



Store News

July 2014

"Meet the needs of the community"

This quotation typifies the business attitude of the proprietors of the new location for liquor in Prairie City (1070). Blaine and Ann Huffman maintain this approach to their customers in all aspects of Huffman's Select Market, which owns ***the distinction of being the first corporate agent appointment in Oregon***, a move driven by the resignation of longtime agent Mark Murray in January.

Known as the "Gateway to the Strawberry Wilderness," Prairie City is situated 13 miles east of John Day and provides awe-inspiring views of the mountains with namesake peak at 9038 feet. Strawberry Mountain and the wilderness offer more than 100 miles of hiking trails and plenty of great fishing. Fur-bearers include black bear and cougar and the wilderness includes more than 378 species of birds, including Bald Eagles which winter in the region. Bring your camera!



Huffman's is the only full service grocery in town and judging by the foot traffic is the perfect location for the liquor store. In an area just off the main checkout wrap sits a section that includes 24 running feet of new shelving and a counter supporting a POS computer cash register system.



**Blaine Huffman, Agent
Store 1070 Prairie City**

More than 240 products populate the liquor selection and that number is growing weekly. "***Many people have complimented the variety***," says Ann, and Blaine adds that they have seen a few new faces.



**Blaine and Ann Huffman,
agent and wife, with
Rebecca Valentine**

While responsible sales are the stated primary goal, it appears that sales growth will be a considerable force in the coming months. The store was up 15% in the opening month and all indications are that that trend will continue and even improve! The Commission welcomes Blaine and Ann Huffman and one of the friendliest groups of supporting cast anywhere. Based on the smiles and service that abound, there is little wonder the present and future will spell success!

North Coast Distilling

Another new Distillery Retail Outlet has been added to the fleet of Oregon Craft Distilleries. North Coast Distillery, located in downtown Astoria at 1270 Duane Ave., was opened on Valentine's Day by Lawrence Cary. Lawrence brings a family history of distilling from Tennessee to the Oregon coast and has created what he calls a "house of brands," which currently features Bar Pilot (2393B vodka and 2552B gin), Shanghaied Rum (2565B rum), and Uncle Scary's Moonshine 2551B. Several liquor stores have already brought the brands in and early sales numbers are very positive. Soon to release will be a jalapeno-lime vodka, and Lawrence's other company, Grumpy Dogs, will be releasing a line of drinking vinegars and tonics. The outlet tasting room, which was built by Lawrence using refurbished wood from a burned down historical building, has a great atmosphere and visitors can view the distilling operations through a wall of windows.

Please stop by to check out North Coast Distilling and welcome them to the business next time you're in Astoria.



**Distilling operation at
North Coast Distilling
Astoria, Oregon**

Tasting room hours

3-6 PM	Thursday, Friday
1-6 PM	Saturday
11 AM-4 PM	Sunday



Welcome new agents

District 2 in southern Oregon has put out the “welcome” mat for several new agents appointed in the past couple of months. The commission would like to take this opportunity to introduce these new permanent agents to the distilled spirits family.

Store 1030 Klamath Falls East

Doris Fronckowiak has taken over the eastside liquor store in Klamath Falls following Melody Bare’s retirement. Doris is also the current owner of the local hometown SEARS store in Klamath Falls which speaks of her experience in retail. Doris is a competitive spirit which may be why having taken over a turn-key store has plans to take it to the next level. Future plans include potentially adding beer and wine and more convenience items to draw on a new customer base and grow her business.

Store 1058 Lakeview

Jason Thomas has been on the fast track becoming the temporary agent at the beginning of 2014 and now the permanent agent at Lakeview. His mother Marissa Thomas retired and sold him the Coyote Quick Stop, convenience store/liquor store. Jason and his family come to the commission from Pendleton where he worked in retail for many years. Jason is originally from Lakeview so this was a homecoming of sorts for him. He and his family love the area and want to put their best efforts into serving the community with responsible sales of distilled spirits.

Store 1097 North Bend

For several years Laurie Dickey has been a familiar face at the commission through her husband Bob Dickey, who was the previous agent in North Bend. Bob was granted the Prineville store (1003) in December 2013 and resigned from North Bend. When the commission went through the process of selecting a new agent for North Bend, Laurie applied and was granted the store in April 2014 taking over in May. Between Laurie and Bob there’s over 35 years of retail experience. They know small

towns and competition; work great together as a team bouncing back and forth from North Bend and Prineville improving both stores as they go. They have already relocated and remodeled the North Bend store and are now working towards a remodel in Prineville. North Bend and Prineville have wonderful additions in Laurie and Bob and the quality of store they bring to their communities.

Store 1210 Medford West

Agent Rachelle Woodward and husband Ben are from the Roseburg area where Ben was a city of Sutherlin police officer for many years. Over the years Rachelle gained her retail experience through her family’s ownership of small convenience stores. She loves working with people. Rachelle is taking over a recently remodeled store from Bob Zepf but is already looking to relocate and remodel at a new location to better serve the west Medford community. She would like to become a non-exclusive store adding beer and wine and an assortment of convenient items building the store’s customer base and improving the distilled spirits business.

Store 1213 Agness

Nic McNair and family purchased Cougar Lane Lodge which consists of a restaurant, motel, gas station, grocery store and liquor store from previous agent Frank Sandlin. The McNairs also own Jerry’s Jet Boats and Mail boats in Gold Beach. Jet boat customers now have a more inclusive outdoor and dining/shopping experience when they dock at Agness. Nic has grown up in the family business and brings a fresh new look on offering customer service by giving customers more than what they expect.

*Congratulations to all
our new Agents!
We look forward to working
together for many years.*

Tour of store

The new fiscal year is fast approaching and what a great time to take a tour of the business.



Start with a leisurely stroll to review the condition of building. Many times parking lots are the place a customer gets their first impression of a business. If there is debris around the lot or sidewalk, customers may have a sense the business is not up to par. Periodically monitor this area over the course of the day and clean when needed. Do the walls or sign need to be painted, resurfaced or repaired? Maybe just a good pressure washing could freshen up the exterior and sidewalk. Are the doors and windows clean and working properly? Look at the required signage on windows and doors to determine if any need to be replaced. For all other signage, determine if any can be removed.



As the tour moves into the store, look at floors, shelving and

counters for signs of wear. It may be time to consider updating. Observe the employees on customer service skills and retrain when they are not offering the highest standard of service. Is the product being presented in a way that draws the attention of the customer? Are displays filled and signed to create an impulse sale? When customers hear about new items, they hope a retailer has the items they are looking for. Look at the product mix and be sure new items listed are being considered and brought in which will add additional sales and make the shopper excited to come back for other

new items.

One last stop on the sales floor tour should be to see how relevant the related items currently in the store are. If the same selection of mix has been offered for years, it may be time to consider bringing in the latest items. Don't forget to check the related item list for exclusive stores.

The tour gets close to completion by moving into the stockroom. Efficiency is tied to a well maintained stockroom. This can be true when receiving a delivery, when employees are pulling licensee orders or restocking the sales floor.



Having like items together in case stacks and on shelving units make audits or performing daily tasks more efficient.

The conclusion of the tour occurs through the back door. It is just important to maintain the rear of the store as it is the front. Is there graffiti on the walls or debris on the ground? Many times customers drive around to get empty boxes and the perception of a well ran business applies here as well.

Now that the tour is complete, use the information gathered to take the business to another level.

*Congratulations are extended to these agents on their
30 - year anniversaries with the State of Oregon*



Bob Grooney
Store 1090 Sisters



Richard McCabe
Store 1063 Milton-Freewater

Welcome to Retail Services : Tani and Jim



You've probably spoken with her and not realized she's a regular full time employee of the department. Tani Livick is now in her fourth month at the commission as the Office Coordinator (Melissa Spaeth's vacated position).

Tani worked for several years at Timberline Lodge on Mt. Hood as their Business Office Manager and assistant to the General Manager for outdoor operations. Tani is married with two sons and is proving to be a great asset to the department!

This week brought Jim Helget to the liquor commission as District Manager. Jim's most recent career experience was at Chase Bank as the bank manager. Prior to that, Jim was a 12-year employee with the Sears



Corporation managing a large store in California with supervision of over 200 employees; returning to Oregon he was a Franchise Consultant District Manager overseeing Sears Home Town stores located in smaller communities. Jim's degree is in Management Information Systems from Oregon State University. He will be in training for the next few months, observing and receiving coaching from the other district managers before settling down into District 4.