten-free kids \$6.99 (866) 245-1370 www.allermates.com



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Imagine I Can® Farm Fun Minis Play Set™

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Baby Gifts



Manicure Sets



Suzy Toronto



Kitchen Gifts



www.brownlowgift.com

800.433.7610



TWELVE TWENTY FIVE introduces the new all wool Spring and Easter Collection of hand-crafted rabbits, birds, caterpillars, sheep, eggs, flowers and chickens in soft pastel blues, yellows, greens and purples.

APG Gifts Showroom - Atlanta Merchandise Mart - Building 2, 8th Floor, Suite #834 -615-254-2400, 615-254-2405 FAX

Dallas World Trade - Keith Smith and Assoc. - Suite #200

Shadows of New England

Market Place Gifts

Pacific Market Center -DandyLines, Suite #274

WRAP It Up

TRENDS IN APPAREL

Jill Kusmirek

Manager of Volunteer Services
and the Gift Shop
Parma Hospital Gift Shop
Parma, Ohio



The perfect look for early fall is mesh poncho tops, such as those from **Noelle's** Vineyard collection, which can be layered over long sleeve tees and turtlenecks. Add a simple scarf and a cross body bag and it is a great casual outfit. We have been selling these mesh poncho looks since early spring to customers of all ages and they just love them. Many customers buy one and come back later for another color.

As we head into some cooler weather, we have added the poncho sweater look to our assortment. Again, show it with a scarf and merchandise with fingerless gloves and it is perfect.

Finally, as we head into the holiday season, update the look with the metallic and sequins. **Howards Jewelry, Inc.** has wonderful products to choose from. We have also been selling their metallic ponchos and sequin scarves since the beginning of the year for weddings, proms, and party occasions. Merchandise with some glitz jewelry and have fun with it.

The beauty of the trend is that Poncho sizing is One Size Fits Most, which makes it so simple to sell!



PS Designs Ltd.

The number one selling poncho from PS Designs is available in a 5 color collection (two of each color) at only \$25.00. (866) 652-4665 www.psdesignslimited.com



Coronet Jewelry

Comfortable and comforting you'll be stylish and on trend for fall with these great affordable finds. \$30.00 (800) 837-8686 www.coronet-jewelry.com



Coyne's & Company Inc.

Are you savvy about accessory trends you can adopt to glam- up your own personal style statement? Super stylish and ultra comfortable take advantage of these great seasonal wraps. \$15.00 (800) 336-8666 www.coynes.com



Noelle Enterprises Inc.

Fashion Ponchos are a great way to stay warm and continue being stylish over the winter. If you haven't found your perfect poncho yet, it's time to search for it. \$19.95 (910) 270-4047 www.noelleenterprises.com



Howard's Jewelry, Inc.

Ponchos are making a huge comeback! Just pair with your favorite jeans and heels and you will be ready to go! \$13.50 (800) 777-5658 www.howardsjewelry.com

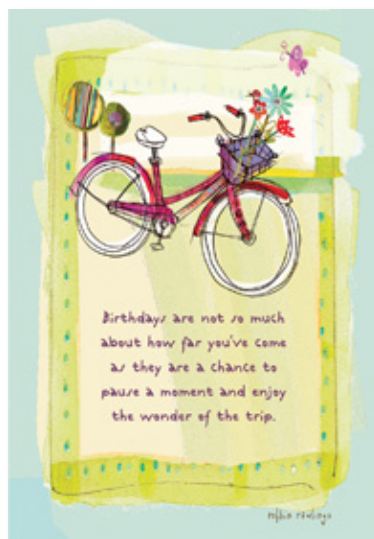
Vintage Flair

Vintage bicycles are taking over more than just the roads! Adding just the right touch of carefree whimsy to pillows, gift bags, clocks, journals, clocks... This retro trend is reflective of our efforts to become more eco conscious and our passion for being out of doors.



THE GIFT WRAP COMPANY / PEPPERPOT

Gift responsibly with whimsical favorites, earth-friendly and fun for everyone! The Pedal Power recycled gift bag is printed on post consumer recycled paper. Now that is Good Karma! \$5.25 (800) 443-4429 www.giftwrapcompany.com



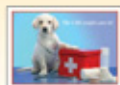
LEANIN' TREE

Artist Robbin Rawlings shares her imaginative and exuberant art style in a lovely collection of Leanin' Tree greeting cards. Inside "Hope today is an exceptionally wonderful stop on your life's journey. Happy Birthday" \$1.95 (800) 525-0846 www.tradeleanintree.com



PRIMITIVES BY KATHY

Primitives by Kathy is a leader in quality and design of decorative box signs. The featured cruiser bicycle sign is free-standing or can hang on the wall. \$16.10 (866) 295-2849 www.primitivesbykathy.com



Greeting Cards from
Sellers Publishing

Top Reasons to Make RSVP® Your Greeting Card Line

- All Everyday Cards sold to **PPP members** with a 10% discount
 - World-class service & order fulfillment
- 100% guarantee on all Seasonal Counter Card purchases
- Product line designed with **Hospital Gift Shops** in mind:
 - Very strong Terminally Ill (Comfort) offering
 - Comprehensive Get Well offering - from Religious to Humorous
 - Nurses Day and Doctors Day are available
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MARIAN HEATH GREETING CARDS INC.

Express unique style all the way down to your to-do lists with Graphique's stylish and trendy Purse Notes. These purse-sized notepads are never out of fashion, available in an array of designs to fit any style. \$3.95 (800) 688-9998 www.marianheath.com



EVERGREEN ENTERPRISES INC.

Adventure is the pursuit of life... For bike enthusiasts around the globe! Show off your love of bikes by showcasing this hand silk screened vintage bike on a pillow, on your couch or bed. \$45.00 (800) 774-3837 www.myeverygreen.com



KIKKERLAND DESIGN INC.

These 10" wall clocks feature fun and exciting discs that rotate every second. Whether it's two bicycle tires trolling along or the googly eyes of a crazy duck, this collection of clocks adds fun and style to any room. \$35.00 (800) 869-1105 www.kikkerland.com



FOR ARTS SAKE GREETINGS & GIFTS

La Belle Montage Journals are a collection of French, antique and floral designs. They feature a hard cover, elastic band and convenient pocket inside the back cover. \$6.99 (800) 689-5270 www.forartsakeusa.com

MIDWEST - CBK

Hop on the bicycle trend! This popular mode of transportation and leisure activity available in wall décor, clocks, photo frames, figures and more. These turn-of-the-century icons are riding high in home décor. \$70.00 (800) 394-4225 www.mwcbk.com



SLICK SUGAR, INC.

Summer will be an adventure with the retro bike tee (bodysuit also available). In Sky blue with charcoal bike graphic and red "Ride On" call out to up and coming bike enthusiasts. \$14.99 (815) 782-7101 www.slicksugar.com



The **New** Affordably Chic HOME DÉCOR COLLECTION

Malibu Creations™
ENJOY YOUR HOME



55050091



55050220



55050107

A Great Resource for Hospital Gift Shops!

Since we launched our company in January of this year, hospital gift shops have become a large and growing segment of our customer base.

Buyers like you have recognized the design appeal and value pricing that Malibu Creations offers. The products shown here are those that hospital gift shops have ordered most—our top sellers.

Here's your chance to join in the success of your fellow buyers. Just order minimum quantities of these top sellers, a \$224.00 total order, and we'll ship them to you ASAP.

***Most importantly,
you will get our special
PPP discount of 10%!***



55050215



55050208

55050091	Savannah Bloom Candleholder	\$5.00 ea.,	Min. 12,	Total	\$60.00
55050220	Night Owl Candle Stand	\$9.50 ea.,	Min. 4,	Total	\$38.00
55050107	Wild Blossom Candleholder	\$8.00 ea.,	Min. 6,	Total	\$48.00
55050215	Midnight Lily Candleholder	\$8.00 ea.,	Min. 6,	Total	\$48.00
55050208	Park Floral Candleholder	\$10.00 ea.,	Min. 3,	Total	\$30.00

TOTAL \$224.00

email us for a catalog! info@malibucreations.com



Spoontiques

“*Spoontiques* - We carry the birdhouses and stepping stones. Nice quality for a moderate price. They sell very well in our gift shops.
Judy Swartz
Evansville, IN



Yankee Candle

“*Yankee Candle* is always in my top five vendors for the month. We especially sell the most candles in the fall months. Everyone waits for the new fragrance of the month, and we are usually out of them before the month ends. Candles are very popular and Yankee is the top brand. I sold them even before they were part of P.P.P. and now that I have a discount, it is an even better choice for me.”
Judy Markham
Kankakee, IL



Shade Tree Greeting Cards

“I started carrying *Shade Tree Greeting Cards* in the beginning of this year. They get such a great response! Our previous greeting card line never seemed to sell. Now I have people standing at the card rack, laughing and buying cards two and three at a time.”
Angelic E. Perlaki
Good Samaritan Health Systems, Lebanon, PA



PBC International

“I would like to recommend *Party Hats* to other Hospital Gift Shops. I have been using them for many years and sell them for Baby's, First, 21st Birthday, 80th birthday and more! The boys and girls crown sell best. I keep them in a window at all times. You will be happy to see how many you can sell. My reorders always have Baby's First on it. I have a sign stating “No Returns” on Party Hats.”
Patricia Mosack Pittsburgh, PA



Party Hats

“I continually order from *PBC International* - love the Noah bears. They are a consistent product that sells to whomever listens to one of them. I have always had good response from the company if there is a problem - and that is seldom.”
Connie Burgan Kokomo, IN

“We recently ordered candy dispensers from *Radz Brands*. We just put them out so not sure how they are going to do but I did purchase one of the characters for my 12 year old. He loves it and says the candy is great. I think it will be a great 4th quarter pick-up.”
Holly Simpkins Nashville, TN



Radz Brands



Outside the Box

“I have purchased from Donna at *Outside the Box* and have had to change my initial display case to a much larger one to accommodate the demand! Donna is very pleasant to work with and has always come through for me in a pinch when I had a rush order. Her designs are very creative and I love how easy they are to keep clean, a GREAT selling point for the environment they'll be worn in. My nurses are always anxious to see what holiday / festive buttons I get in and are extremely happy to be the first to be wearing a new design. It's a great way to get extra traffic to the shop.”
Greg Mueller
Summerville, SC



Trend Lab

“I have purchased from *Trend Lab* and have been amazed at the quality they have for the price they are asking! I've sold out of my nursing covers several times, and have always enjoyed the surprise when a new mom declares how cute the covers are and that she would have never guessed that the hospital gift shop would carry something like that. With no minimums, you simply can't go wrong; highly recommend at least a couple of items to see how fast you'll need to reorder!!”
Greg Mueller Summerville, SC



Rose Jewelry

“I have had an event with *Rose Jewelry*. They were great and easy to work with; sending jewelry, readers and sunglasses and a return label back for unsold jewelry! They sent 1500 items, many of the same earrings and not the greatest of selection which was one of the negatives. I sold almost 900 items and received \$2.75 per piece!! I suggested to the rep that he add scarves, some totes, wallets etc. The broader selection of merchandise would have a greater appeal!! I added some merchandise from the gift shop to spice it up!!”
Linda Marino Stockton, CA

Bottled Poetry

Two's Company

Get Social! Your guest expect the best from you, so serve them correctly with the Set of Two Vino Wine Motif Gallery trays with cork handles. \$149.99 set (800) 896-7266 www.twoscompany.com



Whether you know a true wine lover or are developing your own appreciation for wine; this list will help inspire you on your quest to find the perfect gift for your favorite oenophile.

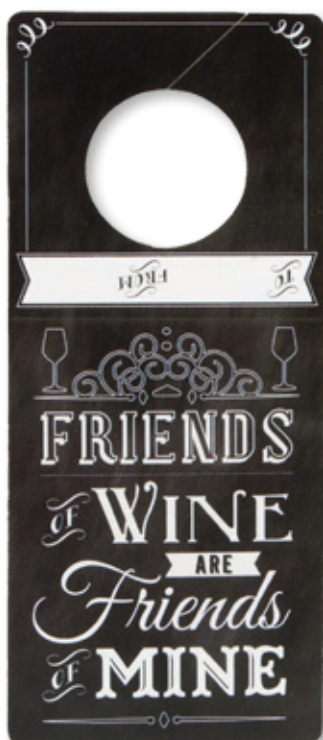
Cardthartic

Cards to celebrate the wine-lover in your life -- no corkscrew required! Like all Cardthartic cards, it's proudly made in the USA using soy ink on recycled paper. \$2.95 (800) 814-8145 www.cardthartic.com



K&K Interiors, Inc.

Forget the Glass Give Me the Bottle! Festive and fun, use these set of four decorative wine themed tabletop bricks to liven up any party. \$3.99 (877) 647-0111 www.kkinteriors.com



Gift Wrap company/Pepperpot

"Friends of Wine are Friends of Mine" Add a festive stylish gift neck tag when you gift a bottle of wine to someone special. \$2.99 (800) 443-4429 www.giftwrapcompany.com



Blossom Bucket

This tabletop clock is the perfect complement to a wine-themed kitchen or dining room. Blossom Bucket delivers "Gifts that Celebrate the Journey" with products for all of life's special occasions. \$14.99 (800) 662-5923 www.blossombucket.com

Manual Woodworkers

Manual Woodworkers spectacular cabernet clock will instantly define the space to create the desired ambiance. Rich hues, antique patina and insignias of royalty decorate the "top of the wine barrel" face. \$70.00 (800) 542-3139 www.manualww.com



Design Design, Inc.

Let your friends and family know that you care and delight them with a personal note card or greeting card. The wine-themed card will do the trick! \$3.95 (800) 334-3348 www.designdesign.us



Springbok Puzzles (Allied Products)

Pour yourself a glass of wine before you start this puzzle. Just make sure not to put the cork anywhere near the board! The stunning graphics of this puzzle will leave you thirsty for more! \$12.95 (800) 497-8697 www.springbok-puzzles.com



Remember gentlemen,
it's not just
France we
are fighting
for, it's
Champagne

Winston
Churchill

Wine makes
daily living
easier. Less
hurried, with
fewer tensions
and more
tolerance

Benjamin
Franklin

Malibu Creations

Keep six bottles of your favorite vintage on display in this beautiful wrought iron rack. Flourishes of scrolling metal will enhance the beauty of your bottled wine on your countertop, buffet or bar. \$29.95 (888) 697-3844 www.malibucreations.com



Lyn Dorf

"Wine is the Answer" and it doesn't matter what the question is. The rhinestone and stud appliqué velour-like cloth bag is lined with a drawstring closure. \$12.99 (954) 458-4765 www.lyndorf.com





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Winter Mart Season 2014

EVENTS & SPECIALS



AmericasMart Event

Purchasing Power Plus AmericasMart Event - Saturday,

January 11th, 2014 - NEW Location: Building 1, 8th floor **Vendor Floor: 9:00 am to 12:00 pm** Continental Breakfast at 8:30am & Lunch at 12:00pm - RSVP on our website www.purchasingpowerplus.com

For the list of participating Vendors, please refer to the "January 2014 Atlanta Event" on website. **Note that exhibiting Vendors are the ONLY Vendors that are offering an additional 5% discount. That additional discount is available on Saturday, January 11th and Sunday, January 12th, so please plan your buying accordingly.



AmericasMart Show Specials



95 & SUNNY - Visit our booth in the temps for our show specials on Crystal Nail Files and Bottom's Up Wine Glasses. 95 & Sunny will be in the temps for the January Show in Atlanta Building 3 5th Floor, Booth 2500.



AFRICAN AMERICAN EXPRESSIONS is excited to share our New and Year round gift items! Visit our showroom in Atlanta, Building 2 Suite 612A for your Show Special and take a personal peek at what's New for You!



Bringing Wildlife Experiences Home!

AMERICAN EXPEDITION - Be sure to check out the great winter show specials on wildlife gifts and décor, as well as our big roll-out of exciting new products. See the entire line in Atlanta at Gib Carson Associates, Building 2 Suite 1319 or in Dallas at Imagine That!, Dallas Trade Mart Suite 1501. We look forward to seeing you there!



Annalee - As jewelry continues to be one of the strongest categories in our industry today, we remain at the forefront with our unique designs and desirable profit margins. Please stop by The Rep Connection, Building 2 Suite 1407 to take advantage of our many special PPP incentives. 5% Discount and \$5.00 Freight Cap on orders \$200.00 or more.



APG GIFTS - Introducing the new Spring Collection of wool rabbits, frogs, chickens, caterpillars, flowers, birds, sheep, and eggs from Twelve Twenty Five; Smart Kidz and Flowerpot Press new book introductions. Stop by our table for free freight on any order or visit our Atlanta Showroom Building 2 Suite 834.



baby aspen



kate aspen

BABY ASPEN - Boutique Quality Baby Gifts Voted #1 in Gift Sets, Reader's Choice Award in Baby & Children's Product News.

KATE ASPEN - Impulse Gifts & More with proven sell-thru, impulse buys, and retail ready. Regularly featured in *Giftware News*, *Gifts & Decorative Accessories* and *Gift Shop Magazine*. Visit us at the P.P.P. Show in Atlanta & Major Gift Shows. Show Special: 10% Discount + Additional 5% off with no minimum order.



Exclusively from **BLUE MOUNTAIN ARTS!** Available ONLY during the Atlanta Gift Show, January 7th - 14th 2014, at either the PPP Event or Southeast Marketing Showroom 1305. Risk Free Offer features: 25% off published wholesale prices & 10% off all reorders, 120-day dating, 120-day return guarantee & Free Freight!



BONITAS INTERNATIONAL is doubling your P.P.P. Discount! Save on BooJee™ and ID Avenue™ ID jewelry, plus get free shipping on orders of over \$500. Bonitas makes wearing an ID stylish. Stop by and visit us in Atlanta at the RPM Showroom, Building 2 Suite 1735. Don't miss out-mention this ad and get a free gift!



BROWNLOW provides giftable and functional Kitchen items, plus Books, Baby and Suzy Toronto gift items. Come see us in Atlanta in Building 2, Link 2 Sales Suite 1600 or our corporate showroom Suite 603-A. Dallas Trade Mart 3Gentrys, #2222. Orders over \$500 get Free Freight!



burton + BURTON is offering an additional 5% off all orders written at the Atlanta showroom during Market dates. Make sure to block some time in your schedule to visit our new additional showroom space, Building 2, Floor 7, Suite 728. Tons of new products!!!

cardthartic
Cards & Comforts

Little pick-me-ups your customers will love.

INSIDE:

... the very moment you've fallen asleep?!!
Wishing you back in your own bed soon.

Winter Mart Season 2014

EVENTS & SPECIALS



CANCER GIRL LLC - Greeting Cards that are an uplifting and sometime humorous look at going through cancer treatment. We also have products that are great for cancer patients. Our cards cover everything from diagnosis to a 5 year anniversary of being cancer free. We are also introducing "Cancer Guy"! Building 3, 5th floor Booth 505. P.P.P. Members receive 15% off.



CAREN PRODUCTS will be offering NEW items and fragrances in all of our lines: Caren Original, EVOO and PRETTY. As always receive an additional 5% when placing orders at the show. Please visit us in the Link 2 Sales Showroom, Building 2, Suite 1600.



CARSON is offering 5% additional discount (on top of your 10% discount) as a Show Special on Gift, Garden, FlagTrends™, RedNek™ Glasses and Accessories, Kristine and Holiday merchandise! Stop by and visit us in Atlanta Building 2, Suite 1321 to see the whole line and increase your savings once you've visited the booth.



CRABTREE & EVELYN - Come visit us in Atlanta Building 2, Suite 1830 for a free sample! We will be introducing our newest 2014 collections with an exciting show special!



same complimentary display and accessories. For more details, call us 888-692-1909.

CREATIVE GROUP / BATALI

SUNWEAR - BATALI EYEWEAR continues to be recognized for trendsetting styles.

Free displays, pouches and cleaning cloths are available with a minimum order of 60 sunglasses or readers. Need sun readers? Order 24 pieces or more, and you'll get the

CUDDLE BARN is your one stop shop for Musical Gifts for every and all occasions! We are NOW featuring NEW Easter & Graduation items available for Spring 2014!! Including our new Storytime Bunny that reads the 'Story of Peter Rabbit'. Atlanta Building 3, Floor 3, Booth 1605 for Show Special details and last minute Valentine's Day gift ideas!



FOR ARTS SAKE USA

is fast becoming the greeting card company of choice. With

over 1,000 designs and a full range of gift product, calendars, Christmas Boxed Cards and more, For Arts Sake is your one stop shop. Visit us in Atlanta during the January Show in Building 3 Floor 4, Booth 500.



GANZ - Come by the Ganz showroom in Atlanta for exciting new product releases, great show specials and our popular Style 101 Fashion show! We are located in Building 2, Showroom 1519



GIFTCRAFT is your ONE-STOP-SHOW-SHOPPING DESTINATION! Visit our Atlanta Showroom in Building 2, Showroom 1521 and enjoy a 5% Discount and 5% Freight Cap on orders placed at the show. Shop our new product introductions including our top-selling YO SOX™, Holiday 2014, Home Decor, Gift Gallery, Britto™, Garden and Fashion Accessories.



GOOSEBERRY PATCH will offer PPP members the following show specials during the Atlanta Gift Show: 15% off regular wholesale, Net 60 Terms, Free Freight* on orders \$300+. *Orders must ship by 3/30/14. Freight special valid on orders shipping within contiguous USA.



The Shield of Faith Collection by **GRACEWEAR** is offering Free Freight on New Customer display packages over \$395. Package to Include exquisite counter-top merchandising display and beautiful packaging and signage. Visit us in Atlanta at Just Got 2 Have It, Building 2 Suite 1721.



AT THE GRANDPARENT GIFT CO.

our word for 2014 is NEW! New logo, new frames, new mirrors, hearts, crosses and more. The same quality of sentiments you have come to expect from the company with heart. Atlanta, Building 3: 5-401.

Draw your show special from our cookie jar, pick up our newest catalog and enjoy some nostalgia candies on us. Look for the yellow awning!



Celebrating 115 years, **GUND** plush toys have embodied the very spirit of a hug. With its diverse line of gifts for infants, kids and adults, GUND has earned and cherishes the trust of the consumers around the world. That is why you "Gotta Getta GUND"!



Come shop with HOWARD'S

JEWELRY at the January 2014

AmericasMart show. Along with show

specials, any qualifying \$250 scarf

order receives our exclusive Scarf Tying

Brochure. Our 2014 Spring line has something for everyone: colorful scarves, sun hats with coordinating bags and, as always, gorgeous and unique fashion jewelry. We can't wait to see you!



JJI INTERNATIONAL proudly presents Nickel Free Jewelry for Sensitive Skin and High Quality Fashion Readers. Show special is FREE FREIGHT on orders \$500

plus FREE displays included. Stop by and visit us in Atlanta; Building 2, Southeast Marketing Showroom 1305 to see the entire collection.



Kahiniwalla

KAHINIWALLA is offering exceptional show specials on their handmade, Pebble product line of soft toys, rattles & such for babies and children. They are offering 10% off of their Storytime line which includes

unicorns, dragons & more. They will also offer Free Shipping on orders placed during the show! Visit them in Atlanta in January: Building 3, Floor 3, Booth 1907.



LEGACY PUBLISHING GROUP has incredible daily Show Specials throughout the Atlanta gift show! And as always, join us for fresh-baked cookies each day! Visit our NEW Atlanta location in Building 2, Suite 1313A to see our expanded greeting card line with 100s of new designs, new die-cut cards and more! And Legacy greeting cards are still proudly Made in the USA!





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at the Atlanta
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Building 2, Showroom 1407-1411

Natural Inspirations Customer Service
952-466-7419
www.naturalinspirations.com

PROVEN SUCCESS IN HOSPITAL GIFT SHOPS!

With our commitment to thoughtful ingredients and our give-back program to Susan G. Komen, it's only natural that hospital gift shops love Natural Inspirations! Our bath & body products pamper with healthy skin-loving botanicals and ExSeed®, our patented antioxidant moisture complex of nature's most powerful superfruits.

We Care about Your Health

No Parabens
No SLS/SLES
No Phthalates

No Artificial Dyes
No Petrochemicals
Made In USA

Winter Mart Season 2014

EVENTS & SPECIALS



LIGHTHOUSE CHRISTIAN PRODUCTS

- Has an Everyday discount, for P.P.P. Members of 10% off net costs on every catalog item. During the Atlanta Gift

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giftbooks here! Atlanta: Common Ground, Building 2 - 9th floor & Dot Gibson, Building 2, Booth 227 - Dallas: World Trade Center in the Gourmet Marketplace with Book Marketing Plus.



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OUTSIDE THE BOX, LLC - Make sure that you stop by to grab a new catalog and view all of our new and exciting products including our new "Badge Glam," Interchangeable Gems! Receive a FREE rhinestone lanyard with orders placed at the show! We are also located at The Rep Connection, Building 2, Suite 1407-1411.

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Winter Mart Season 2014

EVENTS & SPECIALS

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PERSONALIZED EXPRESSIONS by Audrey is having a "BLOW OUT SPECIAL" on Ladies Personal Flashlights. PPP Special \$3.00 net (reg \$4.00) Receive a free display with an order of 48 pieces.



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RED CARPET STUDIOS LTD. and All Jazzed Up™ offer PPP members an additional 5% discount at shows on fashion accessories, apparel, garden and gift. Stop by and visit us in Atlanta Building 2 Suite 682A and Suite 1305 or in Dallas, Suite 2802.



SAGE & CO. offers floral, gift, and home items that are unique and service that is friendly, warm, and sincere. We work diligently to make the shopping experience the best it can be. Visit our showrooms in Atlanta Building 1, Floor 18 Suite E20 or in Dallas, Suite 420 & 422.



SARA KETY Baby & Kids is offering one free onesie of your choice in addition to your regular 10% discount with the purchase of 24 units. Visit us and see our popular collection of funny onesies and baby products

at the Dallas Gift Show (January 15th -21st) and Atlanta Gift Show (January 7th -14th) in 2014. We guarantee you'll laugh!



SELLERS PUBLISHING INC/RSVP greeting cards has terrific Show Specials on everyday greeting cards, books, calendars and more! Stop by and visit us in Atlanta, Building 2 Suite 1735 to see all of our products and newest releases! Don't miss out!



SOZO has over 40 new styles in the Spring 2014 collection. The new assortment is fun, whimsical, brightly colored and offers something for every style. New products include welcome home 3 piece gift sets, swaddle blankets, baby cuddle mats, new sleepwear, apparel and Weeblocks.



Cancer Girl LLC New for 2014 "Cancer Guy"!

Stop by and see the new cards and products for 2014!

Visit us in Atlanta Building 3, 5-505

Extra discounts for PPP members!



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Atlanta Temporaries and at the PPP show • Dallas Temporaries • New York Gift Show



Winter Mart Season 2014

EVENTS & SPECIALS



Special Thoughts for All Occasions by **THOUGHTFUL LITTLE ANGELS**. Please see the line properly in Atlanta, Rep Connection, Building 2 Suite 1407, Dallas InDemand, Trade Mart # 1101, California at C.M.A., Philadelphia at Don Mar Assoc., and in Columbus with Richard Dolan, Inc. Show Specials for New and Existing Customers.



TREND LAB offers contemporary and traditional styles for baby bedding, gifts, décor and more! Purchasing Power Plus members receive 10% off every order year-round when ordering from Trend Lab. Stop by our booth in Atlanta Building 3, Floor 3 Booth 401, and receive an additional 5% off your show order!



WORDTEASERS® has great show specials! Drop by our booth in Atlanta, Building 3, Floor 5 Booth 1708, to see our newest game WordTeasers: Old Wives' Tales and hear what we have to offer. Don't miss out on your chance to enter a drawing and win a free case of WordTeasers!



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Sanitizer, Lotion, Sunscreen and Lip Shimmer! Available in 200+ Colleges, Major/Minor League Baseball, National Hockey League and more. Ask about FREE displays. Atlanta Building 2 Suite 1613 and Dallas Suite 1860!

Travel Incentives Winter 2014

Atlanta International Gift & Home Furnishings Market at AmericasMart - January 7-14, 2014 - www.americasmart.com

For help with your travel plans, please contact Kathryn Hoke, Manager - Retail Services at khoke@americasmart.com or 404-220-2122. Purchasing Power Plus has no travel incentives to announce; but don't forget to RSVP for our Event!

Chicago Gift Mart at The Merchandise Mart - January 16-22, 2014 - www.shopchicagomarket.com

- Buy One Get One Free Hotel Offer at the Holiday Inn Mart Plaza • 50 % off Amtrak- Cash Refund up to \$50 (Buy \$100 ticket = \$50 cash back at registration) • Free Lunch Voucher for lunch at our cafes on the trade floors

For Hotel Incentive Form or Questions, please contact Debra Egli at degli@mmart.com or 312-527-7915

Dallas Market Center - January 15-21, 2014 - www.dallasmarketcenter.com

The Dallas Market Center is offering P.P.P. Members a \$100 American Express Gift Card for the January 15 – 21, 2014 Total Home & Gift Market. To Request Incentive Paperwork, please contact Meredith King at mking@mcmcm.com or 214-655-6221

Gift + Home at Las Vegas Market - January 26-30, 2014 - www.giftandhomelv.com

P.P.P. Members RSVP now to reserve your \$200 American Express Gift Card* for pick up at Las Vegas Market, compliments of World Market Center. Simply reply to Sarah Jones at sjones@imcenters.com to confirm you will attend this Winter Market. They will verify your reservation, then provide pick-up instructions closer to Market.

Reply with the names, email addresses (one per attendee) & business titles which buyers will come to Market. *Participation first come/served WSL. Limited to one/buyer/location. Not valid for buyers located within 100 miles of WMC. Offers may not be combined. Non-transferrable. Required for pick up = ID+badge+signature. Void if not collected at LVM, Jan. 26 – 30, 2014. NOT available or sent pre-/post-Market.

Urban Expositions Winter Shows - www.urban-expo.com

Attending P.P.P. 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 (see travel section under show websites) 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.

To qualify, simply contact respective show Buyer Relations Representative listed with the shows below to request the Urban Expositions Purchasing Power Plus participation form. After receipt, complete and return the form highlighting the option you choose and our representative will provide you with instructions on how to collect your reward on show site.

- **Philadelphia Gift Show - January 4-7, 2014** - Greater Philadelphia Expo Center, Oaks, PA - www.philadelphiagiftshow.com; Philadelphia Gift Show Buyer Relations Representative: Whitney van Atta, wvanatta@urban-expo.com, 800.318.2238, ext 0329

- **Seattle Gift Show - January 18-21, 2014** - Washington State Convention Center, Seattle, WA - www.seattlegiftshow.com; Seattle Gift Show Buyer Relations Representative: Briana Mackey, bmackey@urban-expo.com, 800.318.2238, ext 4573

- **Windy City Gift Show - January 18-21, 2014** - Donald E. Stephens Convention Center, Rosemont, IL; Windy City Gift Show Buyer Relations Representative: Whitney van Atta, wvanatta@urban-expo.com, 800.318.2238, ext 0329

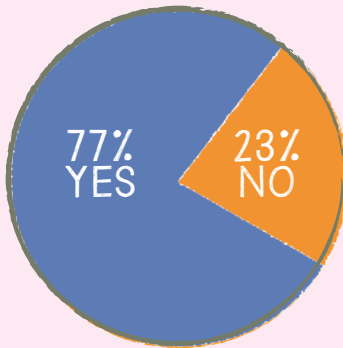
- **Orlando Gift Show and Orlando Cash & Carry Show - January 25-27, 2014** - Orange County Convention Center's West Concourse, Hall C, Orlando, FL - www.orlandogiftshow.com; Orlando Gift Show Buyer Relations Representative: Cece Lee, cleec@urban-expo.com, 800.318.2238, ext. 0332

- **California Gift Show - January 31-February 3, 2014** - Los Angeles Convention Center, Los Angeles, CA - www.californiagiftshow.com; California Gift Show Buyer Relations Representative: Briana Mackey, bmackey@urban-expo.com, 800.318.2238, ext 4573

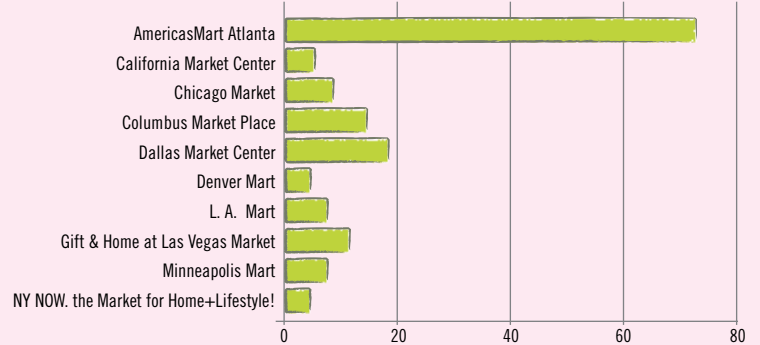
- **San Francisco International Gift Fair - February 15-18, 2014** - Moscone Center, South Hall – San Francisco, C - www.sfigf.com; San Francisco International Gift Fair Buyer Relations Representative: Briana Mackey, bmackey@urban-expo.com, 800.318.2238, ext 4573



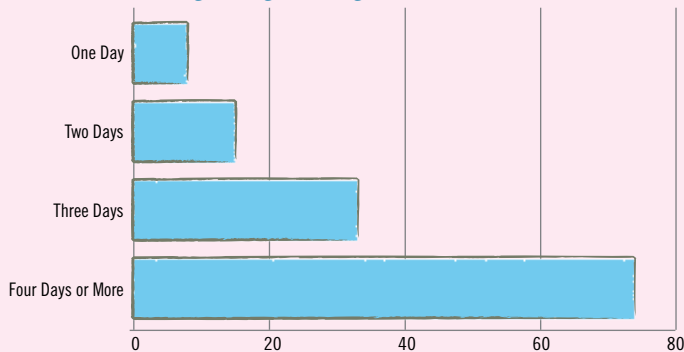
Will you travel to a Market this Winter?



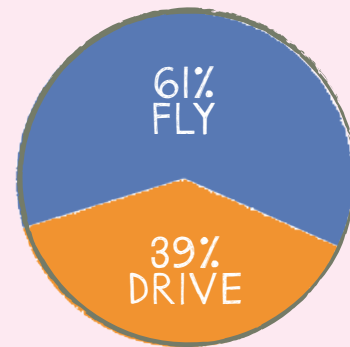
Which Market will you be attending?



How many days do you spend at Mart?



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POP CULTURE: ZOMBIES

Zombies have reached the top of their pop culture peak. From TV shows, movies, comic books, books and even apps - it has become impossible to avoid the legions of undead - well, except in real life (Hopefully - Eek!) This is definitely a departure from "standard" hospital gift shop fare - all the more reason, you should consider a small nod to the current pop culture wave. It won't last, but while it does - it says you are hip and current and cool. Not a zombie fan, you say? It's ok! We can shiver and pretend together. Who knows; it may be fun!

ANDREWS MCMEEL PUBLISHING

Professional cake designer Zilly Rosen focuses her creative attention on crafting a legion of edible undead inside *Zombie Cupcakes: From the Grave to the Table with 16 Cupcake Corpses*. Instructions for crafting 16 terrifying treats. \$14.99 (800) 851-8923 www.andrewsmcmeel.com



KIDS PREFERRED LLC

Kids Preferred launched the Yarn Zombies brand including Zombie collectibles and fashion accessories. The first licensed collectibles all have unique "mojo-protecting" special powers. \$12.00 (866) 763-8869 www.kidspreferred.com



SELLERS PUBLISHING INC.

AMC's The Walking Dead is the #1 drama on television. This new calendar features the characters of the hit series as they fight for survival after a zombie apocalypse. Full-color stills from the show. \$14.99 (800) 625-3386 www.rsvp.com

GUND INC.

Zombies are the hottest new trend and GUND has captured the Zombie fever. The 8" Zombies Assortment are cute and cuddly and "dying" to find the perfect home. Ideal for Zombie lovers of all ages. \$12.00 (800) 448-4863 www.gund.com



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“What's not to love about FREE gifts and what a great way to see a product first hand and test it in your shop with no investment?!”

Sherri Fant

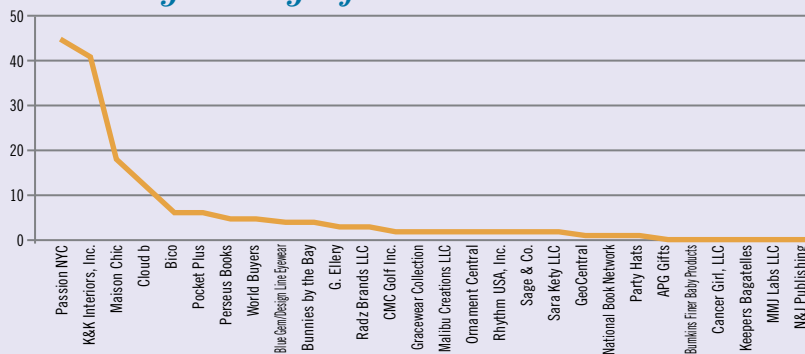
Sparks Regional Medical Center
Fort Smith, AR

“It was a wonderful surprise to win the assortment of frames from Malden! We hadn't been previous customers and it was a great opportunity to see the quality of product they offer. Our customers loved them. We will be sure to check out Malden the next time we need to order frames!”

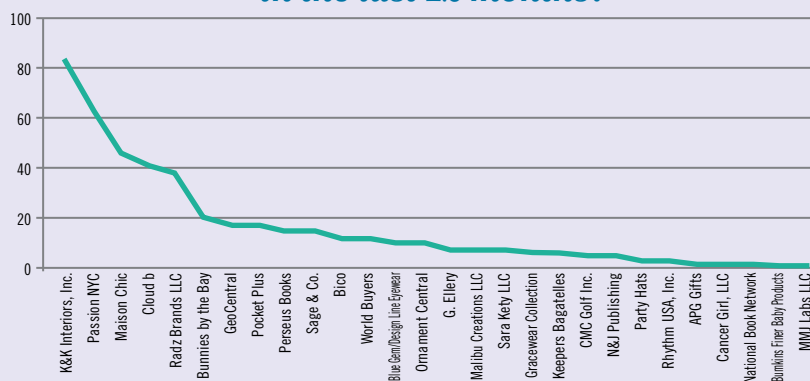
Kristyn Ireland

North Ottawa Community Health System
Grand Haven, MI

Which of the New P.P.P. Vendors (2013) have you bought from in the last 12 months?



Which P.P.P. Vendors have you bought from in the last 12 months?



STUFF WE LOVE: MODERN, MASCULINE *Gifts*

Shopping for a man usually starts with discovering their favorite sport. Not a sports fan? That's ok! There is hunting gear and fishing tackle. Not into hunting, fishing or gathering? Oh.

So what do we get for the men wholly devoted to their gadgets, their careers and travelling? Regardless of what his hobbies or work style is there are an array of gifts that cover usual and not so usual presents. And before you shy away from a personal care line for men, in your shop, consider that men's grooming is one of the fastest growing segments in the beauty business. Men tend to be more brand loyal, so find a good line and he will be back.

We have compiled a truly masculine assortment sans bows. These are only some suggestions, and, depending on the person's preferences, the options are limitless. Remember, even if the recipient seems to have everything, there's always something he doesn't have - yet.

RHYTHM USA, INC.

Nightbright is a simple, functional night time alarm clock. It features a bright LED light to see in the dark. Smooth quartz battery operated movement with an easy to set alarm. \$57.00 (770) 640-6311 www.rhythm.us.com



CAREN PRODUCTS, LLC

A great gift or treat for any man! The Gear Men's Shower Kit Includes a 12 oz body wash, 2 oz hand treatment and small bar soap (1.9oz). \$24.50 (800) 626-6272 www.carenproducts.com



PEEPEERS READING GLASSES Modern black wayfarer frame with silver rivets at hinges. This frame is part of the signature series made of acetate with optical hinges. Glasses come with a hard eyeglass case; exclusively by Peepers Reading Glasses! \$40.00 (800) 348-2508 www.peeperspecs.com



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In Service

GREG MUELLER

Owner/Operator, Summerville Gift Shop,
 Summerville, SC



Thank you Greg for taking the time out of your busy schedule to share more about Summerville Gift Shop. So please tell us about yourself.

My name is Greg Mueller, and I am a 22 year Navy submarine veteran who now owns and operates Summerville Gift Shop. The gift shop is located in our small community hospital, Summerville Medical Center. While I am still pretty new to this experience, I feel as though I must be doing something right, since the staff and visitors all seem pleased with the choices I've made. And I'm able to pay my bills! I never thought that my submarine service would come in so handy by being able to have >1000 square feet of merchandise neatly displayed in a 600 square foot facility!

Your experience certainly lends a whole different perspective. How does it shape your day? Do you have a favorite way to start the morning?

When I enter the shop in the morning, I do a quick look around to make sure I stocked all merchandise before I left the previous night and everything looks neatly displayed. Next, I turn on the radio to a local Christian station. I have found that this genre of music is inspirational and soothing, and more customers sing along with the songs being played.

A pleasant and uplifting way to start the day! Is there a spot in your gift shop that is a "favorite"?

I tend to stay behind the counter to allow our customer adequate space to browse and not feel crowded; however, I do frequently walk around tidying up and restocking items. I greet every customer as they come in and offer any assistance they may need. I make an effort to start a conversation with them to discover why they're visiting.

So you take great care of your customers! Do you have other employees or volunteers that support you, in your efforts?

I am the one and only 'employee', as the owner and operator. Occasionally, my wife or teens come in and work in the shop for me, so that I can do some volunteer work for our church. I love what I do, and often will turn down their offers to work for me. I find that I truly enjoy the relationship aspect of running the gift shop - spending time with frequent visiting staff, as well as the out of town guests or family members are dropping in to visit. Being in a hospital can be trying, and I do my best to bring a little respite to those who need it.

A respite is exactly what it is! It is important to create that atmosphere. Are there any special products that you feel help you do that?

I enjoy showing off a decorated air filled balloon from **burton & Burton** for a special baby announcement or get well sentiment, showing some charms from **Ganz**, badge reels and buttons from **Outside the Box**, kid's toys from **Melissa & Doug**, having a masculine line of jewelry with **Bico Pacific**, or finding an appropriate Eat Your Peas book to get across a special sentimental message to that special someone.





Bico

We love that you are carefully considering visitors, patients and employees when buying for your shop! Do you utilize Loyalty Programs? If so, have any of them been successful?

I think it is important to value the hospital employees, since they comprise a majority of my sales volume. I give a 10% discount to all purchases over \$1.00. Also, my service with the military remains important to me and I reward all others who have served/are serving our country with the same discount.

Most of us have a work "wish list". More paid help, a new POS system, brand new fixtures....what is your list? How would it help?

Our hospital is growing, and so I have been promised a larger space in the expansion. I look forward to the opportunity to work with the CEO in redesigning my small space, with my product lines in mind. Wooden floors and slat wall are my dream additions.



burton+Burton

Is your Gift Shop Online? If so, have you made your website "Mobile" friendly, since more and more consumers are utilizing their smart phones?

I have the gift shop phone forwarded to my cell phone at all times. My home is minutes away from the hospital, so I can answer calls at all times. When I take phone orders for flowers and gifts, I offer to take pictures of the merchandise and email/text the pictures and their receipt.



Melissa & Doug

Customers have come from across the country using this system and it has been very successful. I've recently had customer who ordered flowers mid-week. She then stopped in that Saturday, since she was able to visit her friend, who was still in the hospital. She simply wanted to put a face with the name and thank me again for my thoughtfulness and willingness to provide pictures of what was delivered to her friend.

That is amazing customer service

Greg! Building on that thought, do you utilize social media, to help share all you do?

I have a Facebook page that I update often with pictures of items that are new in the shop. I have a dry sense of humor that gets people to look and comment.

Thank you Greg! It has been great learning more about you and your Gift Shop. Last question - knowing what you know now - what is one thing you would go back and tell your younger self?

I've always had a belief that hard work pays off. I would challenge my younger self to take advantage of more opportunities that are presented in life. Opportunities taken offer you a broader perspective and provide for experiences in many different areas of life. They also teach you more about yourself and what areas are of interest on a personal level.



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