



Store News

November 2014



A Fond Farewell

The Commission would like to bid a fond farewell to Ann Herold from the Roseburg East Liquor Store 1095 upon her upcoming retirement.

Ann, outgoing agent at Roseburg, East has come to retirement after she and her husband John have both had long, fulfilling careers with the OLCC. Between the two agents, they have accumulated over 24 years serving the citizens of Oregon in a variety of locations around the state.

In 1990 John began the Herolds' association with the OLCC as the agent of Prineville Store 1003. Ann began her career in January 1993 as temporary agent of Prineville when John moved to take over the Lincoln City, North Store 1091. Ann caught up with her husband and made the move to the coast becoming agent at Lincoln City South Store 1023 in 1999. For the next few years, the Herolds operated both stores in Lincoln City. Ann was granted the Roseburg, East store back in September 2002 and it's from there she will close her career with the OLCC. In May 2004, John retired from Lincoln City, North but remained fully involved with his wife's operation in Roseburg.

The Herolds did multiple remodels to the Roseburg store and also a relocation several years back with a complete remodel. They were both very active in their stores and with various organizations in the liquor industry. Both of the Herolds were politically active and many times lobbied with their legislators to help inform them of the OLCC, agents and working on ways to improve and enhance our system.

A BIG Thank you Ann and John for your dedication, hard work and many years with the OLCC!

Albany liquor stores increase access and convenience

Recently both liquor agents in Albany were featured in the local newspaper for their decision to open on Sundays. The article in the Albany Democrat Herald read:



Dan Powell has been the agent of Store 1219 Albany Downtown for the past 19 years

Beginning Sunday, November 2, 2014, both liquor stores in Albany will be open on Sundays. Previously, the stores were open Monday through Saturday, however, after customer input, both liquor stores have decided to extend their hours to accommodate the Sunday shopper as well.

The downtown Albany liquor store is owned by Dan Powell and the east Albany liquor store is owned by Amie Johnson.

“Expanding their hours is a great customer service opportunity,” says Merle Lindsey, OLCC Deputy Director. “I think both Dan and Amie have done a great job of responding to their customers’ wishes.”



Amie Johnson has been the agent of Store 1103 Albany East for the past 5 years

Dan and Amie worked together to put additional marketing efforts in place to get the word out to their community. The feedback from their customers has been very positive --

Thank you Dan and Amie for listening to your customers and responding to their needs!

Daylight Saving Time



Oregonians will officially move their clocks back one hour at 2:00 a.m. Sunday, Nov. 2 as Daylight Saving Time ends. Businesses that serve alcohol until 2:00 or 2:30 a.m. -- such as nightclubs, bars, taverns and grocery stores will gain an extra hour of alcohol sales when 2:00 a.m. becomes 1:00 a.m.

Some businesses lose a half hour of liquor sales in the spring when Daylight Saving Time begins.

Stock Transfers

Store to store transfers are an important aspect of business for many agents. With 248 stores to serve and a steady increase in the volume of transfers, it is critical that transfer paperwork is correct and signatures are legible.



Please insure the following steps are taken as necessary to safeguard the inventory in your store.

1. Whether you are the shipping or receiving store, print your name below your signature so if we need to follow-up with regard to the transaction, we know who to contact.
2. If a district manager or distillery representative is transporting the merchandise, have them sign and print their name and date the form in a different place than the receiving agent's signature line.
3. It is not necessary for the receiving store to send any paperwork to OLCC, unless paperwork does not arrive with the merchandise from the shipping store. If there is no paperwork accompanying the product, the receiving store should contact the shipping store to obtain copies of the original transfer paperwork with the printed name and signature. Then, after printing a name and signing the shipping store's document, the receiving store must mail paperwork to the Coimmission.

Ideally, two copies of documents from the shipping store with signature verifications are what is necessary to confidently and accurately post a transfer.

We are hopeful that by establishing these best practices an agent's records will be maintained correctly and transfers will be posted in a timely manner. Your assistance is appreciated in achieving these goals. If you have questions about the transfer process, please contact Ara Huddleston (503-872-5175) or Pat Miles (503-872-5134).

This policy will become effective with an update to the Retail Operations Manual to be issued soon.

Inventory Emergencies

After contacting the local authorities,

***CALL PAT MILES 24/7
503.688.3856***

***PLEASE LEAVE A MESSAGE
you will receive an immediate return call***

Daily sales reporting

When daily sales are transmitted to OLCC, the information is separated by consumer and licensee sales. Data for both types include item code, quantity, price and transaction number from the POS system. There is one other piece of data included for a licensee sale and that is the premises number. These numbers are unique to the physical address where the licensee operates and are randomly generated. All agents must have the premises number entered into their POS system so when daily sales are transmitted, licensee sales can be sorted and grouped together.

Where can a premises number be located?

License

OLCC has just added the premises number to newly issued licenses starting in September 2014. It is located at the bottom center of the license.



See example. →

OLAS

Another way to locate the premises number is through OLAS.

- Go to the Reports tab
- Under Liquor Store Reports, click on the Licensee Information folder
- Click on the report called Licensee List for Agents
- In the parameter window,
 - Select "City" in the drop down section called "Choose what to search by:"
 - Leave all other parameter boxes as they are.
 - Scroll down to the bottom. Under "Select one or more cities:" select all the cities where a licensee operates in by DOUBLE CLICKING on the appropriate city. The cities list is broken down into two pages. Page one has cities Adair Village through Port Orford. Page 2 has the rest of the cities, Portland through Zigzag.
- Once all the cities are loaded, click OK



When the report comes up, the far left column will have the premises number that needs to be entered into the computer.

Other Topics

Many times OLCC may allow a license applicant to start operating through an Authority to Operate or a Temporary Authority to Operate while the application for a license is being processed. When this occurs, a premises number may not be available.

The premises number stays the same if:

- There is a change in ownership and the current license is still active
- The current license has expired and a new owner applies within 30 days

A new premises number will be issued when:

continued from page 4

- An expired license for the address is over 30 days old
- A business closes and OLCC flags the license as “inactive”
- A licensee has surrendered their license and has been changed to “inactive”

If an e-mail is sent from OLCC stating the premises number is invalid, use the steps above to obtain the number. In the instances where a new premises number will need to be entered, place a zero in the appropriate field in the POS system as a place holder until the premises number is issued which may take up to 12 weeks.

Feel free to contact Retail Services or your district manager with and questions.

OLCC Charitable Fund Drive

October is the month the state of Oregon sets aside for the Charitable Fund Drive. Retail Services kicked off the OLCC's departmental events with our 2nd Annual Chili Cook Off and Buckaroo Cafe. District 3 Manager Brian Eaker continues his reign as Master Chili Chef, winning for the 3rd year in a row. ***He knows his way around chili peppers!***

As the winner of the chili cook off, Brian chose to donate all funds raised \$228.50 to the Children's Cancer Association. Whose mission statement is: “when seriously ill children, teens, and their families need more than medicine, CCA's innovative programs create joy one moment at a time.”



Chili Cook - Off Winners

(L) Carolyn Moreno, Agency Receptionist, 3rd Place
(C) Bonnie Barasch, Human Resources Director, 2nd Place
(R) Brian Eaker, District 3 Manager, Champion Chef



Tani Livick, (L) Retail Services Office Coordinator, contributed to our festivities with western gear and horse saddle for photos in the outdoor booth.

Connie Lomsdal, (R) General Services mail room clerk, contributed western wear and her horse show ribbons so each chili cooker was recognized for their cooking effort on behalf of a good cause!

The beginning of a new look at Store 1187 Portland Martin L. King



**Agent Riaz Jiwan and wife, Sue
1187 Portland, MLK**

Immediately after Riaz Jiwan was appointed in December of last year to run the MLK Blvd. store, he began to visualize what “his” store would look like. With dedicated help and valuable input from his wife Sue and store employee Tab, Riaz began working on the transformation.

His first step to impact the consumer convenience was to adjust the store hours, including being open on Sundays. This provided an immediate lift in the store sales and customer satisfaction. Riaz stated “the feedback from the customers was overwhelmingly positive.” Seeing the initial positive results motivated Riaz and Sue to make even more updates to the store. He purchased a new gondola for related items, since the store had never had one in place before. He brought in a wide variety of mixers and related items, and again he noted the lift in sales and positive feedback they generated.

Riaz went on to add LED light strips under the shelving to enhance the lighting and make the bottles stand out on the shelf. The back wall of shelving behind the counter was moved back 4’ into the stockroom space, and he reset the coolers in order to expand the liquor shelves by an additional 15’ on each side of the store. This has enabled them to bring in an additional 260 new items, and again has given the store a fantastic lift to the sales.

The most recent change completed at the store, has been to redesign the cash wrap. They opened it up by removing the middle section so customers can better view and shop the Vodka selection. Since this is a counter serve store, the change has provided a better feel for the customer experience, but maintained security of the product. The two ends of the cash wrap were turned 45 degrees providing a better flow for the customer at checkout, and the staff better visibility of the customers. A large barrier was also removed from the counter, so the feel of being at a bank, customers commented on regularly, is gone.

During the course of the past 10 months, the store has been on the top 10 list every month and turned in a #1 percent gain for August of 43.44%. Riaz and Sue will continue to enhance the retail experience for the consumer and are considering expanding the store with a possible relocation in order to convert to non-exclusive status to sell beer and wine.

Congratulations to Riaz, Sue, and Tab for your efforts! Keep up the great work and sales gains.



Is your store ready for the holidays?

We are fast approaching the busiest selling season of the year for retail. How well prepared are you and your staff? Do you feel you are in a position to maximize sales and customer service? If you are uneasy answering these questions, NOW is the time to address it. Anything you can do now to prepare will help you to better achieve maximum results and you might even get to enjoy the holiday season.

Keys to success:

- **Personnel:** Evaluate your personnel needs immediately. Consider volume produced last year for the 6 week selling season, identify key selling days, and requests for time off by staff. If you need to hire someone, take the time to properly source and interview candidates now. You need to allow enough time for training prior to letting them loose on the sales floor. You do not want to be in a position of hiring out of desperation and hiring the “wrong” person. Write up preliminary work schedules for the 6 week selling season that begins Thanksgiving week to New Years. This will ensure you have the appropriate staff coverage for key selling times, and you are not wasting payroll dollars.

- **Know your order schedule:** To maximize sales and service, you need to have the right product, at the right time, in the right amount. Pull, print, and post your order schedule from OLAS. This can be located on: OLAS / reports / ordering information / order schedule. The distribution center will be on a holiday schedule.



It is also a good idea to communicate with your licensees so you're aware of any special events or needs they will have during this time frame. You do not have time to scramble, or worse be in a position of not being able to provide them with the right product at the right time. Remember in this case, you are also indirectly taking care of their customers' needs as well.

- **Roles and Responsibilities:** Know your associates' abilities and assign or delegate responsibility. This is critical in order to operate the store efficiently and keep it maintained to a showcase standard. When it gets busy, important tasks or deadlines can get missed. Clearly communicate to the team what you need to get done, who is going to do it, and when.

- **Service First: EVERY** associate must understand that no task is more important than taking care of the customer. For many customers, this is the only time of year they step into a liquor store. You have a great responsibility to exceed expectations and deliver an exceptional customer experience for everyone. You have the direct ability to impact perception of your store, OLCC, and our system.

continued from page 7

■ **Merchandising:** This is the time of year to really drive additional sales and profits for your store. Pull together packages of products to increase related item sales and liquor sales. Put into place a “build the basket” program for your associates. They can engage the customer and lead them to products that compliment each other, or could be suggested as gifts. Some stores do a great job putting together gift baskets for that impulse buy, or last minute shopper that needs something quick. Evaluate your related product opportunities and make sure you have enough time to order and merchandise on the floor before the holiday kickoff.

■ **Supplies:** Take a inventory of your register tape, bags, credit receipt tape, backup credit slips, cleaning products, etc.. Make sure your team has the tools they need to keep the store clean, neat, and organized.

■ **Security:** Take time to touch base with your associates about floor awareness and how to deter theft. Engaging customer service on the floor must be practiced. Cash drawer drains should be completed throughout the day to secure the cash assets of the store. Make sure all cameras are in working order and positioned correctly in the store, and the back up is also properly working to record video. Make sure you have a working flashlight in the store in case the power goes out. Complete an alarm system test to ensure the store security system is also properly working.



Holiday Distribution Schedule

Veterans' Day Tuesday, November 11, the warehouse will be working.

Saturday, November 22, the warehouse will be working.

Thanksgiving Day Thursday, November 27 the warehouse will be closed.

Friday, November 28 due to the volume of this week, the warehouse will be closed.

Saturday, December 20, the warehouse will be working.

Christmas Day, Wednesday December 25, the warehouse will be closed.

Saturday December 27, the warehouse will be working.