



# Store News

May 2014

## ***New folks on the block***

A flurry of activity in recent months has led to the appointment of several new agents in eastern Oregon. It's time to catch up and let you meet the new folks on the block.

### **The Bev'rage Cellar: Halfway Store 1071**

The freedom of being an independent business owner is what drew Michelle Butner to open the Bev'rage Cellar in Halfway. She took over from the former liquor agent in April 2013 and set about casting her own mark in the community along with her own catchy business name.

With a background in travel and banking Michelle is well-versed in the importance of good customer service and that is reflected in the reception she delivers to her clientele. She says that independent business ownership is even "better than expected," and she especially enjoys the "creativity that comes with it."

The Bev'rage Cellar houses not only liquor but also wine and unique gifts as well as her professional photography business.

Michelle has added several new liquor items and extended shelving to do so. A POS computer system was installed just before she received permanent appointment in April of this year. Working with her landlord will generate numerous improvements to the building in the coming months and make her business even more inviting. Welcome aboard, Michelle! We look forward to a long and fulfilling relationship with you on the block!



**Store 1071 Halfway  
Welcome Michelle Butner**

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## ***Enterprise Liquor Store: Store 1005 Enterprise***



**Store 1005 Enterprise  
Mike Goss, Agent**

The most recent addition to the eastern Oregon neighborhood is Mike Goss in Enterprise. Mike comes to the Commission with extensive background in retail grocery and although he replaced an agent with 24 years of tenure, he also has a good following in the community. Many citizens were happy to see a local merchant take the liquor operation.

Mike's liquor experience was somewhat limited, but he continues to expand the range of products in the store. He still says he was "surprised by the number of items available and by the variety of items that actually sell." A recent Saturday at Enterprise Liquor saw the sale of 2 Hijos de Villa Tequila rifles to different customers with no connection to one another! Further, he notes the rise of Washington customers who have business connections in Wallowa County and who see the advantage of shopping in Enterprise for distilled spirits. And while the future site of liquor in Enterprise may be in Mike's Dollar Stretcher grocery business, for now he is content just getting used to the business and being one of the new folks on the block!

## ***Fergus Gold Post: Store 1099 Sumpter***

Darrel Fergus used to hunt the Elkhorn Mountains around Sumpter and always thought it would be a great place to live. Darrel Fergus used to drive freight trucks for FedEx and deliver liquor to various stores in the Columbia Gorge and eastern Oregon and thought it would be great to own a business in a small town. In 2013 Darrel and Joan Fergus made this dream come true with the purchase of The Gold Post.

Significant changes have come to Fergus Gold Post since Darrel and Joan took charge. A huge investment in hardware inventory has made the store a destination for D-I-Y and builders alike. An ATM machine has been added for customer convenience and a POS system has been installed for liquor sales, a system that will eventually manage the whole store. Groceries and gifts round out the wide selection of merchandise.

And while there has been major investment in the store, perhaps the best investment has been Darrel and Joan Fergus in the town. By their reckoning, they have "met a lot of great people and enjoyed becoming a part of the community," and their presence has made this store a very friendly place to shop! We're glad they're in the neighborhood!

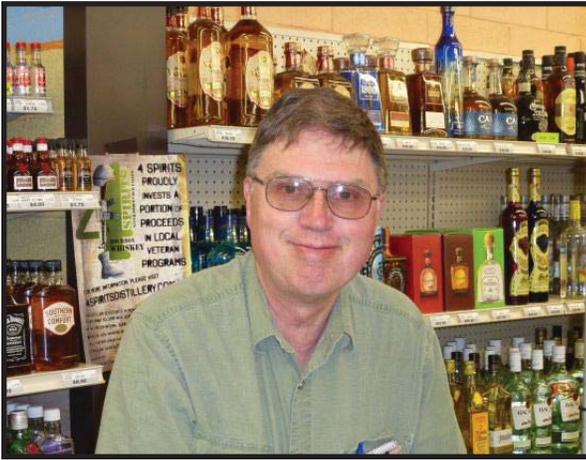


**Store 1099 Sumpter  
Darrel Fergus, Agent and wife Joan**

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## **Elgin Food Town: Store 1079 Elgin**



**Store 1079 Elgin  
Scott Ludwig, Agent**

Liquor in a grocery store is by no means a new concept in Oregon. November 2013 saw that idea become reality with the expansion of Elgin Food Town.

When Scott Ludwig was appointed agent in Elgin in 2012, the liquor was located in a stand-alone spot on the edge of town. Plans for remodel of the Ludwig family-owned Food Town were already under way, but completion was not expected until October 2013 so a temporary location was established during construction. Not only was the expansion destined to increase the footprint of the grocery, space was being designated for the liquor department. Today liquor in Elgin has found a permanent home at Food Town and consumer response shows broad approval of the change. Selection has increased and sales are on a +16% trend for the year.

Though they may not be new kids in Elgin, Scott and the rest of the Ludwig family are somewhat new to the liquor business. We're glad to have them on our block!

## **Financial Services' reminders**

### **Endorsement stamps:**

All checks must be endorsed using the provided endorsement stamp from OLCC. In order to ensure proper credit or debit is assigned in a timely manner to all checks deposited, be sure each check has the store number on the front and endorsement on the back. OLCC provides both front and back endorsement stamps at no charge. If you need to order an endorsement stamp, please contact Angie Nelson at [angie.nelson@state.or.us](mailto:angie.nelson@state.or.us) or 503-872-5169.

### **Bank endorsement:**

As a reminder, please have the bank endorse the back side of the deposit slip. This information is used to check for timely deposits and in some cases to identify the dollar amount the bank processed compared to the agent's entered amount on the slip. This process is important to follow to be sure agents receive full credit for the deposit. If the bank is unable to validate on the back, ask for a separate endorsement slip and attach that slip to the appropriate deposit slip.

### **Bank mergers:**

Last year a number of banks merged and as a result that may have affected where an agent used to deposit. Sometimes banking procedures stay the same when a merger occurs and other times Financial Services may have to become involved and order new endorsement stamps and deposit slips. In either case, agents will be notified on how to proceed. If an agent becomes aware of a merger at the bank they are currently assigned, they should contact Financial Services immediately. As a reminder, agents do not have to do their business or personal banking at the same bank where OLCC revenue is deposited. Many agents choose to do so for convenience, but it is not required.

For any of the above issues or for any banking questions, please contact Angie Nelson 503-872-5169 or [angie.nelson@state.or.us](mailto:angie.nelson@state.or.us).

***Thank you from your Revenue Crew!***

## ***District 2 developments***

### ***Welcome Melisa Wagnon to Store 1075 Riddle***

The commission would like to welcome Melisa Wagnon to the OLCC family. Melisa was appointed as agent in late January 2014. Melisa knows the retail liquor game better than most new comers. Melisa literally grew up in the business. Her grandmother was long time agent Joyce Weakly, who was the agent in Riddle for over 53 years. Melisa remembers working in the store as a kid, stocking shelves and doing school homework in the office.

We all want to welcome Melisa and her husband, Scott to the family and look forward to many good years of service together.

### ***Welcome Tim Woodhead to Store 1229 Eugene***

Let's all welcome Tim Woodhead with a warm welcome as the new agent in Eugene Westside. Tim comes to the OLCC from the wine industry. He spent 19 years working as marketing manager for Bridgeview, a southern Oregon vineyard. So, Tim knows and understands the competitive nature of the alcohol industry.

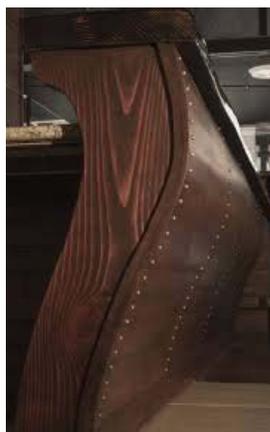
In February of this year Tim was appointed the new agent at Eugene Westside. He plans to convert to a non-exclusive store and add wine and beer including a growler station for micro brews. Tim takes over a well run store in a high traffic area. He wants to add a few personal touches and bring in more related items along with the beer and wine for a one stop shopping experience.

All of us at the OLCC want to welcome Tim and wish him well as we hope to spend many years working together.

## Rolling River Spirits



A new addition has docked at Portland's Distillery Row. "Come Aboard" and check out this fantastic, innovative, and chic Distillery Retail Outlet located at 1215 S.E. Eighth Ave., Suite H. As you arrive on deck, you will be welcomed to a very modern, stylish décor, anchored by a mahogany tasting bar and retail counter, creatively designed and hand crafted by the family to resemble the hull of a classical tall ship. Tim Rickard, Master Distiller along with his parents, Rick and Joan, are utilizing two types of stills in the creation of their handcrafted organic spirits: the traditional Alembic and a Continuous Run Reflux Column Still which is used to produce a finely controlled volume of product, while recycling energy and conserving



**Tasting bar**

water. Let's help get some wind behind their sails by considering their collection of vodka, gin and whiskey to your Oregon sections as they become available. Their initial production of Rolling River Spirits Vodka 2296B is available now and retails at a very competitive price of \$24.40.

## ***New Agent Appointments in District 3***

As the weather was changing during the winter months so did a few of the store agents in District 3. Please join us in welcoming and congratulating the following:

### ***Store 1220 Keizer***

Oliver Coker took over the Keizer location near Salem, previously owned by Nora Nelson who retired after 30 years of service. Oliver, who also operates Store 1068 Woodburn, is planning to expand and modernize the store in the near future. Welcome again Oliver! We also wish Nora the best in her retirement, and extend to her a big **THANK YOU** for her years of outstanding service.



**Oliver Coker and Nora Nelson  
Store 1220 Keizer**

### ***Store 1123 Pacific City***

Bob Cowan-Thompson was selected to be the agent of Store 1132 Pacific City, formerly Cloverdale, when John Griggs retired after 37 years of service. The store is now located within Chester's Hometown Market in Pacific City. Bob has expanded the selection of spirits, and sales are up double digits since the relocation. Another big **THANK YOU** is extended to John for his service and we wish him the best in his retirement.

### ***Store 1102 Tillamook***

Tobi Nielsen received a second store appointment to replace retiring agent Jackie Ripley. Jackie ran the store for the past 7 years after taking it over from her father Martin. Tobi brings her passion for retail and experience from running Astoria 1167 since 2009 to this key coastal community. We wish both Tobi and Jackie great success in their new ventures.

### ***Store 1187 Portland MLK***

Riaz Jiwan was appointed to run store 1187. The store was previously owned for the last 20 years by Alton Johnson who passed away late last year, and was then temporarily run by his wife Chris until her retirement. Riaz and his wife Sue have already made some changes to expand the selection, and plan to continue the modernization of the store. We look for great things coming out of this location, and wish them much success.

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## ***Merchant news - Pre-text calling alert***

Oregon State Treasury has received customer reports about merchants receiving automated calls claiming to be MerchantConnect and asking them to press number "1" on the keypad to update their account. Should you receive calls of this sort, please do not provide any account information. As part of our commitment to keeping your account and personal information safe and secure, please report fraud or other suspicious issues to 1-800-725-1243 or email [customerservice@merchantconnect.com](mailto:customerservice@merchantconnect.com).

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### Store 1113 Portland, Menlo Park

Bobby Sachdeva has taken the reigns of the beautiful Menlo Park store that Shelley Robertson recently relocated and modernized. Shelley is excited to enjoy her retirement and we thank her for her dedicated service over the past 13 years. Bobby along with his wife Jyoti bring to this appointment a vast background in corporate retail and banking. We are excited and fortunate to have them on the team delivering world class operations and customer service to the community.



Store 1113 Portland, Menlo Park  
(l-r) Incoming Agent - Bobby Sachdeva,  
Outgoing Agent - Shelley Robertson,  
Jyoti Sachdeva, wife of Bobby Sachdeva

### Orders and inventories

Technology is supposed to make our lives easier and for the most part, it does. However, life seems to get harder or at least a little more irritating when that technology has a glitch.



When submitting an order or a monthly inventory through a POS computer system, it is always a good idea to have a backup printout for the rare occasion when the store computer has a problem or a transmission issue, such as the internet does not respond at the store.

What can agents do to minimize delays and be on time with an order or inventory?

Any computer, whether it is at home, a library or another business with internet access can be used to log into OLAS at <http://www.olcc.state.or.us/olas/servlet/LoginServlet> . Once logged in, the Order or Inventory tab can be clicked allowing agents to use the template to enter the appropriate data from the backup printout.

It is also a good idea to use OLAS to verify order and monthly inventory data even when the POS system is working. Approximately five minutes after transmitting the data, log into OLAS and click the appropriate tab comparing the dollar value and bottle count. If they don't match, research the issue and retransmit the data or make the changes directly into OLAS and remember to click "Save".

Retail Services is happy to answer any questions on this topic.

<div style="display: flex; justify-content: space-between; align-items: center;"> <span>★</span> <span><b>Audit Stars Quarterly Chart</b></span> <span>★</span> </div> <div style="text-align: center;"><b>January - March 2014</b></div>			
Agent	Store	Store Location	Audit Discrepancy Rate
Cliff Burbank	1244	Government Camp	0.00057%
Holly Hasan	1243	Portland Bethany	0.00219%
Rod Poole	1148	Madras	0.00526%

## C.H.E.E.R.S.

Take a moment to reflect upon a positive experience you have encountered as a consumer. Now, think about any negative consumer situations you may have experienced or witnessed. Comparing the two, what can you take away from both, and how will you use these to positively affect your current business as a retail owner or employee?

Consumer retail data suggests 25% of consumers are dissatisfied with their shopping experiences. Successful retailers acknowledge this data, have implemented sales programs to create opportunities to positively engage the customer at different points during their visit, and use these programs to help manage the perceptions of their store. This in turn helps to imprint a lasting positive impact on the customer, so they hopefully return again instead of going to the competition.

If you do not already have a service program implemented in your store, The C.H.E.E.R.S. Program can be a useful tool to help your staff deliver a memorable shopping experience, help

avoid possible customer complaints, and more importantly drive incremental growth for your business through repeat customers.

C. Customer first ~ Always smile, greet, and acknowledge every guest with a warm welcome. Ensure any task IS NOT, or perceived to be more important than any customer. You have ONE shot to create a first impression.

H. Hustle to Help ~ Get to every customer quickly, offer assistance, listen to their needs, demonstrate

product knowledge, and point out any great offers or new products. This can show that the employees' value the customer(s) time, can lead to a bigger sale, and deter theft opportunity.



E. Energy and Enthusiasm ~ Show the customer you "want" to be there to help them. Create an atmosphere of excitement through the service engagement, music selection, and staff attitude. Customers "want" helpful, friendly, knowledgeable service that creates a memorable shopping experience.

E. Educate ~ Take time to learn about the products and be ready to share this knowledge with the customer. This is an opportunity to increase the

average transaction, and capture a customer that will return because they found value in their experience and appreciation for their selection.

R. Represent ~ Show pride in your store and in your work that reflects the expectations of the store. Create a consistent professional level of

service for the customer no matter which associate they interact with. YOU also represent the OLCC and are a critical point of contact with the public that can shape opinions about our state system.

S. Smile ~ Close the sale with a smile and thank the customer for their visit (whether they purchase or not), and always offer a sincere invitation to return. Customers "want" a fast, easy, checkout experience. This is your last opportunity to exceed the customers' expectations, and the last moment they will remember about their visit to your store.

### Something to think about.....

#### Why do customers stop shopping in your store?

