

January 7, 2010



Member News

[Linda Johnson Wins Citizen of the Year](#)
Village True Value,
Western Springs, Illinois

Sharp Tips



[Merchandising to Sell More](#)

A few pointers on how to improve profitability and sales in your store.

Pricing Survey

[Plumbing Supplies](#)

Classifieds

View the latest MHA Member [classified ads here!](#)

Obituaries

[Dale Johnson](#)
Navarre True Value
Wayzata, MN

2010 MHA Honor Roll

The Midwest Hardware Association would like to recognize the following member stores who have now joined our 25, 50, 75, and 100 Year Club in 2010.

100 Year Club

Doerre Hardware, Inc. - Spring Green, WI

75 Year Club

Jerry's Ace Hardware - Kenyon, MN
Ladner's Hardware, Inc. - Granite Falls, MN

50 Year Club

Ace Sauk Prairie - Sauk City, WI
North Heights Hardware, Inc. - Roseville, MN

25 Year Club

Ace Hardware of Appleton, Inc. - Appleton, WI
Buikema Ace Hardware/Hobson W. - Naperville, IL
Dunseith Hardware Hank - Dunseith, ND
Hackensack Lumber & Hardware - Hackensack, MN
Harry's True Value Hardware - Franklin, WI
Karlstad Hardware Hank - Karlstad, MN
Le Sueur Trustworthy Hardware - Le Sueur, MN
Lumber Mart, Inc. - East Grand Forks, MN
Marengo Ace Hardware - Marengo, IL
Mount Horeb Do it Center - Mount Horeb, WI
Terry's Ace Hardware - Rosemount, MN
Townline Sports - Manitowish Waters, WI
Wright Do it Center, Inc. - Sparta, IL

These stores join over 300 other MHA members with continuous membership of 25 years and over. For a complete list of all stores, [click here](#).

Bob Aiken Plumbing & Electrical Sessions Return to MHA

Two of the most profitable departments in your store are Plumbing and Electrical. These days you may be running on a lean staff, and everyone in the store MUST be familiar with these two very important departments.

Bob Aiken is the Hardware Industry's most renowned Plumbing and Electrical HANDS-ON sales trainer. Do not miss this opportunity to have your entire staff learn the Hands-On way.

Quick Links

[MidwestHardware.com](#)

[MyLocalHardwareStore.com](#)

[RetailFinancialServices.biz](#)

[Join Our Mailing List!](#)

For details on upcoming sessions March 8-9 and 11-12 in Wisconsin, [click here](#). Watch for information on sessions this fall in Illinois, Minnesota, and South Dakota as well.

Pledge Deadline Nears For My Local Hardware Store!

Time is running out...but it's still not too late to sign-up for the 2010 My Local Hardware Store!™ campaign airing this summer on the Minnesota Twins Baseball Network.

This campaign is open exclusively to members of the MHA. Its focus is to remind the hardware-buying public that, compared to the big boxes, their best shopping value is the service, convenience, product knowledge, and home-town commitment found at their local hardware store. The importance of this unique message can't be overstated, as we spell out the many advantages you have over the mega-chain store retailers, without ever mentioning product or price.

Excitement is growing for the 2010 season as the new Twins ballpark is predicted to be a complete sellout once tickets go on sale to the public. However, any MHA member store pledging to the My Local Hardware Store!™ campaign will be given exclusive access to purchase additional tickets. Your participation assures you a seat in the new ballpark.

A brochure with complete details about the 2010 My Local Hardware Store!™ campaign on the Twins Radio Network can be found [here](#). If you haven't yet enrolled, please act quickly as we must hear from you by January 31, 2010, to include your store in this campaign. To complete your pledge, or to answer any questions about this exclusive association member-only benefit, please contact Roger Siskoff at the MHA.

What's Up Doc?

by Doug Johnson, MHA General Counsel & Wisconsin Lobbyist

As we start a new decade, the Green Bay Packers are in the playoffs, the UW Badger football team has won another bowl game and looks ahead to even better seasons, and the UW Badger basketball team (men's) is nationally ranked and getting better with each game. So what else is going on? Plenty. State House elections are only 11 months away with majority parties in both Houses up for grabs and the race for Governor carries national significance. The state's economy remains weak and makes budget balancing a tough job as health care costs rise and an unemployment compensation system bleeds red. Maybe state politicians should look to no nonsense coaches who seem to be getting the job done.

[read more](#)

Sales Trends - November 2009

Here are the most recent Illinois, Minnesota-Dakotas, and Wisconsin hardware store sales trends, gathered from association members using the MHA's monthly accounting service. The figures derived for each region includes sales data from the following number of stores:

Illinois - 30 stores
Minnesota-Dakotas - 14 stores
Wisconsin - 93 stores

	Month	YTD
Illinois	-9.03%	-5.02%
MN-Dakotas	-14.46%	-1.98%
Wisconsin	-9.53%	-6.05%

COBRA Subsidy Extended

On December 21, 2009, President Obama signed the Fiscal Year 2010 Defense Appropriations Act. The new legislation expands the COBRA subsidy program in three significant ways.

[read more](#)

MHA Coupon Redemption Service

One of the most popular and widely-used of the many MHA member services is our Coupon Redemption program. This great member benefit is simple to implement and easy to use. Many stores find that with this program alone, they more than re-coup their annual dues investment.

SAVE MONEY

Stop losing profits by tossing coupons. This service is free with your MHA membership and has no sign-up fees.

SAVE TIME

No more trimming, cutting, or sorting of coupons. Just mail them in the same way your customers presented them at your store.

SAVE HEADACHES

Reduce chargebacks with a program chargeback rate that is 15% lower than the national average!

There's no reason not to take advantage of this great benefit available through your MHA membership. To find out more [click here](#), or call Roger Siskoff at the MHA office.

Tips, Trash, & Treasures

by Roger Siskoff, MHA Director of Member Services

Costello calls to buy a computer from Abbott

To fully appreciate this, you have to be old enough to remember Abbott and Costello, and too old to really understand computers. For those of us who sometimes get flustered by our computers, [read on](#).



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