

Constituency on Volunteers

Reinventing Your Shop

Gift Shop & Thrift Shop Workshop



May 16, 2012

DoubleTree Hotel, Bloomington



IHA Illinois Hospital Association

May 16, 2012

LOCATION DoubleTree Hotel, Bloomington

AGENDA

8:00 – 9:00 am **Registration/Continental Breakfast**

9:00 – 9:30 am **Health Care Update**

9:30 – 11:00 am **A New Look, A New Approach, A New Shop!**

JoAnne Stone-Geier

Hospital Gift Shops and Thrift Shops offer innovative and exciting opportunities to generate both friends and funds while providing a benefit to your community and the patients you serve. This session will focus on new strategies for identifying and meeting your customers' needs, generating improved value and creating a plan to redefine your shop!

11:00 – 11:15 am **Break**

11:15 – 12:45 pm **Breakout Session**

Please choose only ONE session

Gift Shop: How to “Buy” into a New Generation of Shoppers

JoAnne Stone-Geier

Today's shoppers have many choices. Customers can choose to buy in the traditional way, on-line or in a variety of other options. This session will provide you with strategies to appeal to a broader customer base. A focused approach to targeting your merchandise and promotions to certain generations will result in more customers for your shop!

Thrift Shop: Maximize Your Profits and Minimize Your Overhead

Patti Acquisto

Creating a professional image in your thrift shop is the first step in maximizing its potential. This session will focus on the “Best Resale Practices” including shop layout, tagging, advertising, and more!

12:45 – 1:45 pm **Luncheon**

1:45 – 3:00 pm **Breakout Networking Sessions:**

Please choose only ONE session

Gift Shop Networking Session ~ JoAnne Stone-Geier, *Facilitator*

Thrift Shop Networking Session ~ Patti Acquisto, *Facilitator*

3:00 pm **Adjournment**

Overview



Hospital Gift and Thrift Shops are key elements of fund raising for auxiliaries and volunteer organizations. This workshop is designed to offer an opportunity for you to learn from retail experts and from each other by blending formal presentations with networking opportunities.

Plan to bring a team from your hospital and spend the day getting key information, having your questions answered, and obtaining the tools and motivation to move your shops forward.

Choose either the gift shop or the thrift shop track where you'll spend a portion of the morning getting more insight from JoAnne Stone-Geier or Pat Acquisto.

The afternoon will feature two tracks of facilitated networking sessions on either gift or thrift shops. In the gift shop session you will have an opportunity to hear a panel of colleagues discuss various topics of interest. The thrift shop session will be facilitated by Patti Acquisto and will cover topics of relevance to thrift shops. These sessions will offer time to share ideas with each other, allowing you to walk away with practical strategies to use back home!

- ◆ *Please share this information with your auxiliaries, volunteers and managers.*
- ◆ *We urge you to register early by completing the attached registration form.*

*Hospitals are welcome
to display items from their gift or thrift shops.
Please indicate on the Registration Form if your
hospital would like to participate.
A limited number of eight-foot, skirted
tables will be available.*

Registration

To register: Complete the Registration Form to the right.

Mail form and payment to:

Illinois Hospital Association
37092 Eagle Way
Chicago, IL 60678-1370

Make check payable to IHA. Please allow seven mailing days.

Online registration: <https://ihref.ihatoday.org>

Speakers

JoAnne Stone-Geier, Berwyn, IL

Noted marketing authority, JoAnne Stone-Geier, is co-author of the new book, *Make Your Product A Big Success*, a step-by-step guide to avoid costly mistakes and get on a fast track to profitability. Her concentration on niche/specialty markets brought her to the attention of Neiman Marcus-Chicago where she pioneered its corporate gift service. She went on to create and launch the corporate gift division at Carson Pirie Scott/Corporate Level. JoAnne's contact with retailers expanded as the national Sales and Marketing Director for the Jaffa Crystal Co. Later as a branding and marketing consultant, JoAnne became an advocate for the Internet, helping to bring retailers to the forefront of this new media.

Patti Acquisto, Patti's Resale, Owensboro, KY

Patti established her shop, Patti's Resale, in 1971. It is now in its 40th year of operation. Patti practically introduced the concept of resale to western Kentucky and southern Indiana. Her shop is proud to be part of the vibrant downtown Owensboro community, located in the historic Woolworth's building built in 1890. Patti is an active member of NARTS (National Association of Resale & Thrift Shops) where she served four years as president and is an 18 year board member.

Registration Form

Reinventing Your Shop

May 16, 2012

Cost Center: 1-006.12

Location: DoubleTree Hotel, Bloomington

Registration: 8:00 am ~ **Program:** 9:00 am

Program fee: Program fee is per person and includes all program materials, continental breakfast and lunch.

Early Bird Deadline by April 25, 2012 \$85

After April 25, 2012 \$95

Please select the morning session you will attend.

Gift Shop: How to Buy into a New Generation...

Thrift Shop: Maximize Your Profits...

Please select the afternoon networking session you will attend.

Gift Shop

Thrift Shop

Yes, we would like to reserve a display table.

Name _____

Title _____

Email _____

Hospital _____

Address _____

City _____ State _____ Zip _____

Phone _____

Charge \$ _____ to my Visa American Express

MasterCard Discover

Account # _____

Expiration date _____

Print name on card _____

Authorized Signature _____

General Information

Hotel Information: The DoubleTree Hotel
10 Brickyard Drive
Bloomington, IL 61701
309-664-6446

*Room rate: \$122.08 (tax included) - single/double
Cut-off date for the discounted rate is April 24, 2012. When making reservations, ask for the IHA room block.*

Cancellations/Substitutions:

If the cancellation is received less than seven business days before the program, a 50% service charge will be incurred. Registrants who do not cancel and do not attend are liable for the entire fee. IHA reserves the right to cancel or reschedule a program due to an insufficient number of registrants or other unforeseen circumstances. Registrants will be notified of cancellation by phone or email prior to the program date. A full refund of fees will be issued automatically. Registrants unable to attend the program may send an alternate.

Registration Information:

Contact the IHA Education Department: 630-276-5440

E-mail: Ivanecek@ihastaff.org

Americans with Disabilities Act:

IHA wishes to ensure that no individual with a disability is excluded, denied services, segregated, or otherwise treated differently from other individuals because of the absence of auxiliary aids and services unless providing auxiliary aids and services would fundamentally alter the program provided or result in an undue burden. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act in order to attend this educational program, please call 630-276-5440 at least five working days before the program date if possible.

Attire:

Temperatures are often difficult to control in meeting rooms; we suggest you dress accordingly.

Program Information:

Information and materials conveyed at programs are provided by the speakers and do not constitute the advice or opinion of IHREF or IHA. Specific legal or other professional assistance should be obtained before relying on information conveyed to general audiences.