

# PULSE

A PURCHASING  
POWER PLUS  
PUBLICATION

ISSUE 8 | 2017





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## FEATURES

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- Interactive Peek-A-Boo Game
- Sings "Do Your Ears Hang Low"
- Ears Move During Play



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**I** recently picked up a copy of Martha Stewart Living. Those holiday covers are hard to resist and as magazines are apt to do, it lent inspiration.

**I** love the power of magazine covers. Design has always been something that inspires me – shapes, colors, symmetry, patterns. So tucked in this issue we look at a Color Story. We chose shades of pink, but the concept can be applied to virtually any color. It is such a breathtakingly simple display idea, but it works and it works every time. When you find a collection you love, don't be afraid to embrace pieces of it to create your own color story. Every grouping in your store doesn't have to be trend based and honestly, shouldn't be. This is a way for you to tell a story, but allow your customers to interpret that message in a way that is meaningful to them.

**M**y other inspiration came courtesy of Living's editor. She graciously shared some of her favorite tips, items and ideas found in the magazine pages. I loved that idea so much that we too are sharing a few of our favorites - in this, our eighth issue of PULSE.

*Carrie Fleishman*

**48**

**ABOUT FACE DESIGNS** new collection of Coffee Mugs...we would like one of each. Please.



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Inspired customers lead to buying customers, who are ready to translate the ideas in your shop at home!  
**LINDA SCHNEEWIND**  
Midwest-CBK Visual Display Director

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Participate in Community Events from Marketing Your Gift Shop with **KRISTYN IRELAND**

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**FAVORITE RETAIL EDUCATION TIP**

Self-promotion does not have to be self-serving. The ability to inform others of your accomplishments, and your value proposition can highlight that you and your gift shop are assets to the greater organization. *Excerpt from A hospital's gift shop's value comes from within with* **SUSAN KRASSOW**

*Annaleece*  
BY DEVRIES®

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DESIGNS INC.







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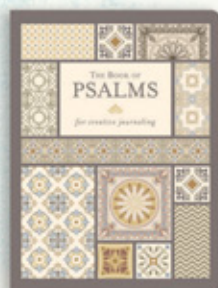
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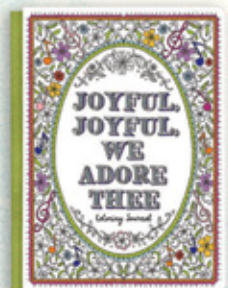


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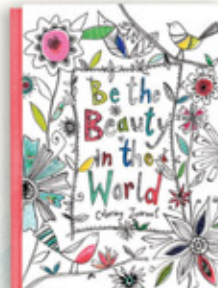


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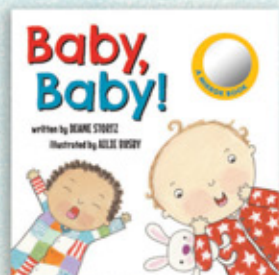


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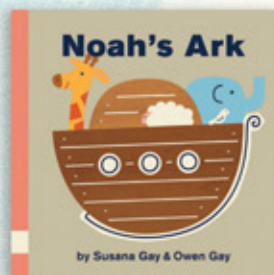
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# FAMILY ties

Families comes in all shapes and sizes and often include those special relationships with our dearest friends. Whatever family looks like or means to you, savor every moment spent together. Create stories that you can reflect on with fond memories and huge smiles.

This collection of product represents all the ways we celebrate family – from gifts for grandma, to a sweet card welcoming a new baby to those happy sentiments we express through home décor.



9



6

cell



2

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4

5

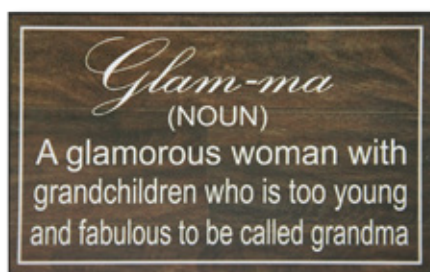


8



3

1



1

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2

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3

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4

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5

**FOR ARTS SAKE GREETINGS & CAROL WILSON** Welcome a new baby with this sweet, touching 3D holographic baby card. Share your own sentiment on the blank inside. SRP \$2.59 (800) 689-5270 [www.forartsakeusa.com](http://www.forartsakeusa.com)

6

**GANZ USA, LLC** The top selling "No Place Like Home" plaques are the perfect addition to start your own gallery-look wall at home. This urban chic wall art features inspiring sentiments in a soothing palette. SRP \$9.99 (800) 724-5902 [www.ganz.com](http://www.ganz.com)

7

**THE GRANDPARENT GIFT CO. INC.** United as a Family, framed illustrated tree for family or friends to add their thumbprint "leaves" to create a treasured keepsake. Silver and gold child-safe stamps and instructions included. Black or white 11"x14" wall frames. SRP \$9.99 (770) 619-3167 [www.grandparentgiftco.com](http://www.grandparentgiftco.com)

8

**PAVILION** Open Door Décor is a line of door stoppers with a variety of different sayings and colors to suit anyone's home. Made from linen and polyester with a soft but sturdy handle. Weighs about two pounds. SRP \$9.99 (888) 762-4457 [www.paviliongift.com](http://www.paviliongift.com)

9

**ROMAN INC.** This beautiful dolomite tray is 8.5" long with an elegant Tree of Life and "The Love of a Family is Life's Greatest Blessing" written on the inside. A branch like edge completes the look of this inspirational tray. SRP \$14.00 (800) 729-7662 [www.roman.com](http://www.roman.com)





*ever evolving,  
ever changing  
& ever challenging*

## BETTY BECK

DVS, DUNCAN REGIONAL HOSPITAL GIFT SHOP  
DUNCAN, OK



**PPP: Thank you for so graciously agreeing to share more about yourself and your Gift Shop! We would love to hear a little about yourself and what led you to your current role.**

I worked for a local bank for 18 years; I grew up there! That is where I learned all about customer service and product sales. My final position there was as the Loan Administrative Supervisor/Assistant Vice President. I was also very active in the community and helped with town-wide events for the Chamber of Commerce and the United Way. I assisted with a lot of fundraising as well. All of these experiences helped prepare me for my role as DVS and Gift Shop Manager. I didn't have any actual retail experience, but I did have a vast experience dealing with the public, with financial reports and the cashier process. One day I realized that I no longer enjoyed the world of banking and that I wanted to work in a field where I could truly make a difference in the lives of others. I've been in my DVS position 16 wonderful years.

**PPP: How does your position as DVS influence your oversight of the Gift Shop? Do you feel it informs you, in a unique way?**

I do not have a paid Gift Shop Manager. However, I do have a Volunteer Gift Shop Committee. These wonderful volunteers assist with buying, displays, computer entry and oversight. The key to all of this is team work! We have great communication and have set boundaries, so everyone is clear on what decisions they can make and when I need to be involved. Being a DVS and the Gift Shop Manager puts me in a position where I have to delegate, but I also have to make sure to keep up with the daily activities of the Gift Shop.

**PPP: Can you describe your shop and what makes a customer's shopping experience special?**

Variety is what makes our shop special! We have a variety of price points, merchandise and of wonderful volunteers! We receive compliments almost daily about the wonderful selections we have. We try to be a full-service gift shop. We will always carry items for patients and babies, but we also carry Home Decor, Candles/Wax Melts, Lamps,

Seasonal Items, Personal Care Items, Western Decor, Old World Christmas Collectibles, Willow Tree Items, Jewelry, Crosses, Sunglasses, Readers, Blankets, Wall Art, Plaques, Collegiate Items, Kitchen Items, Thunder Items, a small collection of

Clothing, and many other items. We want customers to be able to enter the shop and find just the right gift or treasure they are looking for!

**PPP: With so many offerings...How do you decide what merchandise makes it on to your sales floor?**

Popularity of a line or an item are what we consider when deciding the amount of space and the location of an item in the shop. As a Hospital Gift Shop we have a built in customer base. Our staff comes in daily. They know what is new and what has been around a while. They are our eyes and ears to let us know what they want. We also run reports to see what lines are selling the most and if a line isn't moving; it is time to either ramp up the line or to move it out! We don't get heavy into trends and we try to watch how many times we reorder, so as not to get stuck with trendy items.

**“We recently started a Gift Shop Facebook page and it has been a very successful move for us! We post pictures of new items and announce sales.”**





**PPP: How does the PPP program help improve your bottom line and thereby, the proceeds to your facility?**

By using more PPP vendors, we have seen a decrease in our cost of sales, which in turn, allows an increase in profit. More profit=more money to invest back into the gift shop and toward the donations we make to our facility. I am a bargain shopper myself and rarely pay full retail for an item. Being a part of PPP also gives an opportunity to see new lines/items in between markets and we are often able to purchase these items before other local shops do.

**PPP: Switching gears a bit, do you have a specific approach to creating successful displays?** Displays need balance, color coordination and a basic theme. When purchasing items, buyers should always consider how that item can be displayed in the store. If we do not have other items that will display with the items being purchased, we try to be sure to purchase enough items from the buying group to make an effective display. When building displays, one must think out of the box. Learn to be creative. All items lined up in a row on a shelf is what you expect in a grocery store - not a gift shop. I believe we need to display items in a way that helps the customer envision how that item will look in their own home. Another hard learned lesson regarding displays: avoid clutter! Keep displays friendly to the eye with a visual attraction.

**PPP: What is your approach to gaining new customers?**

Changing out window displays every two weeks builds interest for guests and employees alike. We encourage our volunteers to not only "like" the post on our Facebook page, but to also "share" the page so it goes out to more people. To reach more of our hospital staff, we send out Global Messages and we send flyers announcing sales.

I know that not all gift shops are able to donate items to charities, schools and other events such as silent auctions for door prizes, but I am very much in

favor of making these donations! We don't pick old items that have become an eye-sore on the clearance shelf. We donate something new or interesting that will hopefully create interest and encourage people to come see what else we carry in our shop.

*continues on page 46*



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# A TROPICAL Twist

**S**ummertime and the living is easy! Pineapples and palm trees are one of our favorite pairings right now. Embrace this tropical trend in unexpected ways. A simple bracelet, a bright bag, a favorite beach towel or go a step further and incorporate a few home décor items.

**R**emember, you don't have to change your whole interior to enjoy a new trend. Not everyone will want to see pineapples all year long, so choose more subtle pieces, such as K&K Interiors' distressed white ceramic pineapple.

**A**nother way to enjoy some summertime fun? Host spring and summertime dinner parties highlighting tabletop designs with tropical flair.



**BOSTON INTERNATIONAL.** Start your party off in style! The pineapple cutting board and spreader set is the perfect place to serve cheese and more. Bamboo cutting board and anodized aluminum food-safe spreader will draw in your guests. SRP \$24.99 (800) 637-5061 [www.bostoninternational.com](http://www.bostoninternational.com)



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DEI's Pineapple and Palm Leaf Totes are perfect for beach days or everyday use! These 15" x 23" paper totes feature a zipper enclosure, rope handle and inner pocket. SRP \$22.99 (800) 430-5665 [www.deidirect.com](http://www.deidirect.com)



**BELLARYANN** BellaRyann collection of bracelets features over 350 designs and are adjustable providing a custom one of a kind fit. Their unique cork screw design allows the bracelets to expand over the hand. SRP \$17.99 (615) 678-6207 [www.bellaryann.com](http://www.bellaryann.com)

## K&K INTERIORS, INC.

For 20 years, K&K Interiors has been committed to bringing quality and craftsmanship to the newest trends and latest items for your store. The distressed white ceramic pineapple adds a finishing touch to any home décor. SRP \$180.00 (877) 647-0111 [www.kkinteriors.com](http://www.kkinteriors.com)



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## IT TAKES TWO, INC.

This popular pineapple friendship card features jewel embellishment. Made in the USA. Available in dozens or half dozen. SRP \$3.25. (800) 331-9843 [www.ittwohousale.com](http://www.ittwohousale.com)

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**FASHIONIT** All your tech "must haves" in one fashionable pouch. Tech kit includes three head charging cables, stylus + pen, screen cleaner, retractable ear buds, and non slip grip cover in a fashionable bag. SRP \$22.00 (800) 546-7302 [www.justfashionit.com](http://www.justfashionit.com)



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## MEMBER TO MEMBER | POINT OF VIEW

### POS Systems

“With three gift shops and a store room, there would simply be no way to keep up with on hand quantities without our POS System. I can tell how many items have sold, how long it took to sell a particular item, and what the exact mark up is. The system helps me decide to get rid of slow movers, beef up fast sellers, and group like merchandise together in a user sort, for instance, candy, sundries, or plush. This way I can see what our most profitable items are and make adjustments to the inventory.”

In addition, the inventory module is amazing for taking inventory (which we are required to do once a year). I can run reports for just about anything from sales for each individual shop, to the amount on hand of holiday merchandise by holiday.

I know they are expensive, but POS systems more than pay for themselves with the information and data they afford. The system also makes me more productive and my job (and life!) a bit easier!”

**LADORA DURBIN** - RETAIL SERVICES SUPERVISOR  
FREEMAN HEALTH SYSTEM GIFT GALLERY  
JOPLIN, MO

### Customer Service

“I have always said that the customers are our jobs not the interruption of our job. We must focus on offering the best of ourselves in order to provide the best Customer Service to EVERY customer.”

**ANGELA QUINN** - GIFT SHOP MANAGER  
LENOIR MEMORIAL HOSPITAL CHEER CORNER  
KINSTON, NC

“Treat everyone like family, close with “Enjoy your day”, remember the gift shop is the most “normal” place in your facility.”

**RENEE SCHUMACHER** - GIFT SHOP MANAGER  
HCMC GIFT SHOP  
MINNEAPOLIS, MN

“Customer Service - the title sums it up. As a hospital gift shop, we are a service to our guests and employees that are our customers—customer service. It is what we are all about; being there for those who need us.”

**GINGER TAYLOR** - GIFT SHOP MANAGER/BUYER  
COX HEALTH SYSTEMS AUXILIARY GIFT SHOP  
SPRINGFIELD, MO



# *fashion with function*

**We know what sells  
in hospital gift shops!**



The Perfect  
Travel Bag

Message  
In A Bottle



Emoji Earbuds



Tech Kit

Tablet  
Tray



**...and much more!**

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Item #11007



## Chemical-free Cleaning Table & High Chair Cloth

Item #11003



## Chemical-free Cleaning Toy & Nursery Cloth

Item #11002



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## a hospital's gift shop's value comes from within

### SUSAN KRASSOW

GIFT SHOP MANAGER, WISHING WELL GIFT SHOP  
INSPIRA MEDICAL CENTER ELMER | ELMER, NJ



**T**oday's healthcare gift shops have become the heart of the facility, as they offer unique gifts and personal items in a warm and friendly environment to both visitors and staff. Our stores offer an oasis away from the stress and sterile surroundings of the health care setting. Families who are visiting loved ones appreciate a cheerful diversion and employees value a welcome escape from their daily tasks.

**P**resently, many internally managed hospital gift shops are facing the threat of outsourcing. Although outsourcing has the potential to present many tangible benefits to the larger organization, it likewise takes away from the unique culture which is created by management who know their establishment's brand promise and customers more intimately.

**T**he staff of a third-party retailer may not appropriately represent an organization's mission and vision. The outsourced employees may not be held accountable to the same standards as current staff. Hospital staff and volunteers are educated on the specific core values of the facility; this culture is reflected by the products and customer service offered by the gift shop staff. The gift shop is uniquely positioned to support the organization's goals, as it provides a unique shopping experience that allows people respite.

**O**utourcing may also bring a lack of customer focus. Internally managed gift shops are uniquely positioned to deal with a repetitive and predictable customer base which is primarily made up of employees. Greater diversity in products and services can be offered due to the familiarity with their clientele. Internal management is more prepared to handle the specific wants and needs of repeat customers, as there is a constant need to replenish merchandise rapidly.

**T**he loss of control of the gift shop processes may result in a negative change in the quality of merchandise offerings, slow product turnaround times and sluggish response to customer requests. These short comings could translate into lower than expected sales results and dissatisfied customers.

**A**n additional short coming caused by the use of third-party vendors may be a disconnection with current volunteer staff. The gift shop is another way to engage volunteers through the hospital community. Volunteers are a great asset to the gift shop, as they offer a special personal connection to customers.

**“Self-promotion does not have to be self-serving. The ability to inform others of your accomplishments, and your value proposition can highlight that you and your gift shop are assets to the greater organization.”**

Volunteers enthusiastically provide customer service from the heart.

**T**he benefits of keeping the management of the gift shop within the organization far outweigh the drawbacks. The return on investment of the gift shop must be promoted to hospital administration. This can be accomplished by sharing key metrics and anecdotes about satisfied customers with key leadership.

**I**n order to properly promote the benefits of the gift shop, you must first believe in yourself. As the gift shop manager you must express confidence. You must also believe in your skills, talents, product choices, and know your value to the organization. You must exude enthusiasm about the store, product offerings and volunteers. Self-promotion does not have to be self-serving. The ability to inform others of your accomplishments, and your value proposition can highlight that you and your gift shop are assets to the greater organization.

*Susan Krassow, CAVS is the Guest Services Manager at Inspira Medical Centers Inc. Her responsibilities include Volunteers, two gift shops and information desk. Susan earned an AA Degree in Fashion Merchandising from the Art Institute of Philadelphia and a BS Degree in Retail and Fashion Management from the Art Institute of Pittsburgh. Susan serves on the Retail Committee of AHVRP and is the Social Media Chair for NJAHVRP.*





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## developing a meaningful volunteer & staff orientation for hospital gift shops

### LILLY STAMETS

GIFT SHOPS MANAGER  
UCSF MEDICAL CENTER | SAN FRANCISCO, CA

**The experience of working in a hospital gift shop is powerful, personal, and satisfying.** Starting gift shop volunteers and staff with a good orientation program is most important and critical to their success. In many hospitals, the orientation program is typically run by Human Resources, and thus may be too general or lacking specifics, as they relate to the Gift Shop.

It is my experience that developing your own personalized gift shop orientation that meets your needs is very fulfilling. The following suggestions are a valuable guide for developing gift shop orientation that will prove meaningful to you and your staff.

As a Gift Shop Manager, I have developed our volunteer and staff orientations stressing a **plan** that incorporates **videos**, **checklists** and **calendars**. The volunteers and staff have found these useful, easy to understand and helpful while getting them get up to speed. However, too much information can be as counter-productive as not enough. We pace our training using the checklists and healthcare related videos below.

#### 1. Start with a Plan

Offering the Gift Shop volunteers and staff a **well-planned** orientation complements the hospital HR's orientation. We have found the orientation should prepare attendees with the knowledge necessary to provide successful personalized service.

The Hospital Mission Statement provides the core from which we build our orientation. We use the "Gift Shop Mission Statement" to explain how the merchandise relates to the mission of the hospital and how it creates a service dynamic for our customers (patients, visitors and staff).

As an example, the UCSF Medical Center Mission Statement is: "The reason UCSF Medical Center exists is for Caring, Healing, Teaching and Discovering." The Gift Shop mission statement is: "The reason UCSF Medical Center Gift Shop exists is to provide Caring, Healing, Teaching and Discovering products and services."

As an example, we carry clothing, such as socks, t shirts, pants and jackets for patients admitted in emergency situations. This apparel assortment serves the UCSF Medical Center "caring" goal.





## 2. The Power of Checklists

Develop an orientation checklist to insure consistency in the program.

We have turned **"Maslow Meets Onboarding"** (©Psych Press 2013) into an orientation checklist.

- **PHYSIOLOGY:** Workplace layout, where things are
- **SAFETY:** Health, Safety, Policies, Procedures
- **BELONGING:** Unwritten rules, who's who
- **ESTEEM:** Expectations, what's rewarded and what's not
- **GROWTH:** Career aspirations, professional development

We use the **"DWMQYC 1-7-30-90-365 days" Calendar** to keep our volunteers and staff engaged and refreshed.

Gift Shop Orientation Calendar:

- |   |                  |
|---|------------------|
| • First Day- Meet the team                  | D-1              |
| • First Week- Learn about your job          | W-7              |
| • First Month- Contribute in your role      | M-30             |
| • First Quarter- Understand the Big Picture | Q-90             |
| • First Year- Flourish in your profession   | Y-365            |
| • Your Career- Create positive change       | C-365 and beyond |

## 3. Add Videos

A picture is worth of a thousand words. We use these three videos in our orientation:

### 1. The Power of One - Volunteer Edition

<https://www.youtube.com/watch?v=B49EpGsICkI>

### 2. Empathy - The Human Connection to Patient Care

[https://www.youtube.com/watch?v=cDDWvj\\_q-o8](https://www.youtube.com/watch?v=cDDWvj_q-o8)

### 3. Onboarding New Hires Effectively

<https://www.youtube.com/watch?v=0b6IV09M5X0>

Whether you as a manager are new or seasoned to orientation, **plans, checklists** and **videos** help contribute to the success and motivation of the Gift Shop Volunteers and Staff.

*Lilly Stamets is the Manager for the Gift Shops, UCSF Medical Center. Her passion for the hospital gift shop industry is represented by serving on the CAHHS (California Association of Hospitals and Healthcare Systems) Retail Committee and AHVRP Retail Committee. She is a frequent guest speaker at Hospital Industry Leadership Conferences and Industry Trade Shows and Webinars. Lilly earned a B. Sc. in Textiles and Clothing at The Ohio State University.*



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# horns & antlers

A popular design trend for the last few years has been the use of antlers and horns as wall decor. (Who would have thought all of those men would finally win in the great decorating debate!)

Antlers, horns and even tusks are now being used in all types of design...and continue popping up in some pretty creative new ways.

The trend has lent itself to home décor and now to gift products that make it fun to incorporate this trend, in not so obvious ways.



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## MOBY WRAP

The Mei Tai carrier is a popular modern version of a traditional Asian-style baby carrier. Mei-tais are tied with each wear, so it's easy for multiple caregivers to share babywearing time without having to fuss with re-adjustment. Additional designs available. SRP \$99.95 (888) 629-9727 [www.mobywrap.com](http://www.mobywrap.com)



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## PRIMITIVES BY KATHY, INC.

The deer plaque with hook adds a whimsical rustic look to any décor. Measuring 8 1/2" high and made of fabric, metal and wood; add to a gallery wall for a bit of interest. SRP \$18.40 (866) 295-2849 [www.primitivesbykathy.com](http://www.primitivesbykathy.com)



## BROWNLOW GIFTS

The rustic deer head design on practical large glass cutting board measures 15" x 12". This unique design is made of tempered glass and heat resistant to 450 degrees. Scratch and stain resistant. SRP \$14.99 (800) 433-7610 [www.brownlowgift.com](http://www.brownlowgift.com)



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# SELLING STEM>>>

- > **B**y now you've heard the buzz word STEM – and its artsy counterpart STEAM – floating around the education and parenting circles. Although it's not new, STEM is definitely hot, particularly with parents with buying power.
- > **T**he acronym STEM, standing for a government-endorsed commitment to emphasizing science, technology, engineering, and math in the American educational curriculum, was born in the 1990's. That commitment has deepened over the last 25 years, gaining momentum with the Obama presidency and the recent addition of an 'A', standing for the importance of art education as a necessary balance to the sciences, turning STEM into STEAM.
- > **T**he continued promotion and growth of STEM offers an opportunity to toy and game manufacturers and retailers. Of course, there's an obvious STEM correlation with learning games designed to teach counting, addition, and subtraction. But many other children's toys offer an inherent introduction to the STEM fields, through common play patterns like matching, sorting, grouping, building and construction, scientific exploration and discovery, even spy gear! If you look closely, there's likely a STEM or STEAM tie-in to many of the toys you sell.
- > **C**alling out a STEM correlation through in-store signage, a STEM play event, or a handout highlighting



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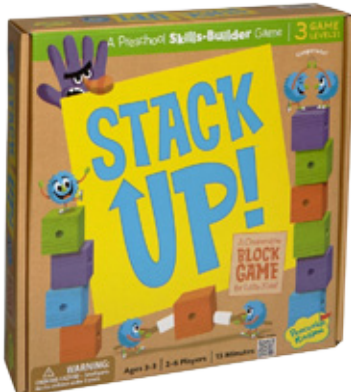
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top STEM and STEAM products and their educational benefits is an easy way to increase sales. Take a walk through your store and identify opportunities to capitalize on the STEM trend today!

- > **O**ur thanks to Ashley Ware at **HABA USA** for sharing insight with us on this important trend....**HABA** has been the global gold standard in baby, toddler and preschool toys and games for more than 75 years and their products have won the most prestigious toy awards in both the U.S. and its native Germany. **HABA USA** (800) 468-6873 [www.habausa.com](http://www.habausa.com)

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**In retail**, choosing the correct merchandise is only half the battle. It is extremely important for stores to be cognizant of how and where the items are merchandised in the store in order to maximize sales.

**As with most hospital gift shops**, candy is one of our most in demand items. In the past, we had our candy display directly in front of the register. We realized that not only is it visually unappealing; it does not encourage customers to walk through the store and view the great merchandise that we have to offer.

**We decided to move the candy** to the middle of the store and create a display area in the front of the store where we can merchandise seasonal or new merchandise. We have just finished setting up our store for Halloween season, and these display areas are changed frequently. There we highlight the hottest new items or utilize the space as inspiration for upcoming holidays.

**Inevitably, we will have lines in our store** during peak times, so having the line deviate naturally through our front display allows them time to browse and hopefully make an impulse purchase. Utilizing the cube structures is not only affordable, but allows us to do small stories and displays within each cube if needed.

**In addition**, we make it a point to re-merchandise the store every few days. We have found great success with moving merchandise, as it always creates a sense of excitement and helps to renew interest in aged items. It is important to try to keep things fresh so that customers can see items in a whole new light.



Whitney joined the Baptist Hospital Gift Shop family as their buyer in December 2013. With a background in specialty retail and accessories, her strong attention to detail and eye for trends make her an excellent match for this extraordinary hospital gift shop. Whitney has a Bachelor's in Business Management and Marketing from University of Miami.

  
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**ZAK DESIGNS, INC.** This coffee mug is perfect for your favorite hot beverage. It also makes a great gift - DC Comics fans will love the retro design of this attractive and functional mug. Made of ceramic, it has a sturdy, comfortable weight and holds heat well. SRP \$7.99 (800) 331-1089 [www.zak.com](http://www.zak.com)



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**2 CREATIVE CO-OP, INC.** The ceramic jar candles have an aged copper finish in four styles. Approximate burn time of 80-85 hours. Fifteen fragrances available! SRP \$28.00 (866) 323-2264 [www.creativecoop.com](http://www.creativecoop.com)

**3 DEMDACO** Lodge living home accents are perfectly suited for anyone with an appreciation of outdoors. This handsome hammered copper cake stand makes a lovely entertaining piece. SRP \$90.00 (888) 336-3226 [www.demdaco.com](http://www.demdaco.com)

**4 SHEERWATER ACCESSORIES BY E2W DESIGN GROUP INC.** Sheerwater prides themselves on creating price conscious fashion jewelry that is unique and distinctive. They unite metals with natural and semi-precious stones, glass, and more. SRP \$16.99 (800) 745-4501 [www.sheerwateraccessories.com](http://www.sheerwateraccessories.com)

**5 TRUE BRANDS** A hammered surface and gleaming copper finish draw light to this exquisite classic cocktail shaker and two matching Moscow mule mugs. The set is a gorgeous accent atop any bar cart. SRP \$79.99 (800) 750-8783 [www.truebrands.com](http://www.truebrands.com)



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## marketing your gift shop

### KRISTYN IRELAND

MANAGER VOLUNTEER SERVICES  
NORTH OTTAWA COMMUNITY HEALTH SYSTEM GIFT SHOP  
GRAND HAVEN, MI

***L**et's talk about marketing your gift shop. Can we? Can't we? We have all read the recommended guidelines shared with us about Do's and Don'ts of advertising our shops and the chance violations of our non-profit status. But in today's day and age a flyer in hospital department mailboxes just isn't enough.*

#### **How do you reach out to your local community to uniquely position your store as a destination shop?**

Being from a small town located in a beautiful resort town situated conveniently on Lake Michigan, I find we are often a destination shop by accident. Oftentimes our visitors and tourists find us when they find themselves visiting our lovely hospital for an unexpected encounter which requires medical attention. However, albeit a great place to have people wait out their time, it isn't going to sustain our business. So how do we market to our locals; our bread and butter customers? We find that the following has served us well:

**1. Participate in Community Events-** Our shop rarely turns down an opportunity to participate in a community event. For people to think about us, they need to know about us. When something is happening in the community, our shop is there! In years past, we have donated a basket full of goodies, put gift shop coupons in participant's bags and even volunteered at an event.

**2. Host Events at Your Store-** We invite local artists and vendors into our shop for special events and showcase their items.

**3. Host a Facebook Page-** Our gift shop has a Facebook page, and I will be honest - it is a lot of work. However, the benefits far outweigh the work. Our community (patients, doctors, staff and community members) love our page. Why do they love it? Because they can see what we have going on in the shop from the comforts of their smartphone, tablet or computer.

Did you get a new "hot" item in? Facebook is a perfect spot to educate all your followers about why they "need" this particular item. It also leads to conversation and questions. You will



be surprised how well your followers will tell others on the page why they love a particular item.

How do we get around the "advertising" aspect you might ask? Our personal take is that this isn't considered advertising, as our customers must "like" our page to get updates.

**4. Support local business-** Most of our gift shops are a fundraising arm off our Auxiliaries. Our Auxiliary, in efforts to support our community (who support our local community Hospital), has made an effort to do fundraising events with our local mom and pop shops. By doing so, we are able to educate our community partners/businesses on the benefits of having a local health care provider and the support our Auxiliary and Gift Shop, in turn give back to help sustain that benefit. We encourage our employees to go out and shop with local businesses, and in turn we have found, our local businesses encourage others to shop in our shop. It isn't uncommon for us to hear that "the shop downtown" told us you had a nice selection of (whatever they are looking for) available.

*Kristyn Ireland has spent the last 19 years as the Manager of Volunteer Services & Gift Shop at North Ottawa Community Health System. Her shop is located in Grand Haven, a quaint resort town nestled on the sunny shores of Lake Michigan.*





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# A COLOR STORY

**A color story is the perfect way** to present your merchandise in a beautifully designed display. Visit local gift shops in your area or scour blogs and zero in on those displays that are truly excellent. Consider and study the elements of the ones you like best – then keep it simple and stick to the fundamentals when creating your own color stories. Here are a few ideas to get you started:

**Use two colors, with a third as an accent.** Here we chose various shades of pink with white accents and a few bright hot pink pops. Learn the basics of effective color coordination. You can start with Pinterest to create your own color stories or mood boards, to help you develop color stories that will appeal to your customers.

**Create small groupings of merchandise at different levels:** for example find a table you love, add a small box, closed basket or even an upside down crate on the table to build the next level; a related item suspended from the ceiling above the box; and another surface under the table.

*continued on page 41*

**Annaleece by DeVries** Designed with a new crystal color from Swarovski®, Blush Rose, this exquisite rhodium plated necklace will capture everyone's eye this spring. Fine jewelry look at an affordable price! SRP \$71.25 (866) 401-6700 [www.annaleece.com](http://www.annaleece.com)



**Passion** Scarves can pull a look together! If you are a nature lover, this scarf is for you. Subtle colors are easy to mix with many outfits this season. 100% viscose. SRP \$9.00 SRP \$0.00 (855) 880-4598 [www.passionnyc.com](http://www.passionnyc.com)



**HUSH Baby LLC** The HUSH Hat™ is designed to comfortably protect little one's sensitive hearing, softening sounds that wake sleeping babies. Made with medical grade sound-absorbing foam which not only reduces noise, but is incredibly comfortable. SRP \$24.95 (844) 487-4428 [www.shophushbaby.com](http://www.shophushbaby.com)



**Worthy Pub (Capitol Christian Dist)** Beautiful hardcover journal based on a quote from C. S. Lewis that inspires a courageous heart and instills hope. Inspirational quotes on each spread, full-color interior design, ribbon marker and archive quality, non-bleed paper. SRP \$14.99 (800) 877-4443 [www.worthypublishing.com](http://www.worthypublishing.com)



**The Somerset Toiletry Company** White Jasmine Travel Collection includes 1.7 oz. shampoo, conditioner, shower gel, and body lotion from the Aromas Artesanales De Antigua Floral Collection. From the presentation, fragrance and value; this makes the perfect gift! SRP \$10.99 (561) 237-2888 [www.thesomersettoiletryco.com](http://www.thesomersettoiletryco.com)



**Pretty You London** The Odette slipper is breathtaking with every stride you take! Polyester upper features a fun bejeweled band for added appeal. Acrylic and faux fur lining provide optimal comfort to the foot. High density foam insole. SRP \$45.00 (305) 816-6539 [www.prettyyoulondon.com](http://www.prettyyoulondon.com)



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Moisturize lips with a sheer tint, available in six shades. An ultra-hydrating blend of organic beeswax, organic coconut oil, organic argan oil, organic aloe vera and vitamin E harmonize with natural earth minerals to provide a smooth glide and shimmering glow. SRP \$5.00 (952) 466-7418 [www.naturalinspirations.com](http://www.naturalinspirations.com)

**Queens Designs** With the increasing trend of rose gold tone jewelry, this cuff watch with clear rhinestones around the face hits the spot. Face measures approximately 1.25" in diameter. SRP \$26.00 (404) 589-9897 [www.queensdesigns.com](http://www.queensdesigns.com)

**Noelle LLC** A-line dress silhouettes have been on the upswing for their style, ease of wearability and comfort. This Spring dress in blush features a mock collar with decorative button detail on sides. SRP \$39.99 (910) 270-4047 [www.noelleenterprises.com](http://www.noelleenterprises.com)

## A COLOR STORY

continued from page 40

### Go with "pyramid"

**formations:** larger items on the bottom, small or tall ones at the top, to draw the eye from the bottom up. Use props that connect with the theme of your product line or the color story you're creating.

**If you have the space,** carry the display throughout the area to create "departments." Build them around visual themes, not product categories: there is no hard and fast rule that says all jewelry must be together. Jewelry or apparel or items in any category usually sell much better, when they are combined with products from other categories in eye catching, color-coordinated displays.

**Effective, attractive product presentation** works like a magnet. It helps you create drama, invite discovery, and communicate an image. And it works every time.

**Swarovski** Elegant and understated, this pair of rose gold-plated pierced earrings has been inspired by the galaxy. The circular design is embellished with an array of vintage rose pink crystals, set in Swarovski's exclusive crystal Pointiage® technique. SRP \$79.00 (877) 465-1584 [www.swarovski.com](http://www.swarovski.com)

### Red Carpet Studios Ltd.

This comfortable double layered perforated faux suede shrug is one size fits most to 1X. Available in blush (pictured) and gray. 100% Polyester. SRP \$49.99 (877) 985-0405 [www.rcsgifts.com](http://www.rcsgifts.com)

### Graphique de France

Fill your home with custom canvas works of art. The gallery wrapped canvas is ready to hang and lightweight enough to arrange in a group on your wall. This portrait of a single blossom celebrates the flower's beauty. SRP \$34.00 (800) 444-1464 [www.graphiquedefrance.com](http://www.graphiquedefrance.com)

### Sheralven Enterprises Ltd

Flowerbomb is a floral explosion, a profusion of flowers that makes everything around you more positive. It's housed in an architectural bottle, making it a statement piece for your vanity. 0.68 oz. Eau de Parfum Spray SRP \$55.00 (800) 697-1100 [www.sheralven.com](http://www.sheralven.com)

**PINKSTIX** Casual pebble textured tote with handcrafted tassel charm. Made with fine vegan leather, this tote is available in Dusty Pink, Pearl Blue, and Matte Black. Designed with love in Canada. SRP \$60.00 (866) 608-6229 [www.macyfair.com](http://www.macyfair.com)



# Branch Out

## create your own jewelry displays

Unsure how to display your jewelry in fresh and creative ways? Common things around your house such as tree branches and wine bottles can be DIY'd to make cute (and super cheap!) displays. Go ahead... get creative! Visit our Pinterest page for display ideas you'll love.

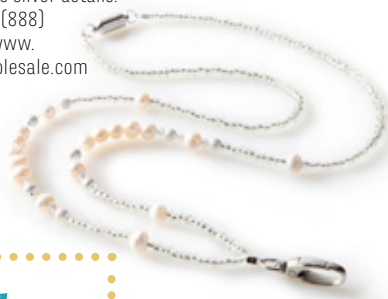


**New Dimensions** The Symbol City ring set includes five rings of differing sizes for wearing on several different fingers at once! Complete with delicate charms such as a teardrop gem, star and more - collect them all! SRP \$19.99 (800) 536-5647 [www.newdimensions1.com](http://www.newdimensions1.com)



### Bonitas International

There is thankfully no map required to discover all the Treasure lanyard has to offer. This mesmerizing fashion lanyard stands out with its tiny clear beading, lustrous pearl accents and delicate silver details. SRP \$10.00 (888) 726-6533 [www.bonitaswholesale.com](http://www.bonitaswholesale.com)



### Pacific Silver Inc.

A wrist full of bangles and bracelets have been popping up season after season. Customers are looking to create a personal but fashionable look and the crystal and metal tone bangles support that goal. Sold in assorted styles and colors. SRP \$9.99 (800) 548-8552 [www.pacificsilver.com](http://www.pacificsilver.com)



### Rose' Jewelry Co. LLC

Looking to create excitement? The \$5.00 Jewelry Sale Promotion will do just that! Sell earrings, bracelets, necklaces, watches, rings, and more in a range of styles. Display and sell for a set period (2 days - 1 week is ideal to create urgency), returning what remains, paying for what sells! SRP \$5.00 (Featured item is a representation of merchandise) (740) 417-4094 [www.hospitalgiftshopmerchandise.com](http://www.hospitalgiftshopmerchandise.com)



### Ethel & Myrtle Inc.

Focused on helping customers find the best trending fashion accessories in the marketplace while striving to design popular items with strong margins. 56" Gold necklace and earring set with link chain pearls and crystal beads. SRP \$16.99 (800) 409-3012 [www.ethelandmyrtle.com](http://www.ethelandmyrtle.com)



**Susan Shaw** A beautiful cotton pearl hangs in the center of a handcast, matte-gold ring on these stunning post style back earrings. They are gold plated metal with an approximately 2" drop. Made in America. SRP \$36.00 (800) 880-7429 [www.susanshaw.com](http://www.susanshaw.com)



### idea #2

### Accent Accessories

Overhand knot suede and chain necklace and earring set makes a true fashion statement. Don't miss this stunning selection of fashion jewelry that lets you dress to impress without breaking the bank. SRP \$14.99 (310) 984-6857 [www.accentaccessoriesinc.com](http://www.accentaccessoriesinc.com)



## trend watch

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“For 2017, gold and metallic are huge and continue to be popular across all products. Still very popular moving forward: distressed wood, natural textures and colors, vintage or repurposed products are seen throughout the year. Also, the influence of nature remains a big focus with an emphasis on greens and floral in the home. On the flip side, bright and bold colors in themes of mermaids, pineapples, palms, and tribal patterns are big for spring and summer.”

BECCA KNIGHT

BURTON + BURTON - [WWW.BURTONANDBURTON.COM](http://WWW.BURTONANDBURTON.COM)

**Amanda Blu** This rock candy wrap bracelet is a stunner! The genuine leather adds quality and comfort to the 100% natural stone wrap bracelets. Amanda Blu is a fashion accessories manufacturing company that offers high quality products at tremendous value. SRP \$19.99 (877) 381-9494 [www.amandablublu.com](http://www.amandablublu.com)







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*spirit of curiosity*

## JAIME HERNANDEZ

GIFT SHOP MANAGER  
GIFT CORNER & LOOSE ENDS SAINT VINCENT HEALTHCARE  
BILLINGS, MT

***Good Morning Jamie!***

Good Morning!

***First, let me share our sincere appreciation for your contribution.*** Thank you for the opportunity!

***We always like to start each interview learning a little bit about your background and how you got started with the Gift Shop.***

My degree is in Organizational Communications, but before coming to the hospital I worked for five years in an accounting office. When I started at the hospital, I was initially hired to create a Guest Services position catering to patients, visitors and staff. Eventually, I spent half of my time in a Volunteer Relations Representative role. In that role, I served by leading our Guest Services Volunteers, as well as supporting other Volunteer



**“We mainly go to market with an open mind and a “Spirit of Curiosity” looking for what’s new and now!”**



positions and the three businesses owned and operated by Volunteers. These included a snack shop and two gift shops. I supported these businesses in many ways; one of which connected me directly to the marketing of these businesses. I was responsible for creating and distributing all of the advertisements throughout the medical campus. My background in retail, marketing creativity, and experience working with Volunteers of all ages ultimately landed me the Gift Shop position when the previous manager retired.

***What an exciting and unique path! As the current Gift Shop manager, can you describe the culture you have created for your gift shops?*** I have created a fun atmosphere for shopping with a variety of unique gifts and specialty items that continue to draw customers in. And although we are hospital gift shops, I am told by many that we have become a destination point in our community and customers are complimentary of their shopping experience with us.

***Along that same note, what are your most successful categories and do you believe they are a direct result of the atmosphere you have created for your customers?*** We do well with angels, baby and inspirational items, plush, jewelry, handbags, gourmet goodies and scarves. I do believe that the atmosphere we have created directly leads to the success of these specific categories. We have a very welcoming, we are here for you,

“Retail Therapy” type of attitude that draws the customers in. We give the customers a reprieve, for whatever they happen to be dealing with in their lives.





***From a retail education point of view, how do you approach your buying throughout the year?***

We typically go on one major buying trip a year – to Atlanta in January. I travel with a specific budget, a list of each department for each gift shop and a list of categories we need to buy for, as well as any specific needs we may have. We strive to be accurate as we can when ordering quantities and to coordinate delivery dates. I want to ensure our merchandise is delivered at a date that works for us, keeping in mind time for receiving, pricing and merchandising, at the appropriate time. I also rely on traveling reps, which sometimes are hard to find living in rural Montana, as well as local markets, catalogs and the internet. We mainly go to market with an open mind and a “Spirit of Curiosity” looking for what’s new and now!

***I love that! A Spirit of Curiosity is a great way to look at it. So now that you have shared your approach to buying, let’s talk promotions!*** I like the element of surprise for sales that “Pop Up”. There is no warning - the sale is here today and possibly gone tomorrow. I am not a fan of having ongoing discounts. I feel like if you get yourself in a position where your shoppers know you will have a sale/discount every week, then what would make them want to spend their money today - buying something at full price? My customers know that I do not schedule sales. Sales are only offered when they are needed, so when they do run across a sale - they are happily surprised. I believe this encourages the shopper to buy now, creating a sense of urgency and keeps them guessing. On the other hand, if we are sponsoring an outside fundraising event, I advertise on a yearly calendar that is given out in our shops. Once the sale is upon us, advertisements go out internally throughout the hospital no more than 8 days in advance. I want people to notice the advertisement; not for it to blend as a part of the décor.

***That is a great philosophy. I love the “Pop Up” concepts, since pop up stores and restaurants are such a popular (and fun!) trend. It plays into that whole idea. How do you plan to make your next year even better?*** I plan to keep special focus on ordering in smaller quantities:

Remember you can always get more, but you can’t get less... we are not a big box store. I plan to take my time buying and to choose primarily unique items- after all, we only have one chance to make a first impression. Keeping in my mind, if a shopper is not “Wowed” when they come into your shop the first time - what would ever inspire them to come in a second time?

***When you are ready to pass the baton, what advice would you give to the next manager?*** I would say having an open mind and concentrating on what you think you can sell rather than only buying what you like... I call it buying for the “Others”. Treat your Volunteers well - serve them and they will serve our customers.

***The perfect final note – serve them and they will serve your customers! Thanks again, for sharing more about yourself and your Gift Shop, Jamie!***

**“ I like the element of surprise for sales that “Pop Up”. There is no warning - the sale is here today and possibly gone tomorrow. ”**





## BETTY BECK

continued from page 11

**PPP: Can you share some tips for training your Volunteers and/or Employees?** Patience and encouragement are key drivers when it comes to training! No matter the age of the volunteer/staff we must always remember that some people are visual, some are note takers and some tend to be overconfident and want to do things before they should. Many times when dealing with someone that is having difficulty catching on, I just have to stop and remind myself "What if this was MY mother? How would I want someone to treat her?" Keep things as simple and to the point as possible. Show routine tasks first. The more complicated things will come up later and can be dealt with as they occur. Throwing too much on them at once builds anxiety. When training for any task, I always try to tell the volunteer that it is more important to me for them to take their time and try to do it right the first time. I'm more concerned about accuracy than speed. Another phrase I always use is that "there are no stupid questions!". When in doubt, ask!

**PPP: What makes your job enjoyable?** My job is complete because of the wonderful volunteers that I deal with each day. Their hugs are the best! They are encouraging and dedicated to doing their best in all they do! Another perk to my job is variety. Managing volunteers in so many different roles of service creates an avenue for me to learn more about the hospital and the services we provide. I am a people person!! I love dealing with the customers in the gift shop, as well as visitors that come in for various needs. I am also a person that loves to be creative! I enjoy being able to make floral arrangements, decorate an office, wrap beautiful gifts and to make eye catching displays as well as designing sales flyers and newsletters. My job is ever evolving, ever changing and ever challenging and I love that!

**PPP: If you had to give some tips and trick to a new manager or DVS, what would be your top two words of advice?** Be Patient! (Patient with learning, Patient with People and Patient with yourself!)

*Thanks Betty!*



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"Art that touches the heart"



Hand crafted ready to hang wall décor and gift items offering messages of faith, love, hope, and humor.



LPG Greetings | Walworth, Wisconsin | 800-457-4911  
www.lpgcreative.com



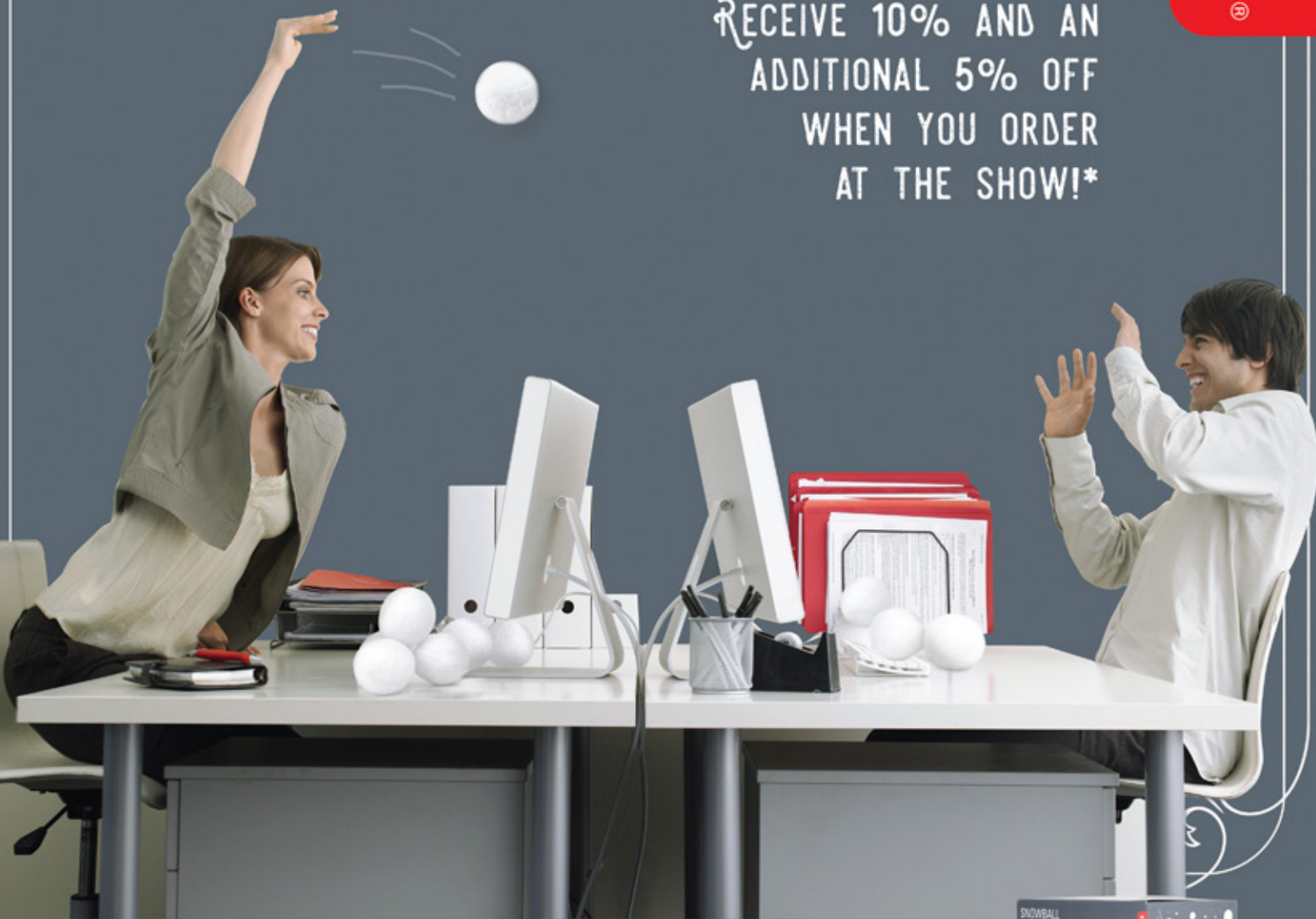


SNOWBALL BATTLE

# BRING THE FUN INDOORS!

KIKKERLAND®

RECEIVE 10% AND AN  
ADDITIONAL 5% OFF  
WHEN YOU ORDER  
AT THE SHOW!\*



DISCOVER 20 FUN DESIGNS AT PPP!

\*applicable to PPP members only

Ph: 800 869 1105 - [kikkerland.com](http://kikkerland.com) - BE CURIOUS f t i y





**BLOSSOM BUCKET INC.** This decorative wall sign is the perfect accent for the kitchen and features an uplifting message to start the day! Cup Runneth Over Box Wall Sign SRP \$6.99 (800) 662-5923 [www.blossombucket.com](http://www.blossombucket.com)



**C**old brew, specialty, organic, fair trade, with cream, without sugar – no foam, extra foam – no matter how you take your coffee; Americans love their morning joe! Just log on to Pinterest to see how much.

**C**offee products make for an eye catching display that works equally well in the spring, as the fall. Be creative with your merchandising and promotions here and consider thinking of gift baskets or gift trays pre-packed for readymade gifts to perk up sales.

# Coffee Talk

## ABOUT FACE DESIGNS INC.

The *Hello World™* mug collection features hand lettering and clever sayings. The latest launch of artsy chic products, oh-so-fun and perfectly giftable for at-home or on-the-go. SRP \$14.95 (800) 742-1766 [www.aboutfacedesigns.net](http://www.aboutfacedesigns.net)

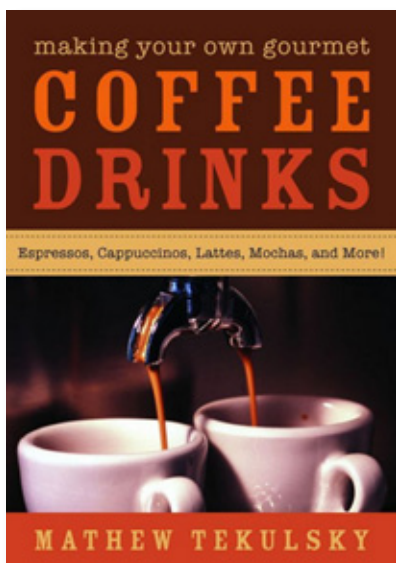


## WELLSPRING Flip

Notes® are handy for a quick note. Slim and lightweight spring loaded aluminum case complete with retractable pen. Fits easily in purse or pocket. SRP \$8.99 (800) 533-3561 [www.wellspringgift.com](http://www.wellspringgift.com)



**SKYHORSE PUBLISHING INC.** Now you can enjoy gourmet coffee drinks at home with *Making Your Own Gourmet Coffee Drinks*. This guide has more than 100 recipes including how to make all the standard gourmet coffee drinks and introduces new flavors. SRP \$14.95 (212) 643-6816 [www.skyhorsepublishing.com](http://www.skyhorsepublishing.com)



**OMNIO, LLC** Imagine smelling the combination of bittersweet mocha and sweet whipped cream with every lathering. O My! Iced Mocha Coffee Goat Milk Soap; free from palm-oil, parabens, phosphates, phthalates, sulfates and gluten. SRP \$7.50 (877) 842-5478 [www.omygoatmilkbathtubandbody.com](http://www.omygoatmilkbathtubandbody.com)



**ANGELSTAR INSPIRED PRODUCTS, INC.** Styled after trendy bistro signs, these absorbent ceramic coasters are a fun addition to your tabletop! Each features protective cork backing and ceramic that will wick away moisture. SRP \$11.99/set of 4 (800) 264-3577 [www.angelstar.com](http://www.angelstar.com)





**CQ PRODUCTS** Featuring recipes for delicious hot and cold brews, savory dishes and snacks, heavenly sweet desserts, plus homemade creamers and syrups. 64 full-color pages and plastic coil binding. SRP \$12.00 (800) 887-4445 [www.cqbookstore.com/wholesale](http://www.cqbookstore.com/wholesale)

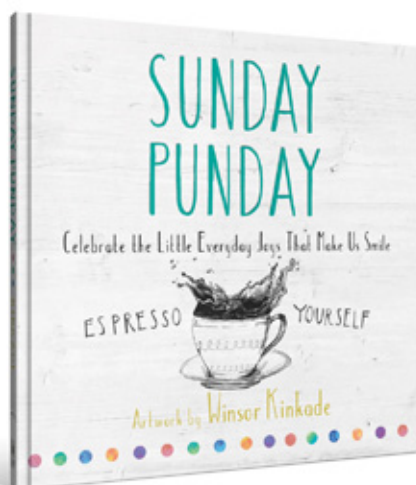
**TRANSPAC** A cup-shaped wall décor features a heartfelt and humorous affection for coffee. Made of wood and metal with a sawtooth hanger for display in the kitchen or dining area. SRP \$30.00 (800) 449-9903 [www.shoptii.com](http://www.shoptii.com)



**VIABELLA GREETINGS** Love Mother Earth greeting card by Viabella is healthy for the planet and soul. Inspiration unites with sustainability through this thoughtful product for a better world. Send green today! SRP \$3.49 (800) 688-9998 [www.viabella.com](http://www.viabella.com)



**GREEN HILL PRODUCTIONS** JAVA JAZZ featuring Pat Coil is a bold instrumental jazz roast. If you watch television, listen to the radio, or go to the movies, you have heard Coil and some form of his music SRP \$13.99 (800) 200-4656 [www.greenhillproductions.com](http://www.greenhillproductions.com)



**HARVEST HOUSE PUBLISHERS** Winsor Kinkade, daughter of beloved artist Thomas Kinkade, has a young and fresh artistic expression - and a sense of humor. *Sunday Punday* is a whimsical collection of inspiring reflections and adorable art. SRP \$9.99 (888) 501-0160 [www.harvesthousepublishers.com](http://www.harvesthousepublishers.com)



**CALYPSO CARDS** Thank You greeting card by artist Tamara Holland, published by Calypso Cards. Left blank inside for your own message. Printed in the USA on recycled paper. SRP \$3.50 (888) 203-7327 [www.calypsocards.com](http://www.calypsocards.com)

**POTLUCK PRESS** Traditional flour sack towels are made of 100% Egyptian cotton and 28" x 30" for many uses. They are prewashed and hemmed on two sides. All towels are purchased through a US distributor and printed in Seattle, WA. SRP \$10.00 (877) 818-5500 [www.potluckpress.com](http://www.potluckpress.com)

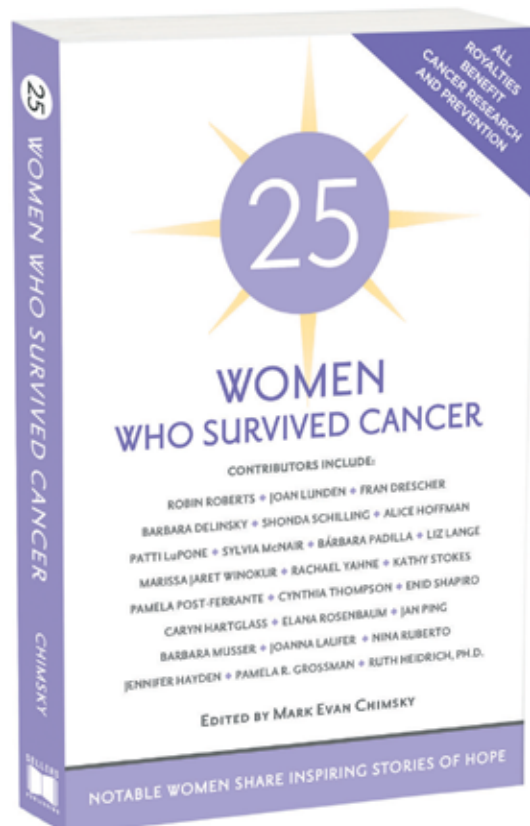




# 25 Women Who Survived Cancer



Single copy UPC Code



Available September 2016

Retail: \$16.95/Canada \$20.95 • Trim: 5.5" x 8.5"

Pages: 248 • Binding: Paperback

ISBN: 978-1-4162-4584-1 • Item # BTM-4584

## 25 WOMEN WHO SURVIVED CANCER

### Notable Women Share Inspiring Stories of Hope

Edited by Mark Evan Chimsky

When you're looking for hope . . . turn to women who have survived. In 25 essays, notable women such as Joan Lunden, Barbara Delinsky, Liz Lange, Shonda Schilling, Barbara Padilla, Sylvia McNair, and Marissa Jaret Winokur write with moving candor about how they faced cancer without letting it define their lives or conquer their spirits. **25 Women Who Survived Cancer** is an uplifting book of hope for anyone who has been diagnosed with, or is being treated for, cancer, as well as cancer survivors and those who are providing support for cancer patients.

#### Sales Points:

- High-profile women offer hope to women with cancer as they share their stories of surviving cancer.
- The American Cancer Society estimates there will be more than 1.6 million new cancer cases diagnosed in 2016 including more than 662,000 women will be diagnosed with some form of cancer.
- **25 Women Who Survived Cancer** is the perfect gift of inspiration and hope for women with cancer or who have survived cancer.
- This is a book that will attract media attention, and will be written about by bloggers on cancer-related websites

#### 25 Women Who Survived Cancer Pre-Pack & Display

Pre-Pack contains: 10 copies of *25 Women Who Survived Cancer*  
1 counter display w/header

Total Cost: **\$79.75 (Retail value: \$159.50)**

Canadian total cost \$104.75 (\$209.50 retail)

#### Check to order displays:



**25 Women 10-unit Pre-Pack (\$79.75)**

Account Name: \_\_\_\_\_ Ship date: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



Pre-Pack UPC Code



7 64453 04602 1



Sellers Publishing, Inc. • 161 John Roberts Road, South Portland, ME 04106  
Phone: (800) 625-3386 • Fax: (207) 772-6814 • Web site: [www.sellerspublishing.com](http://www.sellerspublishing.com)



# Giftware For Home, Garden and Fashion

## *See What's Blooming at RCS Gifts*

**PURCHASING POWER PLUS MEMBERS**

**10% DISCOUNT ON ALL ORDERS**

**When You Present This Flyer At The Showroom**

**Cannot Combine With Any Other Discounts Or Promotions**



[www.rcsgifts.com](http://www.rcsgifts.com)



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Atlanta  
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Building C • Suite C-0891  
Next Step Reps



# PPP DISCOUNT - 10% OFF ENTIRE ORDER



**Join the FUN for additional show specials!**

Suite 1718 • Building 2 • Floor 17 (sharing space with 225 Unlimited)

**Thoughtful Little Angels** Made in America

**Mini "Disease Awareness" Program**

**36 Items of Support**

**4 in. optional**

**12 in.**

**6 in.**

**AWARENESS** Showing The World You Care! Your Store Name Here

**Diabetes Caring Angel**

This "Thoughtful" Little Angel is worn by people with diabetes and by friends and relatives who offer hope, support and encouragement towards achieving a healthy life style enabling them to have a full and productive life. Wear this Angel in recognition of those who meet the challenge and continue to move forward.

**NURSES**

This little angel is bringing you a delightful little note to let you know that NURSES are very special people - angels of mercy, full of care and concern for others.

**LEUKEMIA AWARENESS**

I wear this "Thoughtful Little Angel" to honor each brave warrior that fought the fight to beat cancer, and for those left behind to grieve at their loss. I wear it for my friends, my family, and for all those who are fighting this battle. That Cancer can't win. We will win. We will walk towards a cancer free tomorrow.

**Ask About 3-Year Price Lock**

**Contains:**

**Cancers:** Kidney, Brain, Childhood, Lung, Ovarian, Melanoma, Lymphoma, Thyroid, Leukemia, Colon, Breast, Pancreatic.

**Diseases:** Diabetes, Autism, Alzheimer's, Addiction, Multiple Sclerosis, Stress, Heart Disease.

**Plus:** Get Well, Medical Staff Appreciation and More.

**PPP Special \$199.00**

Website: [thoughtfulangelpins.com](http://thoughtfulangelpins.com)

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# WINTER MARKET SEASON 2017

## savings fix

**Savings Fix** is full of savings opportunities for the Winter Market Season! We encourage you to share your appreciation with these PPP Vendor Partners, who are committed to our Retail Members.

### The Savings Fix

has been divided into three unique sections, so please plan your buying accordingly.

### FEATURED WINTER MARKET LISTING

**January 10 - 17, 2017**

**ATLANTA INTERNATIONAL GIFT MARKET**

AmericasMart, Atlanta, GA  
www.americasmart.com

**January 18 - 24, 2017**

**DALLAS TOTAL HOME & GIFT MARKET**

Dallas Market Center, Dallas, TX  
www.dallasmartcenter.com

**January 22 - 26, 2017**

**LAS VEGAS MARKET**

World Market Center, Las Vegas, NV  
www.lasvegasmartcenter.com

## Section One

PPP Vendor Partners offering an Extra 5% Discount, for the entire month of January, including the featured Markets and PPP January Atlanta Event.



#### BABIATORS

10% Discount

(404) 793-7299

www.babiators.com

Opening \$200 Reorder \$200

**BABIATORS** is on a mission to protect kids' eyes while they're out exploring this awesome world. From our Original, Polarized and Aces sunglasses (for kids 0-14) to our Submariners Swim Goggles (for kids 3-7), Babiators products are safe, durable, awesome and guaranteed against loss or breakage for the first year.

**Extra 5% Discount on Orders Placed in January and at:**

**ATLANTA** - Building 3, Floor 3 Booth 308

**DALLAS** - Building 3, Floor 13 - E108 Ali & Friends

**LAS VEGAS** - World Trade Center, Suite 8608 Accentrics



#### DENNIS EAST INT'L (DEI)

10% Discount

(800) 430-5665

www.deidirect.com

Opening \$150 Reorder \$150

**DEI** is a top manufacturer and leader in the gift and home décor industry with over 20 years of experience! DEI offers an extensive line of 3,000+ products and maintains a strong network of sales groups and talented in-house designers. DEI is known for bright, colorful design, exceptional quality, and value!

**Extra 5% Discount on Orders Placed in January and at:**

**ATLANTA** - Building 2, Suite 1718 - 225 Unlimited

**DALLAS** - Trade Mart, Suite 1860

**LAS VEGAS** - Suite C-854



## Carol's Rose Garden®

#### FOR ARTS SAKE GREETINGS & CAROL WILSON

10% Discount

(800) 689-5270

www.forartsakeusa.com

Opening \$100 Reorder \$75

For over 30 years, **CAROL WILSON FINE ARTS** has been a leader in greeting cards and stationery. Known for floral themed embossed cards with beautifully embossed lace patterned envelopes, Carol Wilson *Carol's Rose Garden* cards and portfolio boxed note cards are the perfect way to celebrate someone you love or yourself.

**Extra 5% Discount on Orders Placed in January and at:**

**ATLANTA** - Building 2, Suite 653B



#### GOOSEBERRY PATCH

DBA NBN

10% Discount

(800) 462-6420

www.gooseberrypatch.com

www.nbnbooks.com

Opening \$0 Reorder \$0

**GOOSEBERRY PATCH** is thrilled to have wrapped up our first year partnering with Globe Pequot under the National Book Network umbrella with tremendous success including the sell-through in Purchasing Power Plus Retail Member Stores! • Childrens • Cooking • Crafting • Inspirational • History

**Extra 5% Discount on Orders Placed in January and at:**

**ATLANTA** - Building 2, Suite 1212 The Butler Group

**DALLAS** - Trade Mart, Suite 2999 Ron Bauman & Assoc.

**LAS VEGAS** - Suite C-891 Next Step Reps



#### GRAPHIQUE DE FRANCE®

fashion YOUR LIFE®

#### GRAPHIQUE DE FRANCE

10% Discount

(800) 444-1464

www.graphiquedefrance.com

Opening \$150 Reorder \$150

A leader in the industry for over 40 years, **GRAPHIQUE DE FRANCE** offers a diverse collection of fashion-forward greeting cards, calendars, stationery, gift and holiday essentials for all seeking to add color and glamour into everyday. Bringing wonder to the industry with products that function, fashion your life with Graphique!

**Extra 5% Discount on Orders Placed in January and at:**

**ATLANTA** - Building 2, Suite 1718 - 225 Unlimited

**DALLAS** - Anne McGilvray & Company at 2332 Valdina St.



#### OUTSET MEDIA

10% Discount

(877) 592-7374

www.outsetmedia.com

Opening \$100 Reorder \$100

Since 1996, **OUTSET MEDIA** has been developing award winning puzzles and games that bridge today's "socially interactive" world with good old fashioned fun to make life truly social. Our brand portfolio includes the *Cobble Hill Puzzle Company*, licensed games such as *Jeopardy®*, and Outset Media's own award-winning board games.

**Extra 5% Discount on Orders Placed in January and at:**

**ATLANTA** - Building 3, Floor 5 Booth 2702

**DALLAS** - World Trade Center, Suite 8208 Young & Assoc.

**LAS VEGAS** - Suite C-978 R-Biz Associates



**Please note:** Purchasing Power Plus discounts cannot be combined with any other show offerings and regular exclusions still apply. You are free to select the best offering for you. Please read the details including applicable Mart locations for each incentive, as they do vary by Vendor. Be sure to identify yourself as a PPP Retail Member Store and provide your Store Number to receive your PPP Discount.





#### PICNIC TIME INC.

10% Discount  
(888) 742-6429  
www.picnictime.com  
Opening \$0 Reorder \$0

**PICNIC TIME'S** mission is to help people spend quality time making memories with their loved ones and to provide gifts that show they truly care. Over the last 35 years, Picnic Time has evolved to become an industry leader in picnic products, outdoor leisure, camping, tailgating, gardening, and beach items.

*Extra 5% Discount on Orders Placed in January and at:*

**ATLANTA** - Building 2, Floor 3 Booth 115

**ATLANTA** - Building 2, Suite 1701 Dugan-Bliss & Assoc.

**DALLAS** - Trade Mart, Suite 2501 Martin & Associates

EXTRA  
5%  
DISCOUNT



#### POSEYS

##### PEOPLE IN POSES

10% Discount  
(908) 806-4438  
www.poseysnj.com  
Opening \$100 Reorder \$100

**POSEYS** is a design-driven kids' gift company offering whimsical design printed onesies, tees, bags and pillow cases. Designs feature characters posing their bodies to spell out action words, names of organizations, regions, hospital names and more. Their best-selling BROTHER, SISTER and I HEART NURSES tees and totes are a must-have!

*Extra 5% Discount on Orders Placed in January and at:*

**ATLANTA** - Building 2, Suites 1418-1430 Diverse Marketing

EXTRA  
5%  
DISCOUNT



#### THE SOMERSET TOILETRY COMPANY

10% Discount | (561) 237-2888  
www.thesomersettoiletryco.com | Opening \$250 Reorder \$50

**THE SOMERSET TOILETRY COMPANY** offers a variety of European-made, specialty bath and body products with innovative designs, unique fragrances, at an unparalleled value. We have been manufacturing bath and body products for over 30 years and are completely committed to providing our customers with quality products at a great price.

*Extra 5% Discount on Orders Placed in January and at:*

**ATLANTA** - Building 2, Suite 1818 Darrah & Company

**DALLAS** - Anne McGilvray & Company at 2332 Valdina St.

**LAS VEGAS** - Suite C-1039 Grace by Catherine Sullivan

EXTRA  
5%  
DISCOUNT



#### VIM & VIGR<sup>®</sup>

##### COMPRESSION LEGWEAR

#### VIM & VIGR COMPRESSION LEGWEAR

10% Discount  
(406) 209-8447  
www.vimvigr.com  
Opening \$350 Reorder \$0

**VIM & VIGR** weaves style and quality into therapeutic threads. With premium fabrics and graduated compression technology, our socks help people from all walks of life take on their day while looking good and feeling great. VIM & VIGR, Expression in Compression! 100% Satisfaction Guaranteed!

*Extra 5% Discount on Orders Placed in January and at:*

**ATLANTA** - Building 3, Floor 5 Booth 1706

**DALLAS** - World Trade Center, Suite 13696 Rosanne Saginaw & Others

**LAS VEGAS** - Pavilion 1 Booth 1501

EXTRA  
5%  
DISCOUNT



## Section Two

PPP Vendor Partners offering an Extra 5% Discount at the featured Markets and/or PPP January Atlanta Event.



#### BURTON + BURTON

5% Discount  
(800) 241-2094  
www.burtonandburton.com  
Opening \$200 Reorder \$75

At **BURTON+BURTON**, we take great pride in making our showrooms extraordinarily stunning—and in staffing them with employees eager to help you find the perfect products for your customers. We invite you to visit us at one of our permanent market center showrooms. **burton+BURTON** is in Atlanta, Dallas, and Las Vegas.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suite 728

**DALLAS** - Trade Mart, Suite 1121

**LAS VEGAS** - Suite C-852

EXTRA  
5%  
DISCOUNT



#### MEMORY BRACELETS

BY

*Chelsea Taylor*

EXTRA  
5%  
DISCOUNT



#### CHELSEA TAYLOR

10% Discount  
(732) 792-0160  
www.chelseataylor.com  
Opening \$0 Reorder \$0

**CHELSEA TAYLOR** jewelry is made of rhodium over brass and adorned with Preciosa crystals. What makes this line so different is the graduation of color and is available in 19 different colors including collegiate colors. Our new Memory Bracelets have inspirational, fun sentiments and are adjustable.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 3, Floor 4 Booth 1610

#### e-cloth<sup>®</sup>

perfect cleaning with just water<sup>™</sup>

EXTRA  
5%  
DISCOUNT



#### E-CLOTH BY TADGREEN INC.

10% Discount  
(800) 677-4354  
www.ecloth.com  
Opening \$250 Reorder \$100

**E-CLOTH** is leading the worldwide chemical-free cleaning movement. e-cloth's high performance, task specific cleaning products make it possible to clean any hard surface with just water and a cloth, resulting in performance beyond user expectations including removal of more than 99% of bacteria. Find out more at [www.ecloth.com](http://www.ecloth.com).

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suite 1818 Darrah & Company

**DALLAS** - Trade Mart, Suite 1860 Cliff Price & Company

**LAS VEGAS** - Suite C-691 CMA - California Marketing Assoc.



#### GANZ USA, LLC

10% Discount  
(800) 724-5902  
www.ganz.com  
Opening \$200 Reorder \$100

**GANZ** creates and discovers some of the best gifts in the world - entertaining, accessories, top-trending décor, baby fashion and plush, life occasions, garden, seasons and more. Kissing Krystals, LuxuryLite LED candles and Crystal Expressions are some of the lines that make up our extensive family of products.

*Extra 5% Discount on Orders Placed in January and at:*

**ATLANTA** - Building 2, Suite 1519

**DALLAS** - World Trade Center, Suite 407

**LAS VEGAS** - Suite C-912

EXTRA  
5%  
DISCOUNT



EXTRA  
5%  
DISCOUNT



#### GIFTCRAFT INC.

10% Discount  
(ex C. Paige & Secret Candles)  
(877) 387-4888  
www.giftcraft.com  
Opening \$250 Reorder \$150

**GIFTCRAFT** is your One-Stop Show Shopping Destination for fashions, decor, gifts, seasonal and more. Visit us in Atlanta or Las Vegas and enjoy an EXTRA 5% DISCOUNT on your showroom order. (Excludes Charlie Paige™ & Secret Jewels™)

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suite 1521

**LAS VEGAS** - Suite C-654

#### B.lush<sup>®</sup>

inspired by PASSION

EXTRA  
5%  
DISCOUNT



#### PASSION

10% Discount  
(855) 880-4598  
www.passionnyc.com  
Opening \$200 Reorder \$150

**PASSION** has been representing the most fashionable women's accessories since the year 2000. From handbags, jewelry, scarves, and many more, we carry stylish items that will complete any outfit. We cherish innovative design, durability, high quality, and affordable pricing, bringing our buyers the vision of this season's trendiest styles.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 3, Floor 4 Booth 1901



# Section Three

PPP Vendor Partners offering Retail Members an Extra 5% Discount at the PPP January Atlanta Event.

## AngelStar

EXTRA  
5%  
DISCOUNT



**ANGELSTAR  
INSPIRED PRODUCTS, INC.**

10% Discount  
(800) 264-3577

www.angelstar.com  
Opening \$0 Reorder \$0

**ANGELSTAR** is an inspirational gift company that has been making products which bring inspiration and joy to people around the world. Designer, manufacturer and distributor of over 1,000 products of incredible quality and price points. We have sold over 14 million pieces of our top selling item, Worry Stones.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suite 1353

## Annaleece

BY DEVRIES

EXTRA  
5%  
DISCOUNT



**ANNALLEECE BY DEVRIES**

5% Discount (ex displays)  
(866) 401-6700

www.annaleece.com

Opening \$400 Reorder \$50

Founded in 2002, **ANNALLEECE** offers exquisite rhodium and 22k gold plated fashion jewelry embellished with crystals from Swarovski® plus a new sterling silver collection. It's trendy yet traditional, but always timeless. The line is beautifully presented with wonderful packaging and displays. Stunning lighted display programs available.

## bSoft

EXTRA  
5%  
DISCOUNT



**BSOFT PJS**

10% Discount  
(855) 702-7638

www.bsoftpjs.com

Opening \$200 Reorder \$0

**BSOFT** Spring 2017 Bamboo Jersey - Breathable bamboo (95% bamboo viscose 5% elastane) pajamas are super soft, comfortable, stylish and affordable. A style for every sleep or loungewear need including button down sleepshirts, nightshirts, robes, short sets, and capri sets. PPP prices \$13.50 - \$22.50. Available January 1, 2017

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 3, Floor 3 Booth 2408

**doodle pants™**

EXTRA  
5%  
DISCOUNT



**DOODLE PANTS**

10% Discount  
(562) 682-2999

www.doodlepants.com  
Opening \$250 Reorder \$250

**DOODLE PANTS** is a collection of quality leggings with colorful patterns, wild animal prints, and charming original characters. Little ones can squiggle and wiggle with ease, thanks to a roomy seat, stretchy ribbed cuffs and comfortable elastic waistband. They're made with soft, flexible material that holds up and easy to wash.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 3, Floor 3 Booth 215

**ATLANTA** - Building 3, Floor 13 - S351B Lemonade Stand

**enesco.**

enesco|gift DEPARTMENT 56

EXTRA  
5%  
DISCOUNT



**ENESCO LLC**

10% Discount (ex ponies)  
(800) 436-3726

www.enesco.com

Opening \$500 Reorder \$150

Shop **ENESCO** Family of Brands; From Birthdays, to Holidays, to Weddings, and New Babies, or just because, Enesco has the perfect gift to celebrate life's occasions. Product lines include some of the world's most recognizable brands: the legendary artistry of Jim Shore, Our Name is Mud, Lolita, Foundations, and Department 56.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suite 1616

**fashionit®**

Refashion life.

EXTRA  
5%  
DISCOUNT



**FASHIONIT**

10% Discount  
(800) 546-7302

www.justfashionit.com

Opening \$150 Reorder \$0

**FASHIONIT** is a fashion accessories company that designs innovative items that serve a function to make life easier. Fashionit is proud to donate to SOS Children's Villages which provide homes to orphans worldwide. We know what sells in hospital gift shops and cannot wait to welcome you to our family.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suites 1418-1430 Diverse Marketing

## GUND.

EXTRA  
5%  
DISCOUNT



**GUND INC.**

10% Discount  
(800) 448-4863

www.gund.com

Opening \$500 Reorder \$150

For more than a century, **GUND** has been creating unique teddy bears and other soft toys recognized worldwide for their quality and innovation.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suite 1616

## Journals Unlimited, Inc.

Home of the "Write It Down!" Series

EXTRA  
5%  
DISCOUNT



**JOURNALS  
UNLIMITED**

10% Discount  
(800) 897-8528

www.journalsunlimited.com

Opening \$150 Reorder \$150

The "Write It Down!"® Series consists of 65+ themed and guided journals. Our prompted pages allow you to easily capture your thoughts, information and memories for personal reflection as well as for future generations. Our wide variety of titles offers something for every age, hobby, topic, or interest. USA, Recycled.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 3, Floor 2 Booth 1904

## KIKKERLAND®

EXTRA  
5%  
DISCOUNT



**KIKKERLAND  
DESIGN INC.**

10% Discount  
(800) 869-1105

www.kikkerland.com

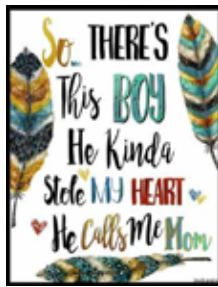
Opening \$300 Reorder \$175

**KIKKERLAND DESIGN**, where creativity runs rampant and even the most utilitarian gadget becomes a delightful discovery. Since 1992, the folks at Kikkerland have traveled the world in search of original designs for things that can make life more enjoyable. Clever things to intrigue you. Smart things that make everyday tasks easier.

*Extra 5% Discount off Orders Placed at:*

**ATLANTA** - Building 2, Suite 1830 Appelman & Schauben





#### LPG GREETING

10% Discount  
(800) 457-4911

www.lpgcreative.com  
Opening \$100 Reorder \$0

**LPG GREETINGS** is a 25 year old Wisconsin based manufacturer of two product collections. Life Lines: ready to hang wall decor and gift items that are Made In USA. Performing Arts: boxed Christmas cards include unique styles and regional collections, all with full color coordinating designs inside.

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Building 3, Floor 3 Booth 1708

**ATLANTA** - Building 2, Suite 1407 The Rep Connection



#### OUTSIDE THE BOX

10% Discount  
(800) 977-4704

www.buybadgereels.com  
Opening \$100 Reorder \$50

Makers of unique and innovative gifts geared toward the medical field. Founded and operated by a RN, we develop products that medical staff find useful, exciting, and fun. Most of our products are made in USA! We specialize in custom designs with low minimums, a PERFECT giveaway for VOLUNTEER WEEK!

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Building 2, Suite 639B RS Covenant

Chantilly Lane



#### PBC INTERNATIONAL INC.

10% Discount  
(800) 421-9039

www.pbcintl.com

Opening \$150 Reorder \$100

For over 30 years, **PBC**

**INTERNATIONAL** and the Chantilly Lane line have been recognized for quality, creativity and uniqueness, bringing happiness and enriching lives with items for special occasions and special events, from Valentine's Day through Christmas and also simply Everyday for adults and kids.

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Building 2, Suite 1718 - 225 Unlimited

Pomchies  
AMERICA'S FAVORITE FUN ACCESSORY™



#### POMCHIES LLC

10% Discount  
(602) 493-1745

www.pomchies.com  
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**POMCHIES**...America's Favorite Fun Accessory. We provide colorful hair accessories, luggage ID's, and wine charms made from Oeko Tex approved swimwear material.

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Building 3, Floor 5 Booth 210



#### SELLERS

**PUBLISHING, INC.**

10% Discount (ex seasonal)  
(800) 625-3386

www.rsvp.com

Opening \$100 Reorder \$75

**SELLERS PUBLISHING** offers everyday and seasonal RSVP® Greeting Cards, Wicked Funny™ humor cards and our new Premium Card line, all presented in attractive, no hassle, high-profit displays for any sized store. Our products include best-selling calendars and a variety of award-winning books. Reach Someone Very Personally with RSVP!

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Building 2, Suite 1735 RPM Gifts & Greetings



#### THOUGHTFUL LITTLE ANGELS

5% Discount

(877) 852-8723

www.thoughtfulangels.com

Opening \$100 Reorder \$100

**THOUGHTFUL LITTLE ANGELS** pins are one of the highest Per Sq. Ft. profit centers in hospitals across the U.S. Our wonderful line of keepsake pins on greeting cards have heartfelt sentiments for birthdays, anniversaries, and all of life's special events. Made in America. Give us a try we guarantee your success in writing!

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Building 2, Suite 1407 The Rep Connection

trinky things™



#### TRINKY THINGS

10% Discount  
(718) 468-1518

www.trinkythings.com  
Opening \$240 Reorder \$0

**TRINKY THINGS** offers all-in-one personalized gift sets. Customers fill-in-the-blank to give a personalized accessory gift and hidden side magnets hold the box closed. Gift ready with no need for wrapping, saving time and money.

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Building 2, Suite 1735 RPM Gifts & Greetings



#### UNCLE MILTON

10% Discount  
(818) 707-0800

www.unclemilton.com  
Opening \$250 Reorder \$0

For 70 years, **UNCLE MILTON** has been creating fun, innovative toys inspiring imagination and discovery with brands like Ant Farm and top licenses. Now, Uncle Milton introduces two gift lines! *I Bug You* - a collection of adorable plush and figure characters who spread goodness and *Glo n' Glo* - color-changing, light-up balloons!

**Extra 5% Discount off Orders Placed at:**

**ATLANTA** - Showroom: Building 2, Suites 772-790 Toys South

Wellspring



#### WELLSPRING

10% Discount  
(800) 533-3561

www.wellspringgift.com  
Opening \$200 Reorder \$100

At **WELLSPRING**, we're family and we value relationships. We know the joy of gift giving and get excited when we find a new product that makes us say "Wow". Wellspring offers surprisingly different adult coloring giftables, personal accessories and paper products.

**ATLANTA** - Building 2, Suite 1305 Southeast Marketing





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*Exquisitely Made, Honestly Priced*

**NATURALLY EUROPEAN**  
Classic fragrances inspired by European landscapes



*A beautiful range of bath, body and home fragrance products made using essential oils and nourishing ingredients. Naturally European comes in a wide variety of classic fragrances.*

## LUXURY LIP BALMS

*Enjoy naturally luscious lips with our natural lip balms*



*New for 2017*

## FRAGRANCED

## ENVELOPE SACHETS

*Add a fragrant twist to your home with Naturally European*

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*Naturally European is just one of our luxurious ranges.*

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ussales@tstcglobal.com | 561-270-2802 | [www.thesomersettoiletryco.com](http://www.thesomersettoiletryco.com)





# CONCIERGE SERVICE TAMMY BENZINGER

RETAIL SERVICES MANAGER  
UC HEALTH WEST CHESTER HOSPITAL GIFT SHOP  
WEST CHESTER, OH

**W**hen West Chester Hospital opened in May of 2009, we reached out to area businesses in the hopes of establishing partnerships that would offer true concierge services to our hospital employees while serving to benefit our bottom line. Since that opening more than seven years ago, our menu of services and products has continued to grow and evolve. However, the one constant is that our hospital employees and our volunteers have enjoyed the convenience of our offerings.

**A**s an employee of the hospital, you can drop your car keys off in the Gift Shop in the morning and by the time you are ready to go home - your car could have been detailed, had the oil changed or even had minor car repairs addressed. On Mondays and Thursdays, employees may drop off their dry-cleaning and have it back the following delivery day. We enjoy shared profits in the car detailing and the dry-cleaning services with local companies.

**“DOES YOUR SENIOR LEADERSHIP HAVE YOUR GIFT SHOP ON THEIR VIP TOUR?”**

**T**he Gift Shop sells Darden gift cards that are good at a variety of chain restaurants. Seasonally, the Gift Shop sells tickets to Kings Island, the local amusement park, at a special price. The Gift Shop earns a percentage on cards and tickets sold and our employees appreciate the offering.

**O**ur second store is located in the UC Health Administration building. We have adjusted our offerings to serve the employees in that building. In this location, we sell bus passes and supply breast pumps to employees that are entitled to them through insurance.

**I**n addition to these services, we sell stamps – from one to a book – we sell raffle tickets for fund raisers and t-shirts for institutional causes. We are the “go to” resource when there is something that needs to get done in the hospital.

**O**ur focus on concierge services has always been with our employees in mind and with what could be of value to them, in the way of time and savings. We find that by reaching out to our community to find these partnerships, it has enriched our presence in the community and made our employees more aware of the services that are around them.

**W**e are constantly looking at ways we can expand our menu of services. All of these activities take place inside our very small gift shop, at our very crowded register, and without adding additional costs. We are aware that there are outside companies that could come in and provide these services for a cost, so we have opted to keep them in house and enjoy additional profit margins.

**O**ur recommendation is that if you are interested in offering similar programs, reach out to your community businesses. You know they are always looking for ways to reach your employees. Maybe you can find a mutually beneficial service that is just across the street from you.

**O**ne more benefit that is of true value comes in a rather unusual form. Every Member of our Senior Leadership that tours VIPs through the hospital never fails to stop in front of our Gift Shop, to share with them our menu of concierge services and the benefits to our employees and partnership with community businesses. Does your Senior Leadership have your Gift Shop on their VIP tour?

*Tammy is the Manager of the Volunteer Program and for eight years has managed two UC Health Gift Shops. Previously, Tammy was a buyer for Elder Berman Department Stores and a valued member of the Lazarus Department Stores Senior Management team.*





Vignette designed by Ivy & Vine using  
products sourced from AmericasMart.

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ATLANTA | 2017

GIFTS | TABLETOP | HOUSEWARES | DECORATIVE ACCESSORIES  
HOLIDAY & FLORAL | APPAREL | GARDEN | RUGS | FURNITURE

Discover the industry's leading product marketplace —  
where global trends and buying opportunities in all  
categories of gift and home accessories await you  
in one convenient destination. *To the trade.*

Visit your complete gift destination this year.

## **The Atlanta International Gift & Home Furnishings Market®**

Showrooms: **January 10–17, 2017**

Temporaries: **January 12–16, 2017**

Showrooms: **July 11–18, 2017**

Temporaries: **July 13–17, 2017**

## **Select Showrooms Open Year Round**

Monday – Friday • 10 a.m. – 4 p.m.





**REGISTER NOW**

..... **PPP RETAIL MEMBER** .....  
**WINTER MARKET 2017**

# The Event

**IN ATLANTA**

*Date*  
**Saturday, January 14th**

*Location*  
**AmericasMart – Building One, Eight Floor**

**EVENT OPENS WITH A HOT  
CONTINENTAL BREAKFAST AT 8:30 AM**

*To register & to view a full  
listing of exhibiting Vendors visit...*  
<http://purchasingpowerplus.com/ppp-events-hospital-gift-shops/>

## PPP EVENT PARTICIPATING VENDORS

*The following PPP Vendors are offering an additional  
5% Discount at the PPP Event in Atlanta*

**AngelStar** **ANGELSTAR INSPIRED PRODUCTS, INC.** | 10% Discount | (800) 264-3577 | [www.angelstar.com](http://www.angelstar.com) | Opening \$0 Reorder \$0 | AngelStar is an inspirational gift company that has been making products which bring inspiration and joy to people around the world. Designer, manufacturer and distributor of over 1,000 products of incredible quality and price points. We have sold over 14 million pieces of our top selling item, Worry Stones

**Annaleece** **ANNALEECE BY DEVRIES** | 5% Discount (ex displays) | (866) 401-6700 | [www.annaleece.com](http://www.annaleece.com) | Opening \$400 Reorder \$50 | Founded in 2002, Annaleece offers exquisite rhodium and 22k gold plated fashion jewelry embellished with crystals from Swarovski® plus a new sterling silver collection. It's trendy yet traditional, but always timeless. The line is beautifully presented with wonderful packaging and displays. Stunning lighted display programs available.

**BABIATORS** **BABIATORS** | 10% Discount | (404) 793-7299 | [www.babiators.com](http://www.babiators.com) | Opening \$200 Reorder \$200 | Babiators is on a mission to protect kids' eyes while they're out exploring this awesome world. From our Original, Polarized and Aces sunglasses (for kids 0-14) to our Submariners Swim Goggles (for kids 3-7), Babiators products are safe, durable, awesome and guaranteed against loss or breakage for the first year.

**bSoft** **BISOFT PJS** | 10% Discount | (855) 702-7638 | [www.bsoftpjs.com](http://www.bsoftpjs.com) | Opening \$200 Reorder \$0 | bSoft Spring 2017 Bamboo Jersey - Breathable bamboo (95% bamboo viscose 5% elastane) pajamas are super soft, comfortable, stylish and affordable. A style for every sleep or loungewear need including button down sleepshirts, nightshirts, robes, short sets, and capri sets. PPP prices \$13.50 - \$22.50. Available January 1, 2017

**burton + BURTON** **BURTON + BURTON** | 5% Discount | (800) 241-2094 | [www.burtonandburton.com](http://www.burtonandburton.com) | Opening \$200 Reorder \$75 | At burton + BURTON®, we take great pride in making our showrooms extraordinarily stunning—and in staffing them with employees eager to help you find the perfect products for your customers. We invite you to visit us at one of our permanent market center showrooms. burton + BURTON® is in Atlanta, Dallas, and Las Vegas.

**Chelsea Taylor** **CHELSEA TAYLOR** | 10% Discount | (732) 792-0160 | [www.chelseataylor.com](http://www.chelseataylor.com) | Opening \$0 Reorder \$0 | Chelsea Taylor jewelry is made of rhodium over brass and adorned with Preciosa crystals. What makes this line so different is the graduation of color and is available in 19 different colors including collegiate colors. Our new Memory Bracelets have inspirational, fun sentiments and are adjustable.

**dei** **DENNIS EAST INT'L (DEI)** | 10% Discount | (800) 430-5665 | [www.deidirect.com](http://www.deidirect.com) | Opening \$150 Reorder \$150 | DEI is a top manufacturer and leader in the gift and home décor industry with over 20 years of experience! DEI offers an extensive line of 3,000+ products and maintains a strong network of sales groups and talented in-house designers. DEI is known for bright, colorful design, exceptional quality, and value!

**doodle pants™** **DOODLE PANTS** | 10% Discount | (562) 682-2999 | [www.doodlepants.com](http://www.doodlepants.com) | Opening \$250 Reorder \$250 | Doodle Pants is a collection of quality leggings with colorful patterns, wild animal prints, and charming original characters. Little ones can squiggle and wiggle with ease, thanks to a roomy seat, stretchy ribbed cuffs and comfortable elastic waistband. They're made with soft, flexible material that holds up and easy to wash.

**e-cloth** **E-CLOTH BY TADGREEN INC.** | 10% Discount | (800) 677-4354 | [www.ecloth.com](http://www.ecloth.com) | Opening \$250 Reorder \$100 | e-cloth® is leading the worldwide chemical-free cleaning movement. e-cloth's high performance, task specific cleaning products make it possible to clean any hard surface with just water and a cloth, resulting in performance beyond user expectations including removal of more than 99% of bacteria. Find out more at [www.ecloth.com](http://www.ecloth.com).

**enesco** **ENESCO LLC** | 10% Discount (ex ponies) | (800) 436-3726 | [www.enesco.com](http://www.enesco.com) | Opening \$500 Reorder \$150 | Shop Enesco Family of Brands; From Birthdays, to Holidays, to Weddings, and New Babies, or just because, Enesco has the perfect gift to celebrate life's occasions. Product lines include some of the world's most recognizable brands: the legendary artistry of Jim Shore, Our Name is Mud, Lolita, Foundations, and Department 56.



**fashionit® FASHIONIT** | 10% Discount | (800) 546-7302 | www.justfashionit.com | Opening \$150 Reorder \$0 | Fashionit is a fashion accessories company that designs innovative items that serve a function to make life easier. Fashionit is proud to donate to SOS Children's Villages which provide homes to orphans worldwide. We know what sells in hospital gift shops and cannot wait to welcome you to our family.

**Carol's Rose Garden® FOR ARTS SAKE GREETINGS & CAROL WILSON** | 10% Discount | (800) 689-5270 | www.forartsakeusa.com | Opening \$100 Reorder \$75 | For over 30 years, Carol Wilson Fine Arts has been a leader in greeting cards and stationery. Known for floral themed embossed cards with beautifully embossed lace patterned envelopes, Carol Wilson Carol's Rose Garden cards and portfolio boxed note cards are the perfect way to celebrate someone you love or yourself.



**GIFTCRAFT INC.** | 10% Discount (ex C. Paige & Secret Candles) | (877) 387-4888 | www.giftcraft.com | Opening \$250 Reorder \$150 | Giftcraft is your One-Stop Show Shopping Destination for fashions, decor, gifts, seasonal and more. Visit us in Atlanta or Las Vegas and enjoy an EXTRA 5% DISCOUNT on your showroom order. (Excludes Charlie Paige™ & Secret Jewels™).



**GOOSEBERRY PATCH DBA NBN** | 10% Discount | (800) 462-6420 | www.gooseberrypatch.com | www.nbnbooks.com | Opening \$0 Reorder \$0 | Gooseberry Patch is thrilled to have wrapped up our first year partnering with Globe Pequot under the National Book Network umbrella with tremendous success including the sell-through in Purchasing Power Plus Retail Member Stores! \*Childrens \*Cooking \*Crafting \*Inspirational \*History

**GRAPHIQUE DE FRANCE® GRAPHIQUE DE FRANCE** | 10% Discount | (800) 444-1464 | www.graphiquedefrance.com | Opening \$150 Reorder \$150 | A leader in the industry for over 40 years, Graphique de France offers a diverse collection of fashion-forward greeting cards, calendars, stationery, gift and holiday essentials for all seeking to add color and glamour into everyday. Bringing wonder to the industry with products that function, fashion your life with Graphique!

**GUND® GUND INC.** | 10% Discount | (800) 448-4863 | www.gund.com | Opening \$500 Reorder \$150 | For more than a century, GUND has been creating unique teddy bears and other soft toys recognized worldwide for their quality and innovation.

**Journals Unlimited, Inc. JOURNALS UNLIMITED** | 10% Discount | (800) 897-8528 | www.journalsunlimited.com | Opening \$150 Reorder \$150 | The "Write it Down!"® Series consists of 65+ themed and guided journals. Our prompted pages allow you to easily capture your thoughts, information and memories for personal reflection as well as for future generations. Our wide variety of titles offers something for every age, hobby, topic, or interest. USA, Recycled.



**KIKKERLAND DESIGN INC.** | 10% Discount | (800) 869-1105 | www.kikkerland.com | Opening \$300

Reorder \$175 | Kikkerland Design, where creativity runs rampant and even the most utilitarian gadget becomes a delightful discovery. Since 1992, the folks at Kikkerland have traveled the world in search of original designs for things that can make life more enjoyable. Clever things to intrigue you. Smart things that make everyday tasks easier.



**LPG GREETINGS** | 10% Discount | (800) 457-4911 | www.lpgcreative.com | Opening \$100 Reorder \$0 | LPG Greetings is a 25 year old Wisconsin based manufacturer of two product collections. Life Lines: ready to hang wall decor and gift items that are Made In USA. Performing Arts: boxed Christmas cards include unique styles and regional collections, all with full color coordinating designs inside.



**OUTSET MEDIA** | 10% Discount | (877) 592-7374 www.outsetmedia.com Opening \$100 Reorder \$100 | Since 1996, Outset Media has been developing award winning puzzles and games that bridge today's "socially interactive" world with good old fashioned fun to make life truly social. Our brand portfolio includes the Cobble Hill Puzzle Company, licensed games such as Jeopardy®, and Outset Media's own award-winning board games.



**OUTSIDE THE BOX** | 10% Discount | (800) 977-4704 | www.buybadgereels.com | Opening \$100 Reorder \$50 | Makers of unique and innovative gifts geared toward the medical field. Founded and operated by a RN, we develop products that medical staff find useful, exciting, and

fun. Most of our products are made in USA! We specialize in custom designs with low minimums, a PERFECT giveaway for VOLUNTEER WEEK!



**PASSION** | 10% Discount | (855) 880-4598 | www.passionnyc.com | Opening \$200 Reorder \$150 | PASSION has been representing the most fashionable women's accessories since the year 2000. From handbags, jewelry, scarves, and many more, we carry stylish items that will complete any outfit. We cherish innovative design, durability, high quality, and affordable pricing, bringing our buyers the vision of this season's trendiest styles.



**PICNIC TIME INC.** | 10% Discount | (888) 742-6429 | www.picnictime.com | Opening \$0 Reorder \$0 | Picnic Time's mission is to help people spend quality time making memories with their loved ones and to provide gifts that show they truly care. Over the last 35 years, Picnic Time has evolved to become an industry leader in picnic products, outdoor leisure, camping, tailgating, gardening, and beach items.



**POMCHIES LLC** | 10% Discount | (602) 493-1745 | www.pomchies.com | Opening \$0 Reorder \$0 | Pomchies...America's Favorite Fun Accessory. We provide colorful hair accessories, luggage ID's, and wine charms made from Oeko Tex approved swimwear material.



**POSEYS, PEOPLE IN POSES** | 10% Discount | (908) 806-4438 | www.poseysnj.com | Opening \$100 Reorder \$100 | Poseys is a design-driven kids' gift company offering whimsical design printed onesies, tees, bags and pillow cases. Designs feature characters posing their bodies to spell out action words, names of organizations, regions, hospital names and more. Their best-selling BROTHER, SISTER and I HEART NURSES tees and totes are a must-have!



**SELLERS PUBLISHING, INC.** | 10% Discount (ex seasonal) | (800) 625-3386 | www.rsvp.com | Opening \$100 Reorder \$75 | Sellers Publishing offers everyday and seasonal RSVP® Greeting Cards, Wicked Funny™ humor cards and our new Premium Card line, all presented in attractive, no hassle, high-profit displays for any sized store. Our products include best-selling calendars and a variety of award-winning books. Reach Someone Very Personally with RSVP!



**THE SOMERSET TOILETRY COMPANY** | 10% Discount | (561) 237-2888 | www.thesomersettoiletryco.com | Opening \$250 Reorder \$50 | The Somerset Toiletry Company offers a variety of European-made, specialty bath and body products with innovative designs, unique fragrances, at an unparalleled value. We have been manufacturing bath and body products for over 30 years and are completely committed to providing our customers with quality products at a great price.



**THOUGHTFUL LITTLE ANGELS** | 5% Discount | (877) 852-8723 | www.thoughtfulangels.com | Opening \$100 Reorder \$100 | Thoughtful Little Angels pins are one of the highest Per Sq. Ft. profit centers in hospitals across the U.S. Our wonderful line of keepsake pins on greeting cards have heartfelt sentiments for birthdays, anniversaries, and all of life's special events. Made in America. Give us a try we guarantee your success in writing!



**TRINKY THINGS** | 10% Discount | (718) 468-1518 | www.trinkythings.com | Opening \$240 Reorder \$0 | trinky things® offers all-in-one personalized gift sets. Customers fill-in-the-blank to give a personalized accessory gift and hidden side magnets hold the box closed. Gift ready with no need for wrapping, saving time and money.



**VIM & VIGR COMPRESSION LEGWEAR** | 10% Discount | (406) 209-8447 | www.vimvigr.com | Opening \$350 Reorder \$0 | VIM & VIGR weaves style and quality into therapeutic threads. With premium fabrics and graduated compression technology, our socks help people from all walks of life take on their day while looking good and feeling great. VIM & VIGR, Expression in Compression! 100% Satisfaction Guaranteed!



**WELLSPRING** | 10% Discount | (800) 533-3561 | www.wellspringgift.com | Opening \$200 Reorder \$100 | At Wellspring, we're family and we value relationships. We know the joy of gift giving and get excited when we find a new product that makes us say "Wow". Wellspring offers surprisingly different adult coloring giftables, personal accessories and paper products.



*The following PPP Vendors are offering your standard PPP Discount at the PPP Event in Atlanta*

**BellaRyann**  
*It's who you are.*

**BELLARYANN** | 10% Discount | (615) 678-6207 | [www.bellaryann.com](http://www.bellaryann.com) | Opening \$1808 Reorder \$100 | BellaRyann is the leader in message jewelry for the

independent retail distribution channel. Over 500 designs to choose from, allowing your customer to say Who They Are as a Woman. Our Expandable Charm bracelets expand to provide a custom fit for everyone.



**CALYPSO CARDS** | 10% Discount | (888) 203-7327 | [www.calypsocards.com](http://www.calypsocards.com) | Opening \$150 Reorder \$100 |

Calypso Cards, giving voice and style to everyone's desire to connect. We publish and distribute creative, fun cards, magnets and journals with a focus on humor and contemporary design. All cards are printed in the USA using wind power.



**CENTER COURT** | 10% Discount (ex displays) | (574) 273-8985 | [www.centercourtdirect.com](http://www.centercourtdirect.com) | Opening \$50 Reorder \$50 | Center Court offers a variety of customizable jewelry lines: DaVinci, Heart of the Family, and Forever in my Heart. The perfect gifts for any occasion.



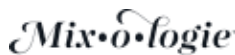
**THE FANATIC GROUP** | 10% Discount | (732) 512-1777 | [www.thefanaticgroup.com](http://www.thefanaticgroup.com) | Opening \$250 Reorder \$100 | The Fanatic Group is the industry leader for collegiate gifts and accessories. We are licensed with over 2,000 Universities & High Schools and offer low minimums



**HUSH BABY LLC** | 10% Discount | (844) 487-4428 | [www.shophushbaby.com](http://www.shophushbaby.com) | Opening \$100 Reorder \$50 | Quiet Comfort in a Noisy World. HUSH Hat's Softsound Technology™ works from 0-2 years. This lightweight hat with medical grade sound absorbing foam helps babies sleep longer and filters out harsh, everyday sounds. Four sizes including solid colors and patterns! Wholesale: \$12.50.



**THE MAGICAL TALES - FAMILY TRADITIONS** | 10% Discount | (212) 260-7075 | [www.themagicaltales.com](http://www.themagicaltales.com) | Opening \$113.40 Reorder \$113.40 | The Magical Tales are gift books for children that celebrate the magical moments in life. Each book comes in a gift box with one pouch of magic.



**MIXOLOGIE, LLC** | 10% Discount | (866) 731-4169 | [www.mymixologie.com](http://www.mymixologie.com) | Opening \$299 Reorder \$0 |

Mixologie takes all of the guesswork out of buying perfume - for yourself or for someone else. Eight roll-on fragrances that you can mix together to create custom blends. Available as a gift set (keepsake box, 8 scents & recipes) or singles.



**NATURAL INSPIRATIONS** | 10% Discount | (952) 466-7418 | [www.naturalinspirations.com](http://www.naturalinspirations.com) | Opening \$300

Reorder \$150 | Natural Inspirations body care products are a hospital gift shop favorite! All products are free of parabens, sulfates, phthalates, petrochemicals, gluten, GMO's and artificial dyes. Perfect for even the most sensitive skin! Made in the USA with a generous give-back program to support women's health.

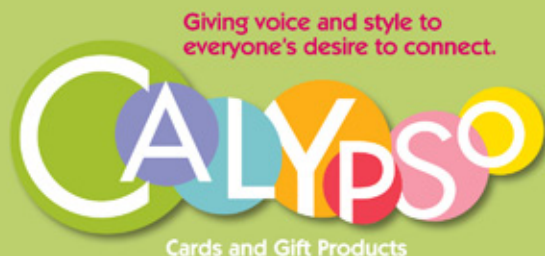


**PINKSTIX** | 10% Discount | (866) 608-6229 | [www.macyfair.com](http://www.macyfair.com) | Opening \$300 Reorder \$100 | While fashion is certainly a luxury, it has transformative powers to boost our mood and confidence, translating to greater enjoyment in life and greater successes. Our mandate is to provide on-trend vegan leather handbags & fine costume jewelry at accessible price-points.



**WORTHY PUB (CAPITOL CHRISTIAN DIST)** | 10% Discount | (800) 877-4443 | [www.worthypublishing.com](http://www.worthypublishing.com) | Opening \$200 Reorder \$100 |

Worthy Publishing creates quality inspirational books for adults and children. Our Worthy Inspired line offers books that meet every need, while Ellie Claire offers the finest in gift books, journals, and accessories. WorthyKids/Ideals features books for children from birth to 8, including the well-loved brands VeggieTales and The Berenstain Bears.



**See us at the PURCHASING POWER PLUS Event AmericasMart, Atlanta, GA on Saturday, January 14<sup>th</sup>**

**Location: Building 1, 8<sup>th</sup> Floor**

**8:30 am to 12:00 pm (This is an order writing Event)**

**We will also be exhibiting in**

**Atlanta, January 10-17,**

Showroom 827A, Building 2, 8th Floor

**Las Vegas, January 22-26,**

Grace by Catherine Sullivan Showroom C-1053- Building C

**Chicago Windy City Gift Show, January 28-31.**

White Ginger

**NY NOW, February 5-8,**

Booth 7505-07

**LA Winter 2017 Market, February 15-20,**

Remembrance Showroom, LA Mart 330.

**See the complete collection on our website: [www.calypsocards.com](http://www.calypsocards.com).**



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January 18-22<sup>nd</sup>, 2017





**HOWARD'S JEWELRY INC.** From the Stud Buds collection of unique icons offering something for everyone! This two tone martini glass and shaker necklace is intoxicating! SRP \$8.00 (800) 777-5658 [www.howardsjewelry.com](http://www.howardsjewelry.com)

# HAPPY HOUR

This is a great category to cross merchandise – have fun with it, as your particular hospital allows. After all, it's 5'oclock somewhere!

## PETER PAUPER PRESS

Perfect for your kitchen counter, home bar, guest cottage, beach house, wherever you want to express yourself! Gift set includes artwork and beechwood easel display with authentic canvas-finish artwork. SRP \$5.95 (914) 681-0144 [www.peterpauper.com](http://www.peterpauper.com)



**CENTER COURT** Express your style! DaVinci Beads offers the flexibility to customize and highlight interests with high quality, affordable European-style charm beads. Personalize your bracelet with this corkscrew charm. SRP \$6.99 (574) 273-8985 [www.centercourtdirect.com](http://www.centercourtdirect.com)

**CARSON HOME ACCENTS** You will be the hit of the party when you show up with not one, but two bottles of wine in one of these clever canvas bags. One for you and one to share! SRP \$13.99 (800) 888-1918 [www.carsonhomeaccents.com](http://www.carsonhomeaccents.com)



## JOURNALS UNLIMITED

This pint-sized Beer journal (3.5" x 5") features guided pages and is designed to hold details of your brewery visits or home-brew techniques all in one place. Printed in the USA, recycled materials. SRP \$6.95 (800) 897-8528 [www.journalsunlimited.com](http://www.journalsunlimited.com)



**KIKKERLAND DESIGN INC.** Become a bartender in no time with this set of glasses. Each features a different spirit and how to make four different cocktails. Make up to 16 unique drinks. Each glass holds 8 oz. SRP \$21.00 (800) 869-1105 [www.kikkerland.com](http://www.kikkerland.com)



**PICNIC TIME INC.** This beautiful two-tiered acacia wood beer sampling tray comes with four 4 oz. beer glasses suspended in top shelf, a chalkboard panel to label your brews, soapstone pencil, and hollowed areas to hold beer caps. SRP \$55.95 (888) 742-6429 [www.picnictime.com](http://www.picnictime.com)



## BERKELEY DESIGNS

This fabulous genuine handmade wine caddy features a fisherman pulling in a fish sitting atop three barrels. The clever metal wine bottle holder is the perfect accessory for any man cave! SRP \$35.00 (800) 272-3872 [www.berkeleydesigns.com](http://www.berkeleydesigns.com)



## DESIGN DESIGN INC.

These paper coasters are fun for those parties that go on until early morning or for a brunch event. Breakfast of Champions paper coaster include ten per package. SRP \$3.95 (800) 334-3348 [www.designdesign.us](http://www.designdesign.us)

**THE LIFE IS GOOD COMPANY** Instant classics don't just happen and after 20 years perfecting their original Crusher Tee, this laid back style has the staying power to prove it. Made from 100% USA grown cotton, an all-time favorite just skims the body for an easygoing vibe. SRP \$26.00 (800) 606-4604 [www.lifeisgood.com](http://www.lifeisgood.com)



# { SMALL SPACES }

# BIG IMPACT

visual display secrets from the pros

LINDA SCHNEEWIND | Midwest-CBK Visual Design Director

When it comes to visual merchandising, you don't have to have a big space or big budget to make a big impact. At Midwest-CBK, we're constantly challenging ourselves to design showroom displays that provide our retailers with inspiration for their own space and budgets – no matter how large or small.

**OVER THE YEARS**, our visual display experts have learned what works – and what doesn't work – when it comes to displays that pack maximum visual and sales impact. With five different showrooms across the U.S., the award-winning Midwest-CBK visual display team designs and sets up 60,000 square feet of home décor, gift and holiday displays. With only 10 weeks to load in and set up more than 100 holiday displays in multiple showrooms, we have it down to a science! Here are our team's top tips to make the most of limited space and budgets with holiday displays.

**TELL A STORY.** Make your own story and think outside the box to catch your customers' attention. Focusing on a color story or a theme can help break out of the traditional mode. Find an ornament or two that you love and let that start telling your story. For example, does that Eiffel Tower ornament make your heart pitter patter? Perhaps that evolves into a European Christmas or travel theme. That road may lead you to things like vintage love letters, sepia photos, and tarnished keys and locks for a romantic look. Or perhaps it moves you towards graphic postcards, subway tokens, folded maps and air mail stickers for a more adventurous and fun story. Use your displays to build your brand and keep yourself and your customers inspired.

**THINK OUTSIDE THE TRADITIONAL TREE.** A big cure for small spaces is alternatives to traditional trees. While pine, cedar and spruce are always beautiful and invoke the holiday spirit, they can be a challenge to budgets and retail real estate – not to mention getting creatively stuck in a rut. Making a traditional tree look vastly different than everyone else's can be a challenge. At Midwest-CBK, we have made trees out of just about everything – reclaimed felted sweaters, old drawers, paper bags, ice skates – you name it. We are constantly looking at everyday objects with a different lens. It's a great creative exercise. And don't forget foraging in your own back yard! Add some metallic spray paint to branches, pine cones and leaves and you have a beautiful base for your holiday display. All of these solutions are economical, scalable and creative.

**AIM HIGH.** Tight on space? Go vertical. Your display can create that festive, holiday feeling by hanging from the ceiling. A canopy of branches and fairy lights sprinkled with ornaments hanging from sparkly ribbon can create a dramatic effect without blocking your light or taking up precious floor space.

**SETTING AN ENVIRONMENT** that feels inspired and creative will make your customers excited about all you and your shop have to offer. Inspired customers lead to buying customers, who are ready to translate the ideas in your shop at home!

**FOR MORE VISUAL DISPLAY IDEAS**, please visit your nearest Midwest-CBK showroom, contact your local Midwest sales rep, visit [www.mwcbk.com](http://www.mwcbk.com) or call 800-776-2075.

*Linda Schneewind, Midwest-CBK Visual Display Director, leads the company's expert visual display team. A former retail shop owner, interior designer, licensed artist, art director and product development manager, Linda has shared her creative talents with Midwest-CBK and the gift and home décor industry for 20 years.*



“Inspired customers lead to buying customers, who are ready to translate the ideas in your shop at home!”







We carry the everyday bags w/tissue and they do really well. I'm so glad they decided to do these for the holiday, also!

**THE EXPRESSIVE DESIGN GROUP**  
(800) 848-6685 [www.theedg.net](http://www.theedg.net)  
| Large Contemporary Gift Bags with Tissue, Item #CGBTT3A-6 0150 72 SRP \$3.00



We have the countertop spinner in our gift shop, and it is a constant success. This pin (as well as all the other holiday pins) would be a great addition for the holidays.

**THOUGHTFUL LITTLE ANGELS** (877) 852-8723 [www.thoughtfulangels.com](http://www.thoughtfulangels.com) | Christmas Wish Pin, Item# 954 SRP \$5.00



# holly jolly



This little Precious Moments Santa jingle bell ornament is simply adorable.

**PRECIOUS MOMENTS COMPANY** (888) 878-8148 [retailer.preciousmoments.com](http://retailer.preciousmoments.com) | Santa Jingle Bell Ornament, Item #121050 SRP \$20.99



Retro is going to be HUGE for holiday 2016. These camper ornaments will tie in nicely with the theme.

**WHISKEY MOUNTAIN** (248) 969-2320 [www.whiskeymtn.com](http://www.whiskeymtn.com) | Camping Ornament, Item #W16207 SRP \$5.99

Who doesn't love animated plush?!

**PBC INTERNATIONAL INC.** (800) 421-9039 [www.pbcintl.com](http://www.pbcintl.com) | Chris and Holly Duet, Item #G5027 SRP \$29.95



This will make a wonderful children's gift for the holiday.

**THE MAGICAL TALES - FAMILY TRADITIONS** (212) 260-7075 [www.themagicaltales.com](http://www.themagicaltales.com) | The Magical Tale of Santa Dust - A Christmas Tradition SRP \$19.95

Last year, several hospital employees were asking for boxed cards. This is a great selection with great prices.

**LPG GREETINGS** (800) 457-4911 [www.lpgcreative.com](http://www.lpgcreative.com) | Performing Arts™ Christmas Cards. SRP \$18.00



Beautiful, classic, holiday teddies.

**FIRST & MAIN INC.** (800) 726-1400 [www.firstandmain.com](http://www.firstandmain.com) | Tucker, Item #1715 SRP \$14.99



These are perfect co-worker or last minute gifts!

**DEMDACO** (888) 336-3226 [www.demdaco.com](http://www.demdaco.com) | Holiday Cookies Tea Towel and Spoon Sets - 3 assorted, Item #2020160217 SRP \$12.00



Personalization gifts are not usually something that can be done within a small gift shop. This takes up very little space, and I love the blank ones that can be written on with a permanent marker.

**ORNAMENT CENTRAL** (800) 584-4008 [www.ornamentcentral.com](http://www.ornamentcentral.com) | Table Top Ornament Display & Ornaments SRP \$1.00 - \$5.99



**HILARY ANGER**  
GIFT SHOP COORDINATOR  
HENRY FORD WYANDOTTE HOSPITAL GIFT SHOP  
WYANDOTTE, MI

## More About Hilary

I have a career history that is deeply rooted in retail management. However, I am new to the world of Hospital Gift Shops, having only been in this setting for 11 months. I love the freedom, rewards and challenges that come with this "almost entrepreneur" role! When I am not working, I enjoy reading, knitting, traveling and spending time with my family – my husband of 15 years, our 15 year old son, and our 2 year old dog.



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# a reason to SHOP

MIRELI TORRES

GIFT SHOP MANAGER  
BAPTIST HOSPITAL RETAIL THERAPY GIFT SHOP  
MIAMI, FL

“...our “12 Days of Christmas BOGO event”, for which we were nominated as a finalist for the Marketing Achievement Category for the Retailers Excellence Awards in 2015...The first year, we ended December with a 19% increase over the previous year.”

**R**etail Sales in a Hospital Environment create their own unique set of challenges. Most people are very surprised to learn that over 70% of sales are attributed to our hospital employees. While this can be an asset since they are a captive audience during their work day, it can also lead to tedium and boredom within our store. Since they are working at the hospital multiple days out of the week, many of our customers were accustomed to seeing something they like and feeling that they can come back next week for the item. We have realized that when we promote Marketing events, we need to have them be a call to action, so that it gives customers a reason to come and shop that very moment.

**W**e have done a few variations on these types of events and all have been very successful. The most notable is our “12 Days of Christmas BOGO event”, for which we were nominated as a finalist for the Marketing Achievement Category for the Retailers Excellence Awards in 2015. We selected a different item category every day for the 12 days before Christmas that presented customers with buy one get one 50% off. We would post a calendar so that customers could plan which day they would purchase jewelry, toys, etc. The first year, we ended December with a 19% increase over the previous year.

**A**nother event that we take pride in is our Summer Sale. For the month of July, we have items marked up to 80% off, but we create a sense of urgency by adding new items to the sale every single day. In a typical sale environment, the beginning of the sale is always the most popular time since you will find the best items then. When we place new sale items in the store daily,



it creates excitement and we have customers who come regularly first thing in the morning to make sure they get first pick. We had a 21% increase in July sales in 2015 and a 15% increase in 2016.

**F**inally, we try to create sporadic events to keep our store fresh. Our employees get a discount on a large amount of items in our store, but there are a few categories that are normally non-discountable. For the 2016 Leap Year, we decided to create a sale that will only happen every four years and we offered the non-discountable items at a discount for that day only. Sales tripled for that day compared to average February sales.

**W**e recommend trying to come up with fresh ideas to engage your customers. Store employees need to make sure they are enthusiastic about upcoming events and inform customers about them as well. Hopefully this will help to increase sales and customer volume.

*Mireli Torres is Supervisor of Retail Therapy Gift Shop and Concierge for Baptist Hospital of Miami. Baptist Health of South Florida is the largest faith-based, not-for-profit health organization with six hospitals, each having their own gift shop, and many outpatient centers. Mireli has been with Baptist Hospital for over 27 years, and has a Bachelors Degree in Business Management and Finance from Nova University.*





# A RENAISSANCE OF Creativity

## SOCIAL MEDIA & RETAIL

**BRANDEE MONROE**  
DIRECTOR OF MARKETING, RAGON HOUSE

The face of business is changing. We no longer live in a world with anonymity. Buyers, customers, fans and supporters want to see what we are doing. They relate to brand building by seeing a name, and maybe more importantly a face.

**W**hile building Ragon House over the last 20 years, founder, Mary Ragon has seen these challenges with branding: "In this social media driven world that we now live in, remaining hidden behind your brand is no longer an option."

**D**eveloping creative and information-filled content on a weekly, even daily basis, keeps companies and products/services fresh in our customer's minds. A simple way to approach this, and highly effective one, is encouraging engagement with the consumer.

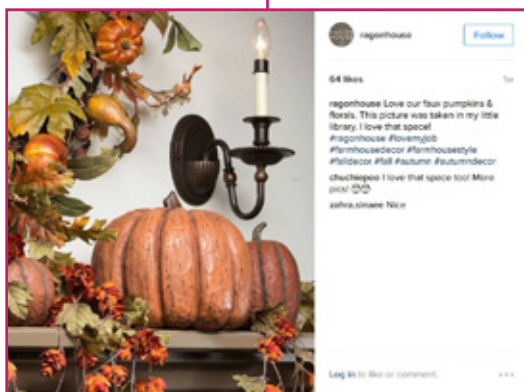
**W**e delight in seeing posts, tweets, pins, snaps or tags of how a customer has used or displayed our product," says Brandee Monroe, Director of Marketing. "I like to refer to the vast space on the Internet as "a renaissance of creativity." "There is so much to look at. If you need inspiration, poof – there it is, right at your fingertips. What a thrilling concept!"

In order to continue growing and flourishing, the number one goal of any company should remain, 100% customer satisfaction, something social media cannot dictate. It still takes a warm, caring person to make your experience truly something special, in today's marketplace.

Ragon House

## Instagram

CHOOSE A PRODUCT FROM YOUR GIFT SHOP THAT YOU WANT TO CREATE BUZZ FOR.



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MEDIUM FOR  
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SETTING A  
SCENE THAT  
FURTHER  
BUILDS  
UPON YOUR  
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MESSAGE

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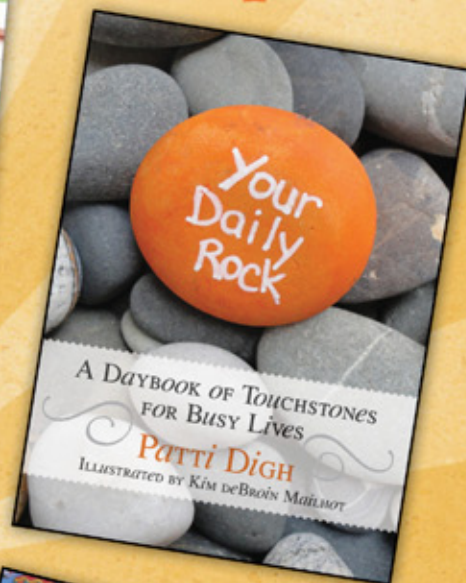
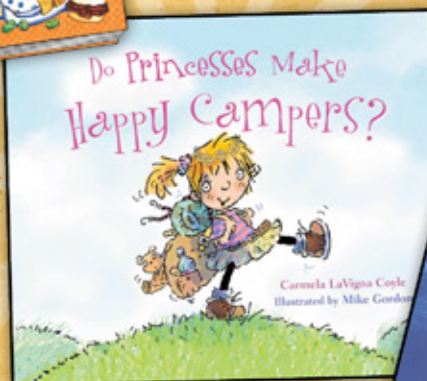
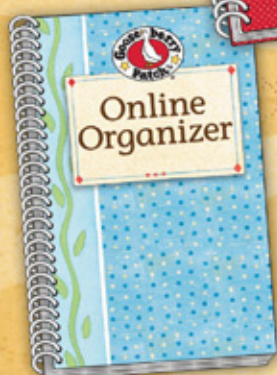
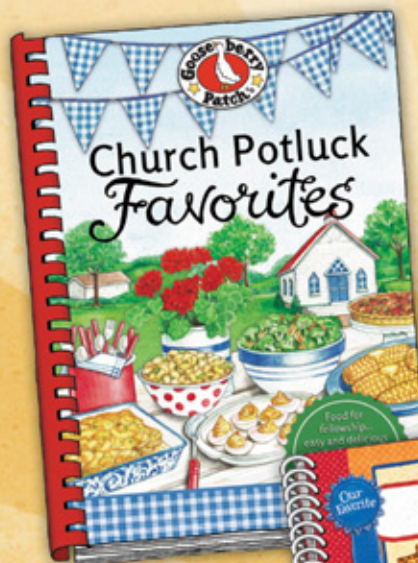


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# our GIFT GUIDE for GIRLFRIENDS

Anytime is the perfect time to show your girlfriends how much you appreciate them. We have compiled the ultimate gift guide for giving the best present ever to your best friend.

She'll love these cute surprises and sweet sentiments!



**CA Gift** A classic message of friendship, creatively designed in subtle pastels by artist Caroline Simas. The 3 1/2" square ArtMetal plaque, infused with Caroline's design, features hand-polished edges, textured metal back and metal easel. SRP \$12.00 (800) 493-4438 [www.cagift.com](http://www.cagift.com)

**Harry D. Koenig & Co., Inc.** How can you resist this adorable cosmetic case with make-up brush design? Perfect to carry in a handbag for on-the-go touch ups or a gift for your cosmetic crazy girlfriend! Certain to be a hit! SRP \$5.00 (800) 645-6503 [www.harrydkoenig.com](http://www.harrydkoenig.com)



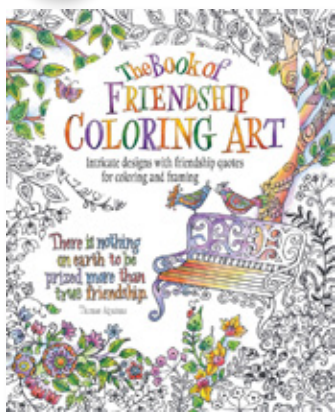
**El Pack** This high quality faux leather turquoise three piece set offers versatility. Set includes a large tote with magnetic closure, a day purse with zipper top, and a clutch to attach on tote or carry as wristlet. (888) 306-9989 [www.elpackfashion.com](http://www.elpackfashion.com)

**The Lang Companies, Inc.** Journals are perfect for note taking, creating to-do lists, or logging events of the day. Be inspired by the message "Live each day with a grateful heart!" SRP \$11.99 (800) 262-2611 [www.thelangcompanies.com](http://www.thelangcompanies.com)



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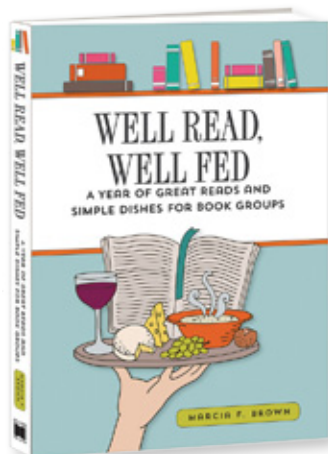


**Direct Fragrances** Ray Ban is an iconic brand founded in 1937. Their Aviator sunglasses are currently one of the most iconic models in the world, originally designed for U.S. aviators. Aviators are timeless combining great styling with exceptional quality, performance and comfort! SRP \$150.00 (800) 800-4208 [www.directfrag.com](http://www.directfrag.com)



**Malden International Designs** From the Newsprint Sentiment Collection: Proudly show off your "besties" in this distressed wood shadowbox frame. Silkscreened words on glass and printed mat, holds your favorite 4 x 6 photo. Additional titles available. SRP \$14.95 (800) 426-3578 [www.malden.com](http://www.malden.com)





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*Well Read, Well Fed* supports the notion that while almost all book groups start out as serious literary endeavors, they inevitably become monthly gatherings that are as much about sharing good food, drinks, and catching up, as the books that are read. SRP \$15.95 (800) 625-3386 [www.rsvp.com](http://www.rsvp.com)



### *Leanin' Tree Inc.*

*Kindred Lane™* by Carolyn Blaylock is a unique collection of greeting cards with joyful and uplifting designs that celebrate the special bond of girlfriends everywhere. SRP \$2.99 (800) 525-0846 [www.tradeleanintree.com](http://www.tradeleanintree.com)

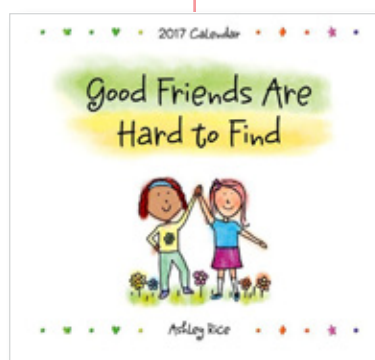
### *Mixologie, LLC*

Eight scents. Endless combinations. Mixologie takes all of the guesswork out of choosing perfume. Mix different scents together using the rollerball applicators to create custom blends. SRP \$16.99 (866) 731-4169 [www.mymixologie.com](http://www.mymixologie.com)



*Trinky Things* Give the special bride-to-be this sweet fill-in-the-blank bridal set. It includes a stainless steel bangle bracelet with a "future mrs" charm, pretty crystals and matching note card. Customers personalize the gift box with a handwritten message for the perfect gift. SRP \$19.95 (718) 468-1518 [www.trinkythings.com](http://www.trinkythings.com)

*Blue Mountain Arts* The lighthearted sentiments and fun, colorful drawings in this little calendar are the perfect way to show just how much your friends mean to you and how incredibly lucky you feel to have them in your life. SRP \$7.95 (800) 525-0642 [www.sps.com](http://www.sps.com)



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**BUNNIES BY THE BAY** Little Piper can be quite hyper, running up and down the shore. Fuzzy Capri blue and cream fur body with embroidered face. A sweet beak and bird feet in orange velour with pinstriped, dangly legs. SRP \$24.00 (877) 467-7248 [www.bunniesbythebay.com](http://www.bunniesbythebay.com)

**MARY MEYER CORPORATION** What advice would you give your younger self? Be colorful! Be bold! Be positive! Bring people joy! Whimsy Doodles are what youngsters can be. Colorful. Bold. Positive. Joyful. Hug a positive message with Whimsy Doodles Unicorn. SRP \$19.98 (800) 451-4387 [www.marymeyer.com](http://www.marymeyer.com)

**GUND INC.** Gund is proud to present a key-wind musical that plays *Brahms Lullaby* while the head rotates. Baby elephant plush will soothe baby to sleep, while satin accents on the inner ears add luxury and tactile sensation. Surface washable. SRP \$30.00 (800) 448-4863 [www.gund.com](http://www.gund.com)

**INTELEX USA** Warmies® heatable soft toys are adorable characters providing just the right warmth with lavender aroma to promote sweet sleep. Just pop in the microwave to heat the all-natural filling and French lavender for hours of relaxation. SRP \$11.99 (844) 927-6437 [www.intellexusa.com](http://www.intellexusa.com)

**DOUGLAS TOY COMPANY** From "classic" to "trendy" to "baby," Douglas spins a web of wonderful products for the discerning market of today. 8" Abner stuffed guinea pig in brown and white has an endearing and realistic face children will love. SRP \$10.45 (800) 992-9002 [www.douglascuddletoy.com](http://www.douglascuddletoy.com)

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