

MICADIA MOMENTS

'New approaches to retail success'

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Ann Reeves Burton

Here's a Thought

There is a family recipe for Hot Fudge Sauce (Aunt Marjorie's). It used to be really simple: 5 squares of unsweetened chocolate, 1 stick of butter, 1 box of xxx sugar, and 1 14 1/2 oz can condensed milk. Cook in a double boiler for 1 hour, without stirring. At the end of the cooking time, add vanilla and whisk until creamy. They have changed ALL the packaging and sizes—there are no more 14 1/2 oz cans of milk, and the xxx sugar is at least 2 oz less, in the same size box, so the consistency is off—but it tastes good. I'm not too crazy about standing in the aisle of the market converting ounces, but, I think that's just the way things are now. It's probably not our fault business is off, but the recipe is good, and with a few adjustments it will just get better



Enjoy your summer, your families, and your business. Remember what freedoms we truly have.



Ann

"Once upon a time,
we only dreamed"

Kathleen (Boo) Whitmer
In Memoriam

I believe there are many signs of life in this great land of ours! After a rather delayed spring, and enough rain to begin the Ark, the trees are green and lush, the flowers are beautiful, the water is warming and pools are open. During the summer months, there are weddings, graduations, family reunions, picnics, and babies born. Life is going on and "The Butterfly" senses many things to be joyful about. I think it is time to apply sunscreen, liberally, and go out and enjoy life. Stick your nose in the air and take a deep long healing breath. Smell that new life and fresh direction.



There are many signs that things are coming around and, perhaps, we want to be in the front of the parade. Are you still in business, and are you now labeled a survivor? WOW!! How great is that? Perhaps we are all a bit battered, and have had to make adjustments, perhaps the bottom line is at a new bottom, but, we are still here, and now is the time to look up and develop a new plan for moving forward. What has happened to you in the last year that has given you new insight into your business? Do you have an idea tucked away, maybe on a napkin, or on the back of your hand, that will give you an opportunity to jump start something this summer? During this slow down, have you ever had a moment when you thought what you would do, if only if---? Figure out a way to go forward with that idea, even if it is a little crazy. It will show your customers you still love what you do, and your positive attitude will be contagious (*Idea #48, and Task #48*). In the back of my book, there are **10 Tips to Exciting and Successful Retailing**. We know all about customer service, and personal service, but do we all need to be reminded about attracting new customers, pampering loyal customers, and encouraging our employees to go the extra yard?



The Vermont Country Store
Purveyors of the Practical & Hard-To-Find

I just love one particular catalog: "The Vermont Country Store." Their information is so personable and, the catalog is recyclable, but many of their products are what we all grew up

with. In the most recent issue the owners have become grandparents, and have memorialized a long time trusted employee. How wonderful to make a successful operation a personal one!

Number 10 in the *10 Tips to Successful Retailing* "**Personalize your marketing!**" Today we call it niche marketing, but it makes old fashioned sense, and besides, when is the last time you found a sampler pack of Clove, Beemans and Black Jack Gum all in one place? I'll send on the web-site and phone information if you are curious.



Now that you're hopefully feeling positive and thinking positive in regards to your business and providing great customer service, why not purchase a copy of "It's ALL About RETAIL - Attracting, Building and Keeping Customers." and keep the momentum going? It's as easy as going to www.micadia.com or calling 330.701.5257.

Maybe I Can't Always Do It Alone! 'New approaches to retail success'