

news briefs

New Cheque Specifications for Canada

The Canadian Payments Association (CPA) has implemented new cheque specifications to modernize Canada's cheque clearing system through image technology. The new specifications are designed to ensure that high-quality images can be captured from the cheques for use by financial institutions and their customers, and to make cheque processing more efficient.

What does that mean for you and your business?

- For customers that order cheques through their financial institution, the new cheque formats have been available since April 2005.
- Companies that have custom cheques printed by a supplier will need to ensure that formats are modified to comply with the new standard.
- Companies that use an internal system to generate cheques will likely need to make some system modifications
- Companies that use a financial software package to produce cheques will need to modify it or obtain a new version once the supplier has updated the package to reflect the new cheque specifications

For a complete list of the new specifications on "cheque imaging" at www.cdnpay.ca

Gumdrops Wins Best New Retail Concept!

A Congratulations to our member **Gumdrops**, Vancouver's only wet weather boutique, for winning the 11th annual ARC Award (Achievement in new Retail Concepts), presented by the Cadillac Fairview Corporation Limited. Further congratulations to owner, Shanda Jerrett, who is the youngest recipient of the prestigious honour and the \$50,000 prize!

Retail BC's Board of Directors for 2008-2009

Retail BC is excited to announce Misti Mussatto as Retail BC's new Chair of the Board. Mussatto joined the Board of Directors in 2005 and her drive, to be the best business owner possible, and her high regard for retail excellence, brings a new inspiration and enthusiasm to the association. Thank-you to Steven Wilson for serving as Chair for the past two years; Retail BC appreciates your contributions! Welcome to

our new Directors: Dai Manuel, Fitness Town; Bob Ianson, Heirloom Linens in Victoria; and Ron Romeyn, Objekts Home & Gift in Chilliwack. Retail BC is looking forward to an exciting year ahead with a great forward-focused Board of Directors.

Refer-a-Retailer winner

Congratulations to Sharman King, of Book Warehouse, for winning the latest \$250.00 Refer-a-Retailer member appreciation cheque from Retail BC. Members when you refer fellow retailers, you are setting up a win-win-win situation! You are helping Retail BC grow, allowing us to provide more for our members; you are helping your fellow retailers continue to grow their business; and you are helping yourself, because you have a chance to win \$250.00! To refer-a-retailer, please call 1-800-663-5135.



Sharman and Coney
Book Warehouse

BC Hydro Power Incentive Program Complementary Walkthroughs

BC Hydro Power Smart and LiveSmart BC is offering eligible businesses complementary walkthroughs to provide education on energy-efficiency and the Product Incentive Program. Once registered, Power Smart representatives will conduct a pre-screen of your facility. If eligible, your organization will be scheduled for a BC Hydro and LiveSmart BC walkthrough. Register today at www.bchydro.com/save

TELUS Blackberry Pearl Winner

TELUS was proud to support the Passion for Retail event on May 6 at the Italian Cultural Centre in Vancouver. As part of their involvement, TELUS donated a BlackBerry Pearl as a draw prize for the evening. The lucky winner of the TELUS BlackBerry Pearl draw is Bill Gibson of "The Gibson Group". Congratulations, Bill! Are you interested in winning \$5,000 for your business, courtesy of TELUS? Check out www.telus.com/businesscontest

Continued from page 10

for every product type and lighting scenario. Every item has a complimentary light source that works best for it.

The client should feel free to explore the store by themselves. Once the desired selection is made, a knowledgeable staff member should be on hand to provide any further information to complete a smooth and efficient sale. The items purchased should be showcased in a suitable attractive package, complete with the company logo. Well thought out and ergonomically planned counters are an asset to any retail space, as they entice a quick efficient sale and ensure a comfortable and confident end to the visit. Logo bags are also a great advertising tool, especially if they are strong and useful shape and size as they will be reused again and again.

Sending the customer off with a positive shopping experience is important. The last portion of the sales experience should be handled with care as this will affect the lasting impression the client will

take with them and share with their friends and family. Return customers is the central goal of every retailer.

When considering growth and expansion, attention to a cohesive design and overall concept should be addressed and created with purpose. Once the specifics are considered and developed, themes identified and fixtures selected, it makes it easier to expand to a second, third, even fourth location.

The thoughtful brand and look of the store should be evident in all stages of the shopping experience. Creating a defined image that customers can recognize and relate to, is essential and extremely beneficial to any retail business, no matter what size, shape or number of locations.

Ruth M'Rav-Jankelowitz is the Principal of retail designers Janks Design Group Inc. She can be reached at 604 266 5474 or at ruth@janks-designgroup.com. ■