

# RETAIL MARKETING NEWS



Kent, WA • Denver, CO • Honolulu, HI  
Call 1-800-426-5708 • Fax 1-253-859-7300  
[www.AmericanRetailSupply.com](http://www.AmericanRetailSupply.com)

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## 40TH WEDDING ANNIVERSARY

So, it's not your traditional 40th Anniversary Portrait but it sure was fun. As you can see we enjoyed swimming in the pools at the falls, and jumping from the top of a few of them. Twin Falls actually has five waterfalls. Carson my 4 year old grandson, led us, with the help of Hannah Bernard from the Hawaii Wildlife Fund, to all five falls.



Patty & Keith July 20, 1974

We were a couple months short of our 40th anniversary. It's actually July 20th. But since Patty and I both turn 60 this year, and it's our 40th wedding anniversary, we decided to celebrate all year.

If you do the math, Patty and I were married when we were 20 years old, but we started dating in our sophomore year in high school, so we've actually been together for 44 years.

For 37 of our 40 years of marriage Patty and I have been dependent on you for our livelihood. As our Thank



Hiking and swimming at Twin Falls Maui in celebration of our 40th Wedding Anniversary

You for 37 wonderful years we're celebrating with our 40th Wedding Anniversary Sale. Everything is on sale.

You may know that I love rewarding readers of this newsletter, visitors to our web site, and readers of our weekly email Retail Tips with specials that others don't even see... and this is one of them. If you call to place your order you must say "40th Wedding Anniversary Sale" to get the special discount. When ordering on line at *(Continued bottom of P2 - 40th Wedding Anniversary)*

# Sale!



## 40TH WEDDING ANNIVERSARY

**Save \$40 when you order \$250 or more**

I doubt we're going to make it to our 80th Wedding Anniversary so we'll do this now.

**Savings Double to \$80 with your purchase of \$600 or more**

**Expires August 25, 2014**

**Call 800-426-5708 to order.**

We love to reward clients who read this newsletter, our email retail tip, and visit our web site so you must mention this **40th Wedding Anniversary Sale** when you call your order in.

When you order online at [www.AmericanRetailSupply.com](http://www.AmericanRetailSupply.com) enter 9777J to receive your \$40.00 savings.

Enter 9777K to receive your \$80.00 saving.

You may use this promotion one time before August 20, 2014

Plate charge, artwork and any other "pass through" charges do not apply towards the minimum purchase amount.

This offer may not be combined with any other offer or discount

**Order at [www.AmericanRetailSupply.com](http://www.AmericanRetailSupply.com) or call 800-426-5708**

*Everything is on Sale!*

## Thank You

For 37 of our 40 years of marriage you have given me and my family everything we have or had. You paid the hospital bill when our kids were born. You paid for their school clothes, their bicycles, our cars, our vacations and our home mortgage. You even put the food on our table.  
Again – Thank You.

Remember, if we ever let you down call us right away so we can make it right. If after you call you're still not happy, call me on my direct line 253-859-7310  
Sincerely, Keith



Papa (Keith) with my granddaughter Whitney



Papa with my grandson Carson exploring a new pool.



Left to right. Janice my sister, Julie "adopted daughter", Jenny daughter, Jen daughter in-law  
Whitney granddaughter, Travis son, Carson grandson, Patty, Keith

## "I Was So Lost"

We hear it all of the time. It's said in slightly different ways, but Nils Riise from Red Rooster Kitchen and Home in Peshastin, WA. sums up the sentiment, "I can't believe I managed to run my store with Quickbooks POS in my first two years of business. I was so lost."

I thought I would share this email I received from Nils Riise the owner of **Red Rooster Kitchen and Home in Peshastin, WA.**

Here is the note that Nils sent to me.

*"I just finished a session with Shane from Tech Support. I would have to say that was the best tech support experience I have ever had in my life.*

*I initially called to get my tool bar to re-appear while I was in my POS Register Screen. Then I asked about why I couldn't print my P.O.'s anymore and he dove right in to fix that and discovered that my printer actually was set incorrectly. He fixed that too. Then while he was fixing that, my computer went into (Not Responding) mode. He discovered that my computer was full and had no more memory left. Shane then went into the hard drive and cleaned up all the saved temp files and lo and behold it started working perfectly again.*

*This was all happening with a full store, by the way,*

*with transactions on that computer at the same time – very stressful, but he helped me through it and was amazingly patient with my situation. I honestly don't know what I would do without ARS Tech support, they are absolutely amazing. It has been worth every dollar spent for my yearly membership. Priceless. I can't believe I managed to run my store with Quickbooks POS in my first two years of business. I was so lost.*

*Thank you ARS – I am so thankful for all your help and guidance."*

Don't get me wrong, Quickbooks has it's place. In fact most of our POS clients use Quickbooks for their book-keeping and we set it up for them. But time and time again clients tell us they don't get what they need with Quickbooks POS. If you want to learn about a true Retail POS System that will give you the information you need to take control of your business give us a call at 800-426-5708.

## 40th Wedding Anniversary

Continued from P1

[www.AmericanRetailSupply.com](http://www.AmericanRetailSupply.com) you must enter 9777J for your \$40 discount, or enter 9777K for your \$80 discount into the Promotional Code Box at check out. You may use this promotion one time before August 20, 2014. Plate charges, artwork, and any other "pass through" charges do not apply towards the minimum amount.

## How To Do Just ONE - Continued From Back Page

### Attracts a steady stream of NEW & REPEAT CUSTOMERS!

It means that you can arrive at your store each day without worrying whether your Customers will come in, finally being able to spend the time with your family, friends and taking time off and affording the vacation you've dreamt about.

I've created a special website for you to get the information about it, but it won't be up for long because this program can only handle a select number of new Retailers at a time and I've sent out this newsletter all to all of my valued clients who would benefit the most from this simple system.

**For a limited time we've made arrangements for you to get FREE INFORMATION on...**

1. What motivates NEW CUSTOMERS to try your Retail Business?
2. The secret to attracting More Customers just like your existing Best Customers

3. The 1st THING you have to do right away to increase your business
4. What keeps Customers returning to your Store over and over again (It's not just great service or cheap prices.)

Go To  
**[www.ARSSimpleThing.com](http://www.ARSSimpleThing.com)**  
Right Now  
for free information on the  
**One Simple Thing You Need to do  
to Generate \$52.03 or More  
in Documented Sales  
for Every Dollar You Invest**

5. How to Dramatically Increase Customer Referrals
6. How to finally get MISSING CUSTOMERS returning in record numbers.
7. PLUS...Real Documented Results of Retail Business Owners (just like you) who use this simple system.

PS: Most Store Owners lack the time and the expertise they need to grow their business. Regrettably, they think they can just continue to do what they've done in the past or copy what other Retailers are doing. What do you have to lose?

Go to **[www.ARSSimpleThing.com](http://www.ARSSimpleThing.com)** right now to get **FREE information.**

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## Polynesian Cultural Center - Continued from Back Page



Hawaiian Luau.

At 7:30 it's time for **Ha: BREATH OF LIFE. A STORY OF PASSION, IGNITED BY FIRE, SONG AND DANCE. Think Broadway, then add flaming Knives.**

The symbolic story of Mana and his beloved Lani, punctuated by Polynesian dance, music and blazing fireknives, is told in "Ha: Breath of Life," a stunning, new

evening show featuring over 100 Polynesian natives, special effects, animation and surround sound. It is a Pacific isle saga of birth and death, love and family, triumph and tragedy.

As I said, it's easy to see why the Polynesian Cultural Center is Hawaii's #1 paid attraction.

### Quiz Question

The answer is somewhere in this newsletter.

What URL do you need to go to to find the One Simple Thing You Need to do to Generate \$52.03 or More in Documented Sale for Every Dollar You Invest?

**Email your answer to:** [info@AmericanRetailSupply.com](mailto:info@AmericanRetailSupply.com) by August 15th and you could win Lightly Salted Macadamia Nuts, Chocolate Covered Pineapple, and Chocolate Covered Macadamia Nuts from the Polynesian Cultural Center.

## July Quiz Question



Congratulations to our long time client, Polynesian Cultural Center on their 50th Anniversary! The Polynesian Cultural Center is Hawaii's #1 paid attraction and it's easy to see why. See [www.Polynesia.com](http://www.Polynesia.com).

From noon to 6pm you can visit authentic villages and mingle with natives from six Pacific cultures as they demonstrate their arts. You can also join in on a variety of Polynesian activities and games that will test your skill and courage. You can also experience an immersive cinematic journey through majestic mountains, roaring waterfalls, lush forests and imposing volcanoes of Hawaii.

It's dinner time at 5pm and that means you'll need to choose from New Island Luau, Ali'i Luau, Prime Rib Dining Buffet, or Island Buffet. The Ali'i Luau has been awarded the "Kahili Award" for being the most authentic (Continued P3 - Polynesian Cultural Center)

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## How To Do Just ONE (simple) THING To Generate \$52.03 or More in Documented Sales For Every Dollar You Invest

If you're a consistent reader of this newsletter you know that I understand that we can't succeed here at American Retail Supply unless you succeed. In fact that's why I created this newsletter 22 years ago. This newsletter was created to share strategies and ideas with you that I think will be of great value to your retail business's success. I know the headline may sound hard to believe, but what I'm about to share with you is a system that AUTOMATICALLY causes your Customers to return more often and spend more in your store...and all you and your Staff have to do is...ONE (simple) THING.

We are well aware of the challenges that Retail Stores like yours face from the continued sluggish economy, high unemployment rate, rising labor costs, increasing taxes, and increasing healthcare compliance costs. And then there's Amazon, big box stores, category killers, and warehouse stores.



Answer this month's Quiz Question and you could win these tasty Hawaiian treats from our long-time client Polynesian Cultural Center. Lightly Salted Macadamia Nuts, Chocolate Covered Pineapple, and Chocolate Covered Macadamia Nuts.



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I've seen experienced retailers close their doors, riding off into the sunset, unsatisfied with what they've accumulated and disappointed that if they could sell their business, it's NOT worth nearly what they hoped it would be when their day came to retire.

This simple system allows you and your Staff to do just **ONE SIMPLE THING** that:

**Creates a constant flow of  
new positive reviews online  
Increases Your Store's Internet Search Rankings**

And of course of greatest importance....

*(Continued P3 - How To Do Just ONE)*