

Yarnell~Hoffer

HARDWARE NEWS

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Volume 3 Number 2 July 1991

THANKS to all of you for bringing in your surveys so we could make our store better serve your needs. I must apologize for not getting this newsletter out sooner, but we have all been so busy here. After the last newsletter with our pictures in it, we have been flooded with TV and movie offers (ha! ha!). Hope you enjoy this edition of YARNELL-HOFFER HARDWARE NEWS. **Store Hours:** Monday - Friday 7:30 - 6:30, Saturday 7:30 - 6:00, Sunday 1 - 6.

FROM "MAYBERRY" TO THE BIG CITY

"Mayberry" is the town from the Andy Griffith Show that everybody we see at the hardware show thinks we live. They think everybody in North Carolina lives in towns with only one stoplight. Anyway, this month I'd thought I'd tell you about our trip to Indianapolis for the HWI hardware show and what exactly it was we did up there for five days.

We left Wednesday afternoon so we could visit other hardware stores on the way. As soon as we got in the van, I told Craig that I didn't think the A/C was working right. He thought it might just need to cool down a little bit so we headed out of town. I knew something was not right and he finally agreed. What a way to start a 13-hour trip - without any air conditioning!

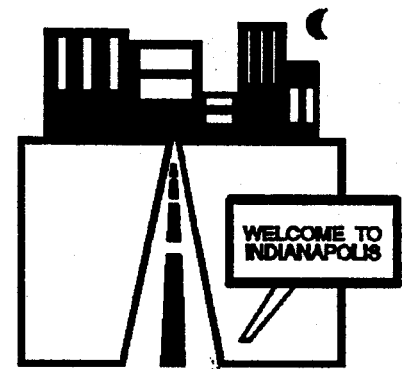
We took a detour to the car dealer since the van was still under warranty and spent the next 3-1/2 hours looking at new car brochures. I did find a neat car phone that is built into the visor. Craig thinks I'm an electronic junkie so he quickly pulled me away from that brochure. I guess it was a good thing they didn't have a demo model to try out.

We finally left about 4 PM instead of 8 AM like we had planned. We drove until we got into Kentucky to spend the night. I must

say I think the radio waves have been sabotaged everywhere around there, because the only stations we could pick up were country music stations. Now, these were not your ordinary country stations: they were twanging, swanging country stations. We didn't mind, though, because it kept us awake.

We spent most of the next day in Cincinnati checking out all the hardware stores we could find. There are some great HWI Do-It Centers (stores with HWI floor planning with the latest merchandising techniques) there. We got lots of great ideas that we could implement at our store. I'm sure you'll see some of them in the near future. A good hardware store to Craig and me is like Toys-R-Us is to my five-year old. We could stay for hours and play in each aisle.

Once we left Cincinnati, we headed west toward Indianapolis. We shortly crossed the time zone which to us is like the twilight zone. The big thing, I guess, is that people up there just don't know how to talk right. It sounds to us (what we could understand)



like they're always holding their noses when they speak and are in a contest to see how many words they can say in ten seconds or less. (we have a lot of friends up there and even some Northerners working for us, so we can get away with saying things like this).

All day Friday, we attended seminars about advertising, merchandising and product knowledge. This year, Craig's favorite seminar was a product knowledge seminar all about rope. I think they were kind of surprised though when Craig handed in his practice piece of rope with the ends neatly whipped. Maybe he could have shown some knot tying if he was leading the seminar. I enjoyed the advertising seminar and even got to talk a little bit about our newsletter.

From Saturday through Tuesday we visited vendor booths to look at and buy regular and new items to sell in the store. The show is in the convention center at the Indianapolis Superdome covering about 220,000 sq. ft. There are usually about 1,500 vendors there with booths set up that range from 10 ft. by 10 ft. to 10 ft. by 50 ft. Most of the vendors are pretty nice, but there are some who are extremely pushy and think you need cases of their product, but cannot explain what it does or how you can reorder it when you run out (running out is not usually a problem because they try to load you up with about a six-month supply). We do, however, learn a lot from vendors about new products and how to better use products we already sell.

Each morning, we got up about 6:30 AM so we could get to the show by the time it opened at 8:00. We used carts like small shopping carts to wheel around the show. The vendors loved this because they liked to put mounds of fliers, specials and advertisements in them as we walked by. We usually order pretty conservatively at the show and since we had computer printouts that show how much of an item we sell, it made ordering much easier. (The vendors *hate* to see

owners with computer printouts coming, though, because it means the chance of ordering something we don't need is slim.)

After the show was over for the day, we met other hardware dealers for supper and talked "hardware". Hardware is really an exciting subject, but I guess we're a little biased.

We left the slick-talking vendors and fast paced city on Tuesday and headed back to God's Country. This trip, we stopped at a state campground in Kentucky and camped out. It sure was nice to hear people talking right again. We did however, try to teach a


few northerners while we were up there to say y'all, but they never could quite get the hang of it. We arrived at the campground after dark and realized we were not as prepared for camping as we thought. We did find an economy purple flashlight under the seat and some matches we could

start a fire with. I set out to gather firewood while Craig put up the tent. It reminded me of our good old boy scout days. I must admit that it took a little more than one match to light the fire with wet wood (like we did for rank advancement in boy scouts).

After using several paper plates, we finally got a roaring fire. We sat there and ate our cold pizza that we had bought about 30 miles down the road (it was all Craig's fault the pizza was cold because I had to trod through the woods with a flashlight about as bright as my kid's Fisher-Price model to find firewood).

We woke up Wednesday morning staring at each other. That was pretty scary, but I guess not many of you have had to wake up next to Craig. It reminded me of the time in high school he came over for the weekend and stayed for two years... a story for another time, though. We got back to work on Thursday for another exciting four and a half months until we do it all over again. Boy, I love the hardware business!

JULY




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4⁸⁸



reg. 8.99

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