Retail Therapy Examination – STAT*

*STAT: A common medical abbreviation for urgent or rush. From the Latin word stratum, meaning 'immediately.'

SHVL 24th Annual Volunteer Leaders Education Conference

“Traditions and Trends: Leading Healthcare Volunteerism into the Future”
March 21, 2017, 3:30 p.m.
Williamsburg, VA
Hello! I’m Carolyn Van Heusen
Manager of the Pink Angel Gift Shop at Parrish Medical Center

Motto: “Under-promise, over-deliver, provide world-class service.”
Are you kidding me? No. The secret is: You have to love what you do and truly care!
Retail Therapy Examination – STAT!

Presentation Description:

- “Examination” of “Retail Therapy” in the 1,600 square feet Pink Angel Gift Shop.
- Help you launch 2018 with “tradition and trends” based marketing plan
- “Made in the U.S.A.” vendors and product recommendations
- A list of our Top 25 vendors
- “Diagnosis” of best sellers with “traditions and trends” highlights
- Tips on merchandise displays
- Demonstrate how to make a Holiday Garland to decorate your Shop using “readily available” everyday items.
How did I get here? The synopsis of my story is:

- **Geographic Path:**
  - Knoxville, TN
  - Nashville, TN
  - Toronto, ONT, Canada
  - Vancouver, BC, Canada
  - Sacramento, CA
  - Chicago, IL
  - Seattle, WA
  - Sacramento, CA
  - Titusville, FL

- **Industry Path:**
  - Family business, UT, The Knox
  - Castner-Knott Department Store
  - Simpson-Sears Buying Office
  - Canada Permanent (Banking)
  - Four-Phase Systems, Motorola
  - Motorola, Marshall Fields
  - Marsh McLennan, Space Needle
  - Mrs. Van Heusen
  - PMC Auxiliary
Retail Therapy Examination – STAT!

The Space Needle

At approximately 605 feet (184 m), the Space Needle was the tallest building west of the Mississippi at the time it was built for the 1962 World’s Fair.

It has an observation deck at 520 feet (160 m) and the rotating Sky City Restaurant at 500 feet (150 m). Photographs of the Seattle skyline often show the Space Needle prominently, above skyscrapers and Mount Rainier.

AND . . .
Retail Therapy Examination – STAT!
The Space Needle has a Gift Shop!

The Space Needle is Seattle’s most photographed icon and appears in many TV shows: Frazier, Nickelodian, Grey’s Anatomy and often in helicopter fly-by shots. We could watch helicopters land at the Hospital’s helipad.
Retail Therapy Examination – STAT!

A Big Gift Shop!

4 Cashier Areas & Space Shots

Local Art Glass
Retail Therapy Examination – STAT!

• Parrish Medical Center
• 951 N. Washington Ave., Titusville, FL
• Founded in 1958
  • Single Story, 28 bed facility set in an orange grove
  • The same year, NASA began operations at Cape Canaveral
• September 1, 1959, The Pink Angel Gift Shop Opened for business
• 1964 1st major expansion began on the 7 story, 96 bed patient tower, named Jess Parrish Memorial Hospital
• 1981 2nd expansion to 210 beds
• 1990 Expanded Emergency Department and changed name to Parrish Medical Center
• 2000 Replacement facility construction
  • $80 Million, 370,000 Sq. Ft.
• 2002 Opened one of the nation’s first evidence-based healing hospitals.
  • Gift Shop expanded to 1,600 sq. ft.
• 2008 PMC turned 50
• 2015 The Gift Shop was re-modeled
Retail Therapy Examination – STAT!

• PMC Mission: Healing experiences for everyone all the time

• PMC’s care partners (medical staff, nurses, employees, contractors and volunteer auxiliary) all work within our culture of healing to create healing experiences for everyone—all the time.

• The Gift Shop specializes in “Retail Therapy”
Retail Therapy Examination – STAT!

• Retail therapy definition is shopping for the primary purpose of improving the buyer's mood or disposition. (Often seen in people during periods of depression or stress, it is normally a short-lived habit.) Items purchased during periods of retail therapy are sometimes referred to as “comfort buys.”

• Our Gift Shop provides a respite, a break and a relaxing atmosphere that helps relieve anxiety.
Retail Therapy Examination – STAT!

Gift Shop 2015 Re-model

Main Entrance

3 of 5 Built-in “end-cap” fixtures
Retail Therapy Examination – STAT!

Built-in display at front of Shop

Cashier area built-in storage
Retail Therapy Examination – STAT!

Gift Wrap Paper Dispensers

Wrap Desk and Supplies
Retail Therapy Examination – STAT!

Main Entrance

Looking from back to front
Retail Therapy Examination – STAT!

Our Auxilians welcome people individually.

• They ask questions to determine why the person is in the Shop.
  – Are they waiting for something: a test, a loved one, a “special” delivery

• Our goal is to assist people to meet their objective.
  – The interaction is more than Flowers, Candy, Balloons and Cards.
  – It’s an opportunity to provide a healing experience.
  – Does shopper simply need to talk to someone away from the bedside?
  – Does employee need a break from their computer or routine?
  – Do they have a specific objective?
  – How can we help them specifically?
Retail Therapy Examination – STAT!

Five Senses Brain Map

Appeal to our Five Senses by:

Provide Stimulation
- Visual Merchandise Displays
- Background Music
- Pleasant Aromas
- Tastings
- Touching Merchandise
Retail Therapy Examination – STAT:

Security Check-in Desk

Gift Shop Entrance
Retail Therapy Examination – STAT!

Build personal relationships with your shoppers.

Who are your shoppers? (from surgeons to maintenance)
– Remember their names, family connections, interests.
– Follow-up on previous exchanges. Did your ___like___?

What are their needs?
– Remember their likes, dislikes and product preferences.
– Introduce Birthday and Anniversary discount programs.
– Get employees enrolled in Payroll Deduction Program.
– Introduce Super-Shopper program.
Retail Therapy Examination – STAT!

Staff Incentives

• Payroll Deduction
  – Daily purchases deducted from next check

• PDIPP – Payroll Deduction Installment Payment Plan
  – Larger purchases paid in minimum of $25 increments for up to 4 pay periods

• Birthday 20% Program
  – Choose 1 discount shopping day during their Birthday Month

• Anniversary 20% Program
  – Choose 1 discount shopping day during their Anniversary Month

Continued

• Super Shopper Program
  – Additional 20% Off Personal Shopping Day for each $300 they spent in the Shop the previous year

Auxilians

• 20% Discount opportunities
  – Orientation
  – Service Meeting Days
  – Birthday
  – Anniversary
Customer feedback:

“I just wanted to give you my thoughts about the Gift Shop. I think it is a magical place. Every time I go in there looking for a gift, I am never disappointed. Sometimes I don’t even know what I want but I come out happy. With Christmas coming, I am already looking for stocking stuffers for my three grown daughters who can’t wait to see what I come up with year after year. I do about 90% of my Christmas shopping in there!! You do a great job, and I am certainly doing my part to support the Gift Shop.”
Retail Therapy Examination – STAT!

– Eileen was an active, card carrying member of Red Hats’ “Hattitude” Chapter.
– Barbara, one of our Gift Shop Auxilians, is also a Red Hat member. She asked me to stock Red Hat items.
– Eileen was given a $1.95 Red Hat car coaster as a birthday gift.
  • She asked where it was purchased, “The hospital Gift Shop.”
– She had Birthday $ to spend and was going on a cruise.
– During the month of September, Eileen made four trips to the Pink Angel Gift Shop spending $1,000.00!
Eileen was in the Shop again on 9/28. We are on a first name basis.
Q: “Eileen, may I have your card to add you to our “Super Shopper” contact list? Then I could let you know when we are having a Sale?”
A: “Why yes! I’d like that, Carolyn.”

Q: “Eileen, why do you shop with us?”
A: “Because you have unique items that I don’t see other places, a great selection and reasonable prices.”

Q: “May I ask how you learned about our Gift Shop?”
A: “One of your Volunteers gave me a Red Hat car coaster as a gift and told me about the Shop. Now, I have physical therapy here and come in after my treatments every week.”
Retail Therapy Examination – STAT!

Become a Shopping Destination

– Learn what your customers want from the Shop.
– Stock items your customers want.
– Provide a “unique” product. “Titusville Mug”
– Accommodate your customers.
  • Offer to “Special Order” items.
  • Provide Gift Wrapping service for FREE!
  • Learn what CUSTOMERS want then deliver it.
  • It’s all about Service, Service and more SERVICE!
Retail Therapy Examination – STAT!

Our Mug – Made in the U. S. A.  It is time to re-order our mug!
Retail Therapy Examination – STAT!

Other ways to become a shopping destination:
- List your Shop on Vendors’ “Locators”
- Be known for carrying specific brands
- Be known for stocking “different” items
- Be willing to “special order” items
- Provide service that exceeds shoppers’ expectations – everyone every day!
Retail Therapy Examination – STAT!

Source for FREE Calendars

www.timeanddate.com

Set parameters to

Generate a PDF with the

Holidays you choose
2018 Calendar

What’s Your Marketing Plan?

- Jan 1 – Close Shop
- Christmas Sale through 1/14
- Valentine’s Day falls on Wed.
- St. Patrick’s Day falls on Sat.
- Easter is on April 1
- Doctor’s Day March 30
- Volunteer Week April 15-22
- Admin Prof Week April 22-28
- Nurse’s Week May 6-12
- Mother’s Day May 13
Retail Therapy Examination – STAT!

Know your local calendar for 2018 & plan ahead

– Major Holidays
  • Christmas, Mother’s Day, Thanksgiving, Easter

– Minor Holidays
  • Father’s Day, Valentine’s Day, Halloween, St. Patrick’s Day

– Professional Acknowledgement Days/Weeks
  • Doctor’s Day – (Red Carnation is the symbol)
  • Nurse’s Week – Ends on Florence Nightingale’s Birthday
  • National Volunteer Week
  • National Hospital Week
  • Bosses’ Day, Administrative Assistant Day
2018 Calendar Continued

- Memorial Day May 28
- Father’s Day June 17
- Independence Day July 4
- Labor Day September 3
- Columbus Day October 8
- Halloween’s on Wednesday
- Veterans Day November 11
- Veteran’s Day Observed 12
- Thanksgiving November 22

- There are 32 shopping days between Thanksgiving and Christmas.
- Christmas Eve falls on Monday
- Christmas is on Tuesday
- Boxing Day, a Canadian Holiday is December 26
- New Year’s Eve falls on Monday, December 31
What will “Trend” in 2018 is THE question!

Shopping patterns continue to evolve
from brick and mortar stores, as evidenced by closures
of “big box” stores and premier retailers, to

Growth of Amazon and on-line retailers!

Most shoppers research on-line then go shopping.

How does a hospital Gift Shop thrive?
My Crystal Ball

Says. . . . .Customer Service!

Trend research identifies two themes:
1. Those who embrace technology
2. Those who seek to simplify life

To spot a Trend – Observe!
Trends “evolve” over time.
What are people wearing?
How is individualism expressed?
How is wealth displayed?
Flashy or Discreet?
Retail Therapy Examination – STAT!

WGSN – Romney Jacob - Forecaster

Worth Global Style Network

This group works with the BIG companies to determine Key Fashion Forecasts 2018-2019 for Women, Men and Kids Trends.

“evolution of the story”

WGSN’s trend forecasting, live analytics and design tools help retailers make better, more confident decisions to deliver the right products at the right time.

Marie Kondo’s Books Influence

The Life-Changing Magic of Tidying Up

Japanese Organizing Consultant

This is a huge trend. “This idea of “stuffocation,” the pace of life is overwhelming, there’s too much stuff. Tokyo Consultant helps her clients transform their cluttered homes into spaces of serenity and inspiration. Spark Joy. Cherish your objects.”
Made in the U. S. A.

As a nation, we have become aware of the importance of buying items manufactured in the United States. To me, it is the right thing to do.

Criteria – Quality Products, Value Pricing and Rapport

My favorite U. S. A. vendors are:

Silver Forest of Vermont – Beautifully handcrafted earrings made in Bellows Falls, Vermont.

Thanks Silver Forest for providing our two door prizes!
Retail Therapy Examination – STAT!
Made in the U. S. A. continued

Habersham Candle Company, Cornelia, GA
  – Southern Link Rep Group
  – Fragrance Without Flame

Brazos Walking Sticks, Waco, TX
  – Handcrafted Sticks & Canes

Grimaldi Candy Company, Rockledge, FL

Down to Earth Pottery, Colorado Springs, CO
  – Southeast Marketing Group
  – Clay & recycled Glass

Thoughtful Little Angels, Johnston, RI
  – The Rep Connection
  – “Special Thoughts for All Occasions” lapel pins
Retail Therapy Examination – STAT!
Made in the U. S. A. continued

P. Graham Dunn
  Dalton, OH
Car coasters have been hot!

Dutch House Confections
  Alexandria, MN
Fleur de Sel Caramels

Eye Catching Jewelry
  Corinth, ME
Earrings from fishing lures

Bluestone Jewelry
  Albuquerque, NM
More earrings! Nature inspired in silver, gold and rosegold.
Retail Therapy Examination – STAT!

Moving right along. . . .

The Program Preview states that I give you my Top 25 Vendors.

As of March 2017, they are:
### Retail Therapy Examination – STAT!

**2016 Top 25 $ Vendors**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Vendor</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kelli’s Gift Shop Supplier</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Flowers of Distinction</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>DM Merchandising, Inc.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Periwinkle - Jewelry</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>PDIPP- Payroll Installment Plans</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Ty – Plush $ to $$</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>GUND - $$ to $$$</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Blue Mountain</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Sam’s Club - Candy &amp; Gum</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>FIMH – Lockets &amp; Charms</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Da Vinci – Charm Bracelets</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>GoodBead – GINGER &amp; Petite snaps</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Leanin’Tree</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Silver Forest</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>GANZ</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>enesco</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>DEMDACO</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Giftcraft</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Lamar Creations – CZ</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>H &amp; H – 2 Floor &amp; 1 Table top fixtures</td>
<td></td>
</tr>
</tbody>
</table>
Retail Therapy Examination – STAT!
Top 25 $ Vendors continued

21. Studio M  - Garden Flags & Mail Wraps
22. Grimaldi  - Chocolate Covered Chips
23. Pacific Silver – Palazzo Pants,
    Bracelets, Fashion Accessories
24. Fashion Accents – Ear Sense
25. inis – Fragrances of Ireland

2016 Dollar range from Vendor 1 to 25:
   $23,000 to $1,600

2016 Number of Items Sold range from
Vendor 1 to 25: 15,293 to 69

Q4 2016 – Valentine’s Day 2017

10 Best Selling Categories
1. Flowers
2. Earrings
3. Bracelets
4. Da Vinci Limited Edition Charm Bracelet
5. Ty & GUND Plush
6. Greeting Cards
7. Breakfast with Santa Tickets
8. Necklaces
9. Rings
10. Christmas Décor Items
Retail Therapy Examination – STAT!

Kellis
- Balloons, Kelliloons
- Tub Candy Fixture
  - Angel Mints
  - Lindor Truffles
  - Dream Mints
- Electronic Accessories
  - Cell Phone & Computer
- Convenience Center
  - OTC Drugs
  - Personal Items
- Puzzle Books Coloring Pencils
- Baby Gifts

DM Merchandising
- Readers
- Jingle Bell Jewelry
  - Bracelets
  - Earrings
  - Rings
- Christmas Light Necklace
- LED Flashlights
- Infinity Scarves $4.95
- Sheer Vests and Ponchos
- Novelty Pens – Syringe
- Fit Kicks
Retail Therapy Examination – STAT!

Periwinkle Jewelry – Floor Fixture
   Q4 through Valentine’s Day
1. Earrings – 154 for $1,500
2. Bracelets – 114 for $1,400
3. Necklaces – 17 for $300
4. Sets – 12 for $238
5. Holiday Pins – 15 for $240
6. Ankle Bracelets – 8 for $80

January 2016 – February 2017
754 units for $9,950

Plush – Ty vs GUND
   Q4 through Valentine’s Day
   200 items vs 88 items
   Dollars volume each $1,850

Best Selling Items
   Ty – Phone and Tablet Holders
   GUND – Flappy the Elephant, Arnold the Pig and My 1st Teddies
Retail Therapy Examination – STAT!

10 Thoughts/Suggestions

• Develop a Business Plan that includes your budget, goals and “real” time frames
• Keep your Shop CLEAN and Displays orderly
• Train your people to SELL by focusing on the customer’s needs
• Train your people on the merchandise you carry & characteristics that makes it valuable
• Highlight Made in the USA products
• Birth/Anniversary “Year” Greeting Cards from Leanin’Tree for $2.95!
• Alphabet Letters from Child to Cherish
• Flappy, Arnold, My First Teddy & Peek-a-Boo Bear from GUND
• Mother Goose from Cuddle Barn (Available through Kelli’s W/O CA freight charges)
• inis – Cologne and body products – a gender neutral fragrance. It’s fresh!
Retail Therapy Examination – STAT!

The BIG Three

1. Take care of yourself (physically, mentally, spiritually and emotionally) so **you** thrive and are able to serve others.

2. Do the things that are meaningful to you.

3. Your life has purpose! Live it to the best of your abilities – regardless of what happens.
Retail Therapy Examination – STAT!

Holiday Garland made from everyday items
Retail Therapy Examination – STAT!

Everyday Items

1. Toilet Paper Roll Core
2. Paper Towel Roll Core
3. Wrapping Paper Roll Core
4. Rectangular Box
5. Square Box
6. Ribbon
7. Scotch Tape
8. Fishing Line
9. A Roll of Clear Cellophane
10. White 8 ½ X 11” Paper

Ask your Volunteers to save. . .
Retail Therapy Examination – STAT!

Cover cores with white paper  Use gold paper for caramels
Retail Therapy Examination – STAT!

Wrap ribbon around cores.  
Secure ribbon with scotch tape.  
Cut cellophane to cover leaving ends long to mimic hard candy.
Retail Therapy Examination – STAT!

Hard Candy Garland Pieces

Connect pieces with fishing line.
Retail Therapy Examination – STAT!

Install Garland in ceiling tiles

Peppermints and Caramels
Retail Therapy Examination – STAT!

Christmas Display

Made in the USA Skinny Signs
Retail Therapy Examination – STAT!

Ath-leisure-DM Merchandise Sign from P. Graham Dunn

As seen on Shark Tank
Retail Therapy Examination – STAT!

1. There are no presentation hand-outs.
2. This presentation will be on the SHVL web site.
3. If you want additional information, please leave your request with me today or contact me at the Shop – 321-268-6840
   or
   email: carolyn.vanheusen@parrishmed.com
Retail Therapy Examination – STAT!

Closing thoughts: Put a smile on your face to reflect confidence. You know what you are doing! Have fun in YOUR Gift Shop.

Thank you for attending, Carolyn

Southeastern Healthcare Volunteer Leaders