

# REGIONAL OPERATIONS...

-BY LYNNEA CONRAD & KEVIN MASTERSON

“With the past, I have nothing to do; nor with the future. I live now.” – Ralph Waldo Emerson

Being present and focused in store operations is essential to our overall business because our customers are here now, and they are our lifeline for the future. We should not relive the past, but learn from it. Worrying about the future only brings frustration. Being strategic in planning and writing down what needs to be accomplished, and when it needs to be accomplished by, will make us better in how we deal with being present for our customers NOW.

It is inevitable that we focus on past, present, and future. However, with practice we can be better with focusing on our present. Focusing on what we do now is the best way to improve the future. Plans also change, so we must be prepared for that change by being in the moment and rolling with the punches.

## WE CAN FOCUS ON THE FOLLOWING ITEMS IN THE PRESENT:

1. Following the “10 Foot Rule” of customer service. Greeting every customer within 10 feet of us with a smile, and asking them if they are finding everything they need.
2. Using our new visual merchandising tools to help the customer envision what the possibilities could be, and enhancing their shopping experience. (See Right)
3. Making sure that we are following all the steps associated at the front counter with our checkout process, leaving the customer with a great last impression of our store.
4. Maintaining our standards of “Clean, Bright, and Organized... and Friendly.”
5. Sorting as much product as we can and getting the maximum product out to the floor. Having fresh product for our customers maximizes their shopping experience and our sales.



We are confident that if our teams focus on these items in the present, our future will be very bright. We are proud to be working with all of you, together we are “Committed to Making a Difference Every Day!”

# HUMAN RESOURCES & YOU...

## Doing Our Best Every Day by Being Present

-BY FELICIA PARRERA, BENEFITS MANAGER

It’s important for us all to be present to do our best. Naturally, we have things that happen in our lives that can take away our attention and/or time, and can make it difficult to be present on the job. If we have challenges that we do not know how to tackle, it can take even more of our own precious time and attention.

Our management is always there for you and they help when they can, but sometimes you need a little more than they are qualified for, or you aren’t comfortable talking with your management team about your situation. Maybe you need to speak to someone about issues that are affecting your life such as marriage, kids or divorce. Or, maybe you have questions regarding legal issues, or you are just having trouble making ends meet. No matter how small or large your problem is, the **Employee Assistance Program (EAP) Line (1-888-456-1324)** is available 24/7 to offer confidential assistance to all of our valued crew members. **The EAP is here to help provide all of our employees and those living in their house with FREE, confidential assistance.**



Recently, an employee in one of our locations needed help locating a qualified day care center for their new born child. The employee called the EAP line and informed them that they needed assistance finding a day care center. The representative asked a few questions such as how much they could afford and the area/qualifications they were looking for in a day care center. The representative contacted all of the day care centers in the employee’s area and was able to send the employee a list of day care providers that met the employee’s criteria. This saved the employee time and helped them make a more informed choice. This small service made a difference in the employee’s life by allowing them to continue

working without worrying about finding child care, thus helping Thrift Town continue with its mission of making a difference in our communities. This is just a small example of the services available to you as a valued crew member.



# WHAT YOU DO EACH DAY MAKES A DIFFERENCE!

-BY HEIDI CSER, COMMUNITY OUTREACH COORDINATOR, REUSEIT

Honesty and Integrity are the core values built into all our partnerships. We’re proud to say that we have aligned ourselves with well-established nonprofit organizations that provide direct programs and services within our local communities.

The clothing and household recycling program has enabled our nonprofit partners to provide much needed product, promote recycling and more importantly... make a difference in their local community. This is all because of you! The work you do at Thrift Town and ReUselt on a daily basis impacts so many lives.

Be proud that the work you do at Thrift Town and ReUselt has a BIG purpose in our local communities. Stay tuned for more information about our other nonprofit partners in future newsletters.



VISION: Committed to Making a Difference Every Day  
MISSION: Unifying Crew, Charity and Community to Enrich the World  
VALUES: Respect, Integrity, Loyalty, Work-Life Balance, Growth  
STANDARDS: Clean, Bright, Organized & FUN!

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ThriftTown.com & ReUselt.org

# CHARITY FOCUS

Las Trampas – Contra Costa County, CA  
Established in 1958

The mission of Las Trampas is to support adults with developmental disabilities to discover their capabilities and to lead full lives in their home, at work, and in the community. We salute Las Trampas for their incredible commitment to the local community and we are proud to help generate important funding for their much-needed programs and services.



Meet Cat... Some people spread sunshine and joy into our lives that is unique and contagious. They touch our lives making a difference that we will never forget. When Cat giggles her smile reflects a magical blend of support from her family and friends and her personal motivation to experience life fully and to give to others. She wants to try new things, to meet new people and capture her adventures in her writings. An avid writer, she composes a column for the staff newsletter, called “Cat’s Corner.” Her dream is to write a book someday and no one doubts her success.

When Las Trampas started the Entrepreneurs Club, Cat began exploring every new opportunity. She now makes beaded jewelry and is proud when people want to buy it. Speaking up and self-advocacy come easily to Cat, but the beauty of her personality is that she encourages her peers to express themselves, too. It wasn’t surprising when she became one of the founders of the First Friday Advocacy Group.

Although she uses a wheelchair and needs assistance because of the challenges of cerebral palsy, nothing holds her back. She’s ready to wheel to the next adventure or to try new technology to enable her to participate fully in activities.



# THRIFT TOWN TODAY

WINTER 2013-2014

News & Information for the Crew Members of Thrift Town & Norquist Salvage Corporation

# ON LEADERSHIP...

## Being Present in Leadership - Building the Team!

-BY JEFF, LANE & WENDY “YOUR TRIO”

Being fully present is often hard to do. We have so many distractions in our busy lives that it is hard to put everything down and just focus on NOW. Good leaders understand how important it is to slow down and be present, not only with people and relationships, but also with business situations and work challenges. True leaders learn from the past and have great vision for the future. They combine these important



Daphne Davis & Heidi Cser

skills with the ability to focus on the relationships, dynamics and situations going on in the present moment.

Back in the spring of 2013, the leadership team at Thrift Town and ReUselt were very focused on being present. We made time to listen to the needs of people in our growing companies. While being present, we learned that it was time to make some breakthrough changes and orchestrate some new ideas into our creative leadership team in order to continue to build for the future. We worked with our existing leadership team to help us bring on new leaders, new ideas and new opportunities.



(Front row left to right) Lynnea Conrad, Caroline Peach, Kevin Masterson, Karen Kassis (Back Row left to right:) Daniel Gonzales & Craig Lyon

Please join us in welcoming EIGHT of our newest leadership team members. Seven of these new leaders work at the Support Office in Roseville, California and one is our newest Thrift Town leader in Texas.

<b>Caroline Peach</b>	<b>TT/RUI Support Team:</b>	<b>Safety &amp; Risk Manager</b>	<b>April 2013</b>
<b>Karen Kassis</b>	<b>TT/RUI Support Team:</b>	<b>Human Resources Manager</b>	<b>April 2013</b>
<b>Daphne Davis</b>	<b>TT/RUI Support Team:</b>	<b>Human Resources Admin. Asst..</b>	<b>Aug. 2013</b>
<b>Heidi Cser</b>	<b>RUI Support Team:</b>	<b>Community Outreach Coordinator</b>	<b>Nov. 2013</b>
<b>Kevin Masterson</b>	<b>TT/RUI Support Team:</b>	<b>Training &amp; Development Manager</b>	<b>Dec. 2013</b>
<b>Craig Lyon</b>	<b>TT/RUI Support Team:</b>	<b>Compensation Manager</b>	<b>Dec. 2013</b>
<b>Daniel Gonzales</b>	<b>TT Store Manager:</b>	<b>Fort Worth, Texas</b>	<b>Dec. 2013</b>
<b>Jon Bluemel</b>	<b>TT/RUI Support Team:</b>	<b>GL Accountant</b>	<b>Jan. 2014</b>



We are fortunate to have these new leaders on our support and management teams! We look forward to continuing BEING PRESENT as a leadership team, and to build for the future by focusing on the opportunities of today.

(Center) Jon Bluemel, training with (Left) Donna Dean and (Right) Sean Keough ReUselt Sacramento, CA

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# RE USE IT IS EXPANDING TO THE LONE STAR STATE

-YOUR TRIO, JEFF, LANE & WENDY

**In Texas, everything is BIG! In an effort to support our six Thrift Town stores in Texas with top quality secondhand merchandise and exceptional customer service, ReUseIt is coming to Texas in a BIG way!**

With the support of our long-standing nonprofit partner, The Arc of Texas, plans are already well underway to transition the Household Recycling Service Program over to ReUseIt. All clothing & household donations will still be made to The Arc of Texas in order to continue to raise funding for their programs and services, but ReUseIt will now be managing all of the logistics of the Household Recycling Program through a contract with The Arc of Texas. Our ReUseIt Support Team is working on the details of the transition now, and with the help of our exceptional Thrift Town leadership team in Texas, we anticipate a seamless transition.

We will soon be adding scales to all Thrift Town stores in Texas in order to weigh all deliveries from ReUseIt. In addition, we will be upgrading Thrift Town store equipment in order to better receive carts of merchandise and ship out the waste stream. We plan to consolidate our recycling efforts with our waste stream in Texas in order to be more efficient and free up space in the stores.

Many of the ReUseIt support team will be making trips to Texas over the next several weeks and months to ensure the transition goes smoothly. We anticipate ReUseIt deliveries to begin late Winter or early Spring for all Texas stores, with on-site ReUseIt Donation Centers opening at the Thrift Town stores in early Spring 2014.

ReUseIt is fully committed to bringing its earned reputation of exceptional customer service to Texas. We thank David Lee, Heather Sumpter, and Alan Caico for their loyalty, dedication and hard work in making this important transition come to life! Also, advance "thank you" to Ashley Tapley for the work she's about to do to bring the ReUseIt brand to Texas! ReUseIt shares Thrift Town's mission of making a difference every day, and we are thrilled to have the opportunity to work together to ensure a BIG success in Texas!

## MARKETING MINUTE...

**Being Social is About Being Present & Active!**

We're Social!     

Our Thrift Town customers are absolutely alive and well on the social media networks Thrift Town is making sure we are not only present but actively engaging with our fans, friends & followers in every way possible. We are posting our sale alerts, photos and blog content daily on all social media outlets including Facebook, Instagram, Twitter, and Pinterest. We also read and respond to our customer posts on an on-going basis.

It is important we enable our unique Thrift Town personality and brand to shine through in all that we do and that is why it is so important we remain consistent with our social media presence and content. Please be sure to follow Thrift Town and "LIKE" us on all social media networks so you can stay 'in the know' with how we are being present with our very social audience.

Also, the Marketing Team introduced a new internal Thrift Town communication tool this month -- we call it the "Monthly Marketing Overview". We are sending this bullet-pointed outline out to all Thrift Town Store Managers the first week of every month for them to read & share with our crew. They will be posting this outline in the break room each month. The new "Monthly Marketing Overview" is just another way for us to communicate with our Thrift Town crew all of the internal and external Thrift Town marketing efforts, results and social stats each month. Please make a point to review the "Monthly Marketing Overview" each month in order to stay informed and BE PRESENT.

And yes, ReUseIt is stepping up our presence on the social networks as well, so be sure to follow and "LIKE" ReUseIt too! Thank you Gina Nielsen and Heidi Cser for keeping us PRESENT in the social media world! We LOVE to be social -- come join us!

-BY WENDY STEINMETZ,  
THRIFT TOWN/REUSEIT SUPPORT TEAM  
VP MARKETING

# NEWS FROM THE CREW...

## #1. THRIFT TOWN/REUSEIT SUPPORT:

Being present means not trying for the world record of task juggling. In a day and age where juggling is viewed as an admirable characteristic, the truth is, many things slip through the cracks when proper attention isn't being paid to the task at hand. Slow down, focus on whatever it is that is requiring your attention right now, and enjoy the one on one moment. Chances are, you'll save time in the long run not having to correct a mistake that was made while you were juggling.

-Gina Nielsen, Social, Public, and Media Relations

**#2. SAN LEANDRO, CA:** Being Present; tomorrow will always hold curiosities but it is the enchantment of today's possibilities which has me true to the present.

-Tony Carraballo, Assistant Night Supervisor

**#3. SAN FRANCISCO, CA:** There are few things that take precedence over being present at work. It is necessary because it is directly correlated with your overall performance in the workplace. The more often you are present and fully attentive in your duties, the better informed you become and the better your job performance is enhanced.

-Katelyn Nolcott, Floor Supervisor

**#4. ALBUQUERQUE, NM:** Being present to me means our feelings are calm, our mind is clear, and we know what's right for us and perform at our best. We know and accept that we're not perfect. We accept we have faults and own them. If we dwell in the past or future, then at that moment we are being robbed of the present. Being neutral and non-judgmental before taking action is the key to being present, positive, and at peace.

**#5. DALLAS, TX:** When I arrive at Thrift Town, I'm excited and look forward to being the best team player I can be. I'm always willing to provide the best support I can to meet the daily goals and Thrift Town's mission statement. It is important to be present both physically, and mentally during your scheduled time in order to be a team player, meet goals, and abide by our mission statements.

-Stella Ovalle, Retail Associate

**#6. FORT WORTH, TX:** Do you have your THRIFT TOWN attitude? How about that smile? Do you have your THRIFT TOWN look? Clean, bright, fun and organized is what it's about. Being PRESENT isn't just a physical thing, it's a mind thing too! So are you just present or are you THRIFT TOWN Present? -Laura Herron, TBR Pricer

**#7. N. RICHLAND HILLS, TX:** Being present means not just showing up. Being present means having a pep in your step, being interested in everyone and everything going on around you, and contributing to the daily and weekly goals of Thrift Town. Being present makes you a positive member of your Thrift Town team! -Brenda Reid, Store Manager

**8. ARLINGTON, TX:** Not to worry about things that have already happened that you cannot change. Worrying about things to come that have not happened. Being Present is: What is happening right now and what we are doing in that moment. -Angela Burgess, Store Manager

**#11. EL SOBRANTE, CA:** Being present at the register while ringing up our visitors is our last chance during their stay to leave a lasting impression and we need to make it a positive one. We achieve this by interacting with them as if we were talking to a friend, looking them in the eyes and greeting them, asking how they are, listening, giving information of upcoming events, and by making them feel like their visit is valued. We are not machines doing a job with no emotion. We all thrive from emotional interaction and we never know how us being positive and FRIENDLY can change a person's day. -Tamra, Josselyn, Becky, Retail Supervisors

**#12. SAN ANTONIO, TX:** As a leader being "present" or engaged in the conversation is very important to the person you are in the conversation with! -Allen Walter, Store Manager

**#13. SACRAMENTO, CA:** Being present everyday at Thrift Town is always rewarding. You have great teamwork and respect between crew members who desire to see everyone succeed in their chosen areas. Customers are happy to see you each day, and seeing their faces light up as soon as they walk into the store is always rewarding. Our goal is to leave the customer with a lasting impression that will keep them coming back time and time again. -Dominic Kemp, Retail Associate

**#14. SACRAMENTO, CA:** Present: A moment or period in time perceptible as intermediate between past, future, and now. Sac 14 Thrift Town Crew are present! -Debra Miller, Store Manager

**#15. AUSTIN, TX:** To be present is to place your attention entirely to the task at hand. Also, to be aware of the needs of all co-workers and customers as well as placing yourself in any position needed in order to help your Thrift Town family be the best they can be. -Amber Myers, Women's 1 Clothing Pricer

**#17. FREMONT, CA:** Being present at Thrift Town starts my day with a sense of unity. We work together as a team to reach our common goals and end our shifts with different aspects of accomplishment. We are constantly continuing our growth as individuals, co-workers, and as an establishment bringing Thrift Town to its full potential. Being at Thrift Town can be compared to being a part of a community. Each person present serves different roles and functions necessary for the survival of its being. Directly and indirectly, we come together to achieve our goals. Like pieces to a puzzle, we are all vital to complete the bigger picture. -Cindy Salinas, Asst. Floor Supervisor

**#19. CARMICHAEL, CA:** It is important to be present to assure everyone is on task. Also to know things are getting done in a safe manner. -Katrina Milner, Resource Pricer



## So are you just present or are you THRIFT TOWN PRESENT?

-Laura Herron, TBR Pricer Ft. Worth

**STEPPING UP!**  
Thrift Town & ReUseIt create lots of opportunities for crew member advancement within the organization. We love to see crew members grow professionally and personally.  
Here's a look at who has Stepped Up between 10/28/2013 - 1/29/2014

Store	First Name	Last Name	Promotion Date	Previous Job Title	Current Job Title
4	Tiffany	Sanchez	11/18/2013	Asst. FL Sup	Floor Supervisor
7	Eric	Quiett	11/4/2013	Retail Associate	Asst. FL Sup
RUI/SAC	Sean	Keough	10/28/2013	Driver	Lead Driver
RUI/ALB	Danny	Lugo	12/29/2013	Donation Attendant	Lead Donation Attendant

