

FOR THE ELITE OF THE DRYCLEANING INDUSTRY

Common Sense Marketing

“Staying ahead
of the competition”



BY
DENNIS MCCRORY

The most powerful marketing strategy is also the most obvious. It's simple and easy to understand. That's why it works so well.

Strangely enough, when presented with a simple, obvious strategy, many drycleaners are not enthused. They are usually looking for some clever, not-so-obvious idea. But the

reality is that the best strategy is the most obvious. If it's obvious to you, it will also be obvious to your customers, which is why it will work in the marketplace. It's just common sense.

If you look up the dictionary definition of common sense, you will see that it is: native good judgment that is free from emotional bias or intellectual subtlety.

In other words, when you use common sense, you are seeing things as they really are. You are following the dictates of cold logic, eliminating both sentiment and self-interest from

your decision. Nothing could be simpler.

Consider this: If you were to ask ten people at random how well a Cadillac would sell if it looked like a Chevrolet, they would say, "Not very well."

These people are using nothing but common sense in their judgment. They have no data or research to support their conclusion. They also have no technical knowledge. To them, a Cadillac is a big expensive car, and a Chevrolet is a smaller less expensive car. They are seeing things as they really are.

But at General Motors, rather than seeing the world as it is, those in charge saw it as they wanted it to be. Common sense was ignored and they decided to build the Cimarron. Not surprisingly, it didn't sell very well.

What Gets In The Way Of Common Sense

There is a growing number of competitors coming at you from every angle. Technologies are constantly

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threatening your core business, and forcing you to move forward or be destroyed. It is increasing difficult for drycleaners to digest the flood of information out there and make the right choices. If you trust your common sense, it will lead you in the right direction.

Success or failure is all about perceptual problems and opportunities in the marketplace. And it's all about understanding that the perceptions in the mind of the customer are where you win and lose.

You have to stay focused on adapting to the mind of the prospect, not trying to change it. Minds are difficult if not impossible to change. Untested marketing concepts should never be allowed to cloud your common sense and your own feeling for your market.

Searching For The Obvious

The search for the obvious generally starts with your competition. A very powerful marketing strategy is repositioning the competition. In other words, to move a new idea into customers' minds, you have to first move an old one out. This means undercutting an existing concept.

Here are three examples from other industries:

1. Tylenol positioned itself as the pain reliever for millions of people who should not take aspirin because they have asthma, allergies, ulcers, etc. Sales of Tylenol took off. Today Tylenol is the number one acetaminophen. Their simple, but effective, repositioning strategy did the job against an institution like aspirin.
2. Procter and Gamble used one of the most pow-

erful repositioning programs to launch Scope mouthwash. They used two words to reposition the leading brand, Listerine: "Medicine breath." Who wants their breath to smell like medicine?

3. Over twenty years ago, BMW launched its very successful brand of cars by repositioning Mercedes. The headline of the introductory ad said, "The ultimate sitting machine verses the ultimate driving machine."

**It's an ugly fact
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competition**

Repositioning is more crucial today than ever because competition has never been so intense. It's an ugly fact of life, but your greatest growth potential may be in taking away customers from your competition. The key to survival is to start every marketing plan with your competition in mind.

In your search for a common sense strategy, you also need to avoid a competitor's strengths and exploit their weaknesses. When a competitor is known for one thing, you have to be known for something else. Quite often, that "something else" is a competitor's built-in weakness that

you can exploit.

If McDonald's strength is being a little kid's place, Burger King can exploit that by being a grown-up place. For years, Detroit's automobiles were perceived as not being very reliable. Toyota was able to exploit that perception and take ownership of "reliability."

But remember, I'm talking about strengths and weaknesses in the minds of customers. Marketing is a battle of perceptions. What you're really

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CPR (Customer Poor Service)



BY ED ROTH

In the 1960s Simon and Garfunkel sang: "Where have you gone Joe DiMaggio, a nation turns its lonely eyes to you." In the next few lines we learned that "Joltin' Joe has left and gone away."

The coming of age movie "The Graduate" (for which the song was written) was a beacon of despair for my generation. It's forty years later, but I feel a similar despair in the stores that I visit and the seeming death of customer service. It just amazes me how little emphasis there is on customer service today. The backbone of so many successful businesses, yet it seems to have left and gone away. Just like Joltin' Joe. I see the lack of customer service in the cleaners that I visit, and the many cleaners that I speak to. Forty years ago, it was difficult to focus on your weekly customers, or your big tunas, or the customers who have left. Now, your point of sale computer will tell you everything you want to know about every customer.

Recently, I was in the unfortunate position of being in the hospital for a rare auto immune syndrome called Guillain-Barre Syndrome. An early diagnosis and quick and great hospital care left me with a great prognosis of complete recovery, but I would need at least several months of physical therapy. After a brief hospital stay, I was sent home with a list of the closest physical therapy offices that were all skilled in dealing with my nerve and muscle weaknesses. We picked the one with the best reputation, set up an appointment, and I was ready to go. The office knew of my malady and knew that it would take months and months of therapy resulting in thousands of dollars of profits.

Upon entering the office, one of the patients was leaving. She was obviously exhausted from the therapy and asked the technician for a cup so she could get some water from the cooler. "Oh, we haven't had cups all day. We ran out yesterday. But we might have some tomorrow," was the response from the receptionist as she went back to her appointment book. Are you kidding me? A physical therapy office, with patients doing extreme exercises to get better, and there are no water cups ??? Couldn't the receptionist have gotten some at lunch time? Couldn't she have borrowed some from a nearby office? Couldn't she have sent someone to get cups? My wife and I exchanged glances of disbelief. I looked around for the person in charge, but couldn't spot one.

All the patients in the office were obviously there for some muscle or skeletal problem. As I walked through the narrow corridor to the examination room, the floor was covered with felt feet that were pasted on the floor. The only problem was that the many feet were coming off the floor creating a real problem to anyone who might trip or fall on one of the exposed feet. How could an office that had unstable, walking patients have this obstacle? Just amazing!

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USER NAME: "golombmember"
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For the examination and diagnosis a nice young lady was asking me to do certain exercises to see where my weaknesses were. At a certain point she looked up at me and said, "I m really not that familiar with Guillain-Barre Syndrome. Jason is more qualified, but he s with someone." Are you seriously kidding me, that someone would say this to a patient? Why not let me wait for Jason. Again my wife and I exchanged glances of disbelief. As we looked around the room, we both noticed the refrigerator was covered with dirt and filth. Probably not cleaned in months. Here I am in a weakened condition in a room with someone who was not familiar with my illness, surrounded by filth. You gotta love it!!!!

The final blow was when the technician told me that she would print out some exercises for me, but had to wait because the receptionist was using the computer. My wife and I left the office without making a return appointment.

The next day the owner called me. "Was there something wrong?" I hadn t made a return appointment and the owner called to see if everything was all right. She was amazed at my response as I told her about the office. It seems that she has four physical therapy offices and hadn t been at this one in a few weeks. She thanked me, very much, for my frankness and apologized for the condition of the office and the treatment I received.

My therapy is now received at a totally different office. The funny thing is the first thing they asked me at the new office is, "Would you like a cup of water, Mr. Roth?" At the new place, I m treated extremely well.

Several months ago I was asked to consult for an

owner who had bought a thriving store. Business was down considerably since the new owner took over. The entire staff had remained. So what was wrong? After watching cameras, calling customers, and observing the operation, it was clear that the lack of customer service was killing the business. One of the top twenty customers, who had left, had this to say. "I used to come in and the old owner would smile and talk to me. He really cared. The new owner doesn t even say "Hi." He just takes my money and turns away." Another top thirty customer had an issue with a sweater that was ruined in cleaning. The new owner told her to take it back to the store. She complained that, "the old owner would have taken care of it." In reporting this change of customers perception of the difference in caring, the new owner just shrugged.

What is the lesson here? Obviously customer service hasn t disappeared. It exists in some stores and not others. How can you be sure what s happening at your place?

The best and easiest way to determine how clients are treated is to mystery shop your

store. There are companies that will mystery shop your place for a fee. My favorite way is to have a friend bring their cleaning to my store. I tell the friend I would pay them back the costs of cleaning in return for an honest and detailed report of how they are treated. You would be amazed at the response. You must ask a friend who can be frank and honest with you.

You can also install video cameras. The price of these units has come down greatly since just a few years ago. The problem with video cameras is that

“The best and easiest way to determine how clients are treated is to mystery shop your store”

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NO BIG DEAL?



BY JAMES PEUSTER

It is amazing that the dry-cleaning business is compiled of over 1000 little, minute details in order to fully accomplish what consumers think is an easy task: just getting the clothes cleaned. You

know that this is so true. This is why I think that it is so critical to focus on the basics and create a system that prevents micro-management, while providing accountability. This rings ever so true when it comes to operating successful routes.

As a consultant, my objective is to provide the very best in coaching, training, education and, of course, problem solving techniques for growth and for efficiency. Every project I am on, it is my duty to provide information which will enable you to make more money while eliminating excess costs. No, I am not applying for a job, but quite often I witness many little things that affect your bottom line and quite often I get the dreaded 2 worst responses: "I know that" or "That really doesn't matter."

Either one of these responses are death blows to consultants who are really trying to help and I am going to share some of the "littlest things" that really do affect the overall growth of your routes. I ask that you look at this from either the eyes of a consumer or an outsider and think about how you might hit some of these issues head on. If you make one change, I can assure you that it will be worth it.

Monitor your gas and mileage. This is so critical and many of you do not do this. All you need is a simple log sheet to accomplish this task and enter the data on a spreadsheet. OK, so this takes a little effort on the part of the driver—so be it, usually you are paying for the gas. Hold them accountable and monitor their spending and driving time. You may be a bit surprised at the results. It is a safe bet that when I ride with a driver on a project, he gets back earlier and finishes the route with fewer miles than usual.

Keep the van clean inside and out. I would bet that 30% of the delivery vans I ride in have broken windshields. Most of them look like the driver lives in them, (which happens more than you think). Too often, the driver gives me the standard comment: "This is my office." If you were to visit someone and their office was in complete disarray, you would not be impressed. We need to look professional and organized and scattered trash on the dashboard affects our image. You've heard me preach this before, but we do have "clean" in our name.

“There is no excuse for a driver who looks like they should be on MTV”

The driver MUST be presentable. There is no excuse for a driver who looks like they should be on MTV or just got done skateboarding. Many times they are in the nicest neighborhoods or in a professional commercial building. We are in the dry-cleaning business and the best representative of our product does not use our own service. Too often the excuse is, "The driver never sees anybody." Yea, but people do see them. Clean them up and get a logoed shirt. This one should be automatic. It is funny, but I bet that they didn't interview for the job in the clothes they now wear on the route. *(Continued page 10)*

Howard Pyles

Whitewater Cleaners

Cleves, OH

While on the beat in Cincinnati, Howard would always stop at dry cleaners instead of the doughnut shops that policemen are famous for visiting. He became fascinated with their operation and soon it became a hobby to know all of the dry cleaners in his area. He noticed that the owners lived in nice homes and had a very comfortable lifestyle. He knew that police work was a young person's job and decided that, after retiring, he would change careers and become a dry cleaner. He studied the operations of high-end cleaners, discount cleaners, and the Mom and Pop operations, as well as the multi-store businesses. He studied different equipment and different solvents. He did demographic studies to find a growing neighborhood with middle to high-end homes; preferring those areas with two-income households.

With all this information tucked away, he sought to buy an existing store or lease a space. His first obstacle was that he could not find a landlord who would rent to a dry cleaner because of environmental concerns. To overcome this, he decided to buy space and build a new store. With a lot of help from machinery companies he built a dry cleaners from the ground up. He bought some space next to a strip mall and built a 2800

square foot cleaners and a 1200-foot store next to it, to rent out, or expand to when the time came. Howard's newly designed plant won the 2005 Merit Award from American Drycleaner magazine.

One of the innovations that Howard built into the store is a totally covered drive thru with a McDonald's type speaker-set before the drive thru. Clients driving up will stop at the speaker and announce their name. By the time they pull up to the drive thru, there is a carhop person waiting with their order or waiting to pick up their VIP bag. Howard says this is greatly appreciated by his customers. He also installed an Iowa Techniques drop box in a different spot that is built into his building. Customers can drop off their bag without waiting at the drive thru or drop their VIP bag at the drop box after hours or on Sunday. Both of these are extremely popular, and together they provide a big convenience for his clients. Howard had investigated the growing trends in customer service and found that 70% of people will travel 5 miles out of their way if they can use a drive thru. Restaurants are shrinking down their inside space when they can provide a drive thru. At McDonald's, if there is no playground, people do not want to stop and eat inside, they want a drive-thru. Howard chose the

drive-thru space very carefully. He also made sure of the convenience of the traffic flow and made sure his space had a light on the corner, to make it safe to drive into the lot, and had a turning lane to make for an easy ingress into his business.

For equipment he chose a company that dealt with all kinds of machinery. He chose a Permacperc machine for dry cleaning. He picked Ajax pressing machines because of their stainless steel tables. He also has a double-buck, blown sleeve shirt unit with a collar, cuff and yoke press. Howard's pricing is somewhere in the middle for his area.

Cincinnati (about 10 miles from Cleves) is home to Widmer's Cleaners that is number one in the area. It consists of 19 stores, and is considered high-end cleaning. There are some discount stores and some Mom and Pop stores surrounding Whitewater Cleaners. Howard charges \$2.20 for shirts, \$11.00 for Suits and \$4.75 for pants.

Howard likes the dry cleaning industry and likes the work. What he doesn't like is that, in the past three years, the costs to process the work has "outpaced the pricing." Profits have dropped and sometimes are just not there. Howard has to work 15 to 16 hours a day because he just does not have the funds

MEMBER PROFILE

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to hire the afternoon help that he really needs. Between the mortgage, equipment, and supplies, there isn't enough money left over. Howard knows that he is working "in" his business, instead of "on" his business. However, he feels the future will be brighter. There are several older cleaners in his area that he feels will not last much longer. He is constantly "stealing" customers from his competitors through exceptional customer service and word of mouth. At the present time he is lucky to have his policeman's pension to rely on. His one major regret is that he didn't raise prices earlier to keep pace with costs. Now he feels he does not want to scare away his clients with higher prices.

"Police work is fine but it's a young man's job. I'm beginning to think that dry cleaning is a young man's job, too. I wish I had started this 10 years ago. Right now I'm a jack-of-all-trades. I'm doing the cleaning, as well as mopping the floor and pressing shirts. Sometimes I'm here from sun up till sundown. I'm not happy that I'm here more than I need to be, but the economy and the costs of production have made hiring more employees difficult. I'm doing what I have to do, but I can see a brighter future ahead. We're growing slowly and the area around us is growing, so I'm confident that the next few years will bring more business. I like being positive. You won't find negatives in my store. No negative signage like "Not responsible" as you might see in other stores. We take care of all buttons and zippers and I constantly see new customers who come to me just because their present cleaner refused to sew a zipper. Cleaning is not an "impulse" thing. It's like barbers and car mechanics. If you're satisfied, you won't leave. Unless there is a major complaint where you are not taking care of them. Otherwise, customers will be loyal. This is what I base my philosophy on. I believe customers go to a cleaner for the following three reasons:

#1 Quality of the garment

#2 Customer service (pampering the client)

#3 a fair price

It's not impulse driven, and that's why I try to stay away from coupons".

Although he participates in the Welcome Wagon marketing and puts in a coupon for "Bring 2 items and get a third cleaned free," Howard really would prefer to stay away from coupons. "I don't feel that coupons are professional. We are like doctors and lawyers. We are professional stain removers. I'm not a gimmick guy. I don't want the clown on the street directing customers to my store."

His employees wear shirts with embroidered names and logos paired with khaki pants. His signage is very professional with a backlit awning and a 16-foot reader board that the traffic can read. There is also a sandwich type sign that is near the traffic flow. His goal is to get the prospects to try him once. After that, they will see his quality and professionalism and will return. It's emphasized in Whitewater's slogan, "We're confident you'll be ImPRESSED." His pressers are called "garment finishers." "I try to do the four for four that I read about. I try to call four customers a day and speak to them to see how well they like my service. In my three years as a cleaner, I haven't had two complaints. If you're not here, quality drops, and I think the fact that I'm looking over each piece and checking the quality, keeps my employees on their toes, always striving for a beautiful garment. If it's not right, I turn the hanger around for a touch up. Of course, being here all day can be quite exhausting, but I'm building something for the future."

Howard has a great attitude and although the dry cleaning business is a little more challenging than it seemed when he was just visiting as a policeman, hopefully his hard work and professional ethics will help create a much easier and more prosperous future. ♦

doing is exploiting perceptions.

Number two Avis did “try harder,” but Hertz improved their efforts. Then one day, Hertz ran a devastating ad with the headline, “For Years, Avis Has Been Telling You They Are Number Two. Now We re Going To Tell You Why.” Then Hertz went on to talk about all their improvements. Avis never quite recovered. The lesson is: Don t just build your strategy around your competitors mistakes. They may, eventually, correct them.

It s also important to remember that you must eliminate your smaller competitors as quickly as possible so they cannot develop legitimacy and momentum. General Motors waited while the Germans and Japanese invaded the U.S. market with smaller cars. GM s executives felt they couldn t make money on this type of car, so they rationalized their position by convincing themselves that Americans wanted big comfortable cars. Not so!

Gillette, on the other hand, countered Bic s disposable razors with the twin-bladed disposable called Good News. They may not make much money on these razors, but today they dominate this category as well as the traditional, and more profitable, cartridge razors.

The Other Side Of The Coin

Suppose you re the smaller drycleaner. How do you avoid a bigger competitor that is trying to squash you? The best strategy is to sneak up on a bigger competitor and never appear to be threatening. Slowly build your business and momentum in places where you re less visible, like pick-up and delivery. After you ve got some size and momentum, you can step up and better deal with the bigger cleaners.

Also, if a bigger competitor is about to attack your market, you should attack first. If you don t, you will be overrun.

Finally, if you already dominate your market, the common sense strategy is to exploit the advantage of being the leader. Most companies fail to do this. Instead of “I m lovin it,” McDonald s should promote itself as, “The world s favorite place to eat.”

Leadership is the most powerful way to differentiate yourself. The reason is that it s the most direct way to establish your credentials. And credentials are the collateral you put up to guarantee your service.

When you have leadership credentials, prospects are likely to believe almost anything you say about your services. People tend to equate “bigness” with success, status, and leadership. They give respect and admiration to the biggest.

Leadership is a wonderful position from which to tell the story of how you got to be Number One. People will believe whatever you say if they perceive you as a leader. They figure you know more.

When you re on top, make sure everyone knows it. Too many drycleaners take their leadership for granted and never exploit it. All this does is keep the door open for competition. Whenever you get the chance, slam the door on your competition. ♦

CPR (CUSTOMER POOR SERVICE)
(Continued from page 4)

you will see things that you are unhappy with. Now you have to deal with it, or deal with the frustration of knowing, and not being able to act on it. These video systems can be accessed from your home or your laptop. They can be very, very informative.

The bigger question to ask yourself is “What is your store mission?” Is it well defined like Milt and Edie’s five word mission of “All Customers Leave Happy, Always?” Does your counter help really know their obligations to customers? Does your message really come across to them? Are you having weekly five-minute meetings so that everyone is on the same page? Do you really have a customer service passion? Is that passion translated to your employees? What are you doing for new customers? What about customer loyalty programs? The point-of-sale computer will do all your work and reward the better customers for their patronage. What about your customers’ birthdays? Are you sending them a card? Are your best customers worth a dollar a year for a card? I’ve heard cleaners say that they feel it is invasive to ask for a birth date. If you feel this way, then do what my friends Joe and Jean Claude Hallak do. Hallak’s Cleaners is one of the most successful on the entire planet. They send a client a gift or card on the anniversary of their first visit. Again, the computer does the work.

Are you really working “on” your business, or are you working “in” your business? It really makes a difference. Are you smiling and carrying the clothes out for the customers? CUSTOMER SERVICE MAKES A DIFFERENCE. It is undeniably the #1 reason that customers do business with you.

I hope Joe DiMaggio has not left and gone away. I hope we can get his spirit back. Don’t kid yourself. It’s up to you and no one else. ♦

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“To swear off making mistakes is very easy.

All you have to do is to swear off having ideas.”

~ Leo Burnett

NO BIG DEAL

(Continued from page 5)

Use the manifest. Ok, you hear this one month after month, but I could do an 8-hour seminar on the importance of this. Drivers who are unwilling to use the manifest correctly become the system and hold you hostage if you allow them to sway from this.

The bottom line is that you or your manager needs to step up and raise the bar in today's world. The economic situation is scaring many operators and the key is to solidify business as well as bringing in new customers. Skimping on your day-to-day operations does hurt you. The above concerns are overlooked way too often and judging by what I have seen for the past 4 years, those who do not do the above, usually do not grow their routes. Do yourself a big favor, change your mind in these changing times and be willing to hold you and your drivers more accountable. ♦

James Peuster is a nationally known author, speaker, trainer, and coach who specializes in route development through Marketing, Management and Maintenance training. James has cost groups specifically designed for route costs and growth and his website is www.theroutepro.com

THE GOLOMB GROUP WELCOMES THIS MONTH'S NEW MEMBERS

Song Choi

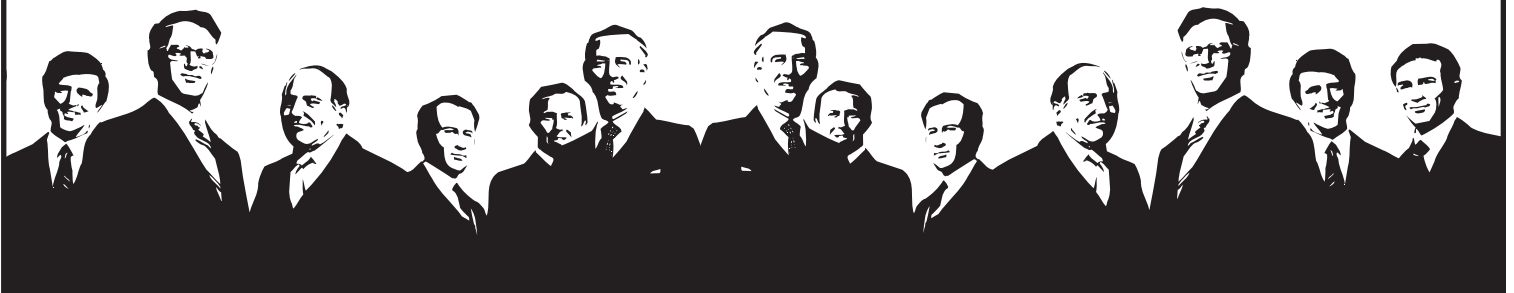
Puritan Cleaners

Tequesta, FL

John Hazelwood

Nu-Wave Drycleaners

Perth Amboy, NJ



Surcharges For Everything

I was at a client's plant in Texas a few months ago and he was bemoaning the cost of a gallon of gasoline. Earlier that same day, he had mentioned how his utilities cost to operate his plant had more than doubled of late. (No, he's not a whiner. We were simply discussing costs in general.) Well, he asked what I thought about adding a fuel-surcharge to each order to offset the skyrocketing cost of gasoline. I think that is a bad idea. I suggested that he simply raise prices. His reason for trying to dance around that was that he had recently had a price increase and was hesitant to do it again. Oh, well. Exxon-Mobil doesn't consider that on a day-to-day basis. If their costs go up, so does the pump price.

Nobody likes to pay more for anything, but the price for everything must be and certainly should be, the cost to produce it plus a profit margin. I have an awning in my backyard. The company that made it charges me \$65 to install it or take it down for the seasons. The last bill I got was for \$65 plus and \$3.74 fuel surcharge. They are 5 miles from my house! I don't get it. Why didn't they just raise the price to \$70? Every part of that basic \$65 is for some part of their operating cost. Why single out gasoline? Perhaps it is because some owners feel that it is something that the customer can relate to. Maybe, but remember that it cost them more in gas to drive to your store. Should we consider giving them a discount because their costs have gone up? Surcharges are a lame way of making business decisions. If your costs go up, it is your obligation to pass those increases on to your customers.

On the other hand, you could disagree and change your pricing formulas completely and do this:

2 Pc Suits Dry Cleaned \$1.99

Equipment surcharge .27
Building rental surcharge .54
Labor surcharge \$2.71
Gasoline surcharge .87
Electricity surcharge .75
Natural Gas surcharge .92
Equipment maintenance surcharge .19
Health Insurance surcharge \$1.23
Spotting surcharge \$1.10
Chemical upgrade surcharge .60
Janitorial surcharge .12
Supplies surcharge .46
Final cost to dryclean a 2 pc suit is \$11.75.

The "surcharges" here are sort of a joke, but then again, maybe not. These are all real expenses (please don't analyze the proportions. I just picked numbers at random to make a point) that we do indeed pass on to the consumer, we just don't think about each of those individual expenses grabbing a piece of our gross income, but they do. I understand adding an environmental surcharge, just like I understand listing sales tax as a separate line item because you are collecting money for someone else in those instances. But if your expenses go up, pass the increases on to your customers. Everyone does it to you without a second thought. If you don't keep your prices consistently proportional to your expenses, you will eventually reconsider. Problem is, most people wait until it is too late. Then, they must raise their prices too aggressively. Customers notice that!

"If you do what you've always done, you'll get what you've always got."

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Feed America

This is the time of year when Americans give thanks for their own prosperity and consider those less fortunate. Make your business a part of the effort to feed the hungry and gain recognition as a business that cares.

In September 2008, America's Second Harvest became Feeding America. Despite a 30-year legacy of fighting hunger, America's Second Harvest found that their name was limiting and that a new name was needed to quickly and clearly convey their mission.

Their new name, Feeding America, directly conveys that they are providing access to food for people who need it. It also communicates the positive power of food to be a catalyst in people's lives. Your business can help them communicate the message that America's Second Harvest is now Feeding America. Begin by going to www.feedingamerica.org and locate the food depository nearest your store. Arrange for them to accept the boxes of canned and boxed foods you collect at your counter.

Offer twenty-five or fifty-cents off of each order being picked-up when the customer brings in one can or box of non-perishable food.

Use in-store signage, hangtags on outgoing orders, and press releases to the local media to call attention to your campaign.

Newspapers, television and radio stations love to give free public service announcements about this type of program.

Even customers who don't participate will think better of your service and your business. Yes, they'll feel you really care!

