



Liquor Store News

February 2013



Kym Saunders
Agent at Portland Downtown 1164

Kym Saunders was appointed to the Downtown Portland liquor store 1164 on April 23, 2012. Kym previously worked for Safeway for 32 years, her last position being store manager at one of the chain's Beaverton area locations. She decided a liquor store was a great opportunity to apply the vast knowledge she had learned over the years.

From Day One, Kym wanted to change the dynamics of the store knowing that customer service and appearance are major parts of repeat business. Having meticulously planned for this new endeavor, key staff was hired and upgrades to the store were penciled out.

Making changes to this location had its challenges since the store is in a three-story floor former bank building and still includes unused safety deposit boxes. As with past agents, Kym has to deal with the logistics of using an elevator to move product from the basement to the retail level. Kym reconfigured the entire stockroom for efficiency in filling licensee orders and replenishing the sales area.

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Drawing the customer into the store is retailing 101 and that starts with the outside of the building. A new exterior sign was installed, etched graffiti was buffed out of the window glass and decorative window decals were added to catch the eye of the passerby.

Many upgrades have occurred in the interior of the store. Previously, when a customer entered the counter-serve store they would be assisted by a clerk adjacent to the entryway. The cash register has been relocated to the back of the store which helped with traffic flow and now customers walk along the increased related items and gift ware section. Before, 50 ml, 200 ml and 375 ml were



Portland Downtown store interior

showcased in three different on-the-counter display cases. Now this merchandise is showcased on an 8 foot shelving unit behind the cash register. The product mix of the store was reevaluated and slow moving and close-out products were pulled together and signed for quick sell through and the entire product layout was reset. New backlit category signs were installed, store lighting was repaired, walls were painted with a warm tan color and the floors were polished and hours were increased.

With an eye for detail and all the changes at the store, Kym has increased consumer sales by 32% since becoming agent. Customers are extremely pleased with the atmosphere, extended hours and service. Great job Kym!

Retail Services Division

February 2013

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10 year anniversary

Congratulations to Randy Guerra for achieving the 10 year milestone of being a liquor agent for the State of Oregon. Randy is currently the agent for 1107 Cedar Mill and 1243 Bethany in west Portland. He is celebrating his tenth year at his Portland Cedar Mill store.

Both stores are great examples of world class retail operations and Randy has created a unique shopping environment in both. Randy has achieved a high level of success in his stores by first recruiting top talent then training them to exceed the customer's expectations. The team Randy has developed



Randy Guerra (r) Agent Portland Cedar Mill 1107
with Brian Eaker, District Manager

understands sense of urgency, execution of standards, and that their number one priority is the customer. I have been to the store several times when they have been extremely busy and have seen first hand the level of execution this team brings to the customer, while at the same time maintaining the store to a showcase standard.

Randy is a progressive retailer and I am excited to see the next phase his tenure will bring to modernize the customer experience and brand at his stores. Please join me in congratulating Randy on his achievement.

“If you don’t know where you are going you’ll wind up someplace else....”



My favorite quote, by the legendary New York Yankee Yogi Berra, brings to mind that it's halftime, and the fiscal year is ticking away. It's time to evaluate where your business stands, and check the results against your goals, that hopefully you set to kick off the 2012/2013 season. Whether the goals were reacting to items addressed on the yearly evaluation, addressing staffing needs, or to get to a certain volume, well thought out goals are the key to setting the tone for your success, and keeping your business on track to grow.

As you review your business against your goals, you may need to adjust the goals quarterly. The point is, to keep your business moving forward, and for you to stay focused to drive to the goal line with a win. We have acknowledged that goals are fundamental for any organization, but did you also take the time to write out a plan? A strategic plan is the road map or blue print for how it is you will achieve your goals. The plan can also be adjusted as results dictate. Everyone on your team should not only be aware of what the goals are, but what the plan is to achieve them. Consistently communicate the strategy and show the team the results. Don't forget to let them know what is in it for them. Without buy in of the group, you may find that you're rowing the boat with one paddle.

So, whatever it was you set out to accomplish in your business this year, take time now to evaluate and adjust. Make sure you also know where you stand versus your inventory and sales forecasts. Plot your course for success and remember that **a goal, without a plan, is a wish.**

Great relocation and remodel in North Bend

Welcome to North Bend Store 1097. On a sunny day with mild temperatures, I, Dave Owens (District 2 Manager) stepped out of my van to visit the agent, Bob Dickey and his wife, Laurie, at their newly relocated and remodeled liquor store in North Bend.

“WOW, what a sight!” was my initial reaction. As I walked across the parking lot towards the store, I could not help but notice the new, and very large, exterior sign and large plate glass windows that give customers plenty of visibility both in and out of the store. The store appears so much more inviting with a feeling of openness than the first time I’d seen it.

The night and day differences that Bob has made to this store cannot help but be noticed. The square footage at the original North Bend store location was about 1,500 sq. ft. and is now around 4,000 sq. ft. The customers not only see, but also feel the openness at this new location. Bob and Laurie are continually receiving comments from their customers about the wide sales aisles, the large spacious retail area, along with better parking and the inviting entry into the store. And not just more square footage was added but all the fixtures and equipment are new to include: shelves, sales counter, displays, tile flooring, an upgraded POS system, an increase in the selection of cigarettes and cigars and many more related items to boot. A 16-camera security system is already installed with plans to add additional cameras on the exterior of the building in the near future. The back room was given a complete re-think in terms of its organization and stock shelving.



Light flooding in front store window, North Bend 1097



New sales counter, North Bend 1097

All of these store improvements were no surprise coming from Bob who developed his business operating skills in the convenience store industry in Bend, Oregon.. He, along with his wife and parents ran the family business

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in Bend; namely, a KOA campground with convenience store, deli, gas station and laundry. Bob and Laurie were in charge of the grocery, deli and gas station portion of the business. So, for 30 years, Bob, alongside his wife, learned every aspect of the grocery business. Their partnership began in 1974 when Bob and Laurie worked together for the first time. They married in 1979 and soon began to work at the KOA with his parents. The two have been a team for nearly 40 years now and can't imagine not working together and complimenting each other. Over the years they raised two great kids and are now grandparents.

After the family business was sold, Bob looked at Oregon's liquor store model and decided the liquor industry was for him. Bob came into the industry originally working as a manager at Bend North Store 1163. On March 1st, 2012 Bob was granted the North Bend store.

I know I speak for everyone at the commission in thanking Bob and Laurie for a terrific relocation and remodel for North Bend Store 1097.



Large roomy aisles, North Bend 1097

Rick Ripley

It is with great sadness **Retail Services** informs you of Rick Ripley's passing. Many agents will remember Rick as an important member of the Retail Services team. Rick began working for OLCC in November 1984 as a District Manager in the Portland Metro area; he then moved to Medford as the local DM. In 1998 Rick became the Director of Retail Services. He later stepped back into the role of a DM, a position he truly loved as he was able to work closely with liquor agents. He remained a District Manager until his retirement in July of 2008. Since his retirement Rick has kept in touch with many agents and OLCC staff. Rick will be greatly missed.

At this time information regarding the service is unavailable and will be provided at a later date.



Rick Ripley

Submitting an inventory

Agents are required to submit a timely and accurate inventory at the end of each month. **Inventories are due at OLCC the second business day of the new month by 11 p.m.**

Key factors to keep in mind when submitting an inventory:

- Include any DC shipments at end-of-month if they were scheduled for delivery at the store on or before the last day of the month, even if the store was unable to physically accept it before month end. This product was charged to the receiving store and OLCC will be including the value of the shipment on the Monthly Inventory Summary of the current month.
- POS stores should submit on the last day of the month after closing, or the next morning prior to opening and applying next month's pricing to avoid sales or receiving issues in the new month.
- Stores with POS computers should verify the inventory transmitted to OLCC is accurate by:
 - Log in to OLAS
 - Click on "INVENTORY" tab
 - Check bottle count "Total Quantity" listed compared to the store POS
 - Check inventory dollars "Total Value" listed compared to the store POS

There should be no discrepancies between what the store POS transmitted and what is received on OLAS. If there is a discrepancy try re-transmitting the file.

It is the **AGENTS RESPONSIBILITY** to ensure the inventory transmitted at the end of month is accurate. Incorrect reporting of inventory could affect Mark Up/ Mark Down and subsequently the store audit results.

Monthly sale signs

In an effort to bring uniformity to store shelf sale tags, several sale tag forms have been developed for in-store printing. Attached to this issue of **Store News** are forms for "Special", "New Item", "Close Out" and "Save" tags. Each of the forms can be completed according to the monthly price reports and printed on a variety of colored paper to coordinate the sale price changes. The forms can also be found in Business Objects InfoView > LIQUOR STORE REPORTS > TRAINING AND PUBLICATIONS > SIGNS > MONTHLY SPECIALS.

Stock transfer paperwork

In the interest of reducing the amount of paperwork generated in the stock transfer process, this reminder tells what is needed by Financial Services to insure transfers are properly applied.

Only **four copies** of stock transfer documents are necessary and each must be signed by personnel at the shipping store. One copy goes to Financial Services, one remains in the shipping store and two copies go with the transferred product.

When the product arrives at the receiving store and is checked in, both copies of the transfer are signed by receiving store personnel. One of these is sent to Financial Services (to be matched with the shipping store copy) and the remaining copy is filed at the receiving store. **Financial Services needs no other paperwork.** If the receiving store's POS system generates an inventory "posting" document, do not send this document to OLCC.

Following these instructions will insure stock transfers are applied in a timely and proper manner. Thanks in advance for attention to this detail.

Baby news

Hearty congratulations go out to Marla and Jim Wood as they greeted baby Regan May Wood on the afternoon of January 24th. Regan made her appearance at 8 lbs 2 oz and 20 ½ inches. Marla has been agent at 1040, Umatilla since January 2006. Way to go, Marla and Jim, and welcome, Regan!

