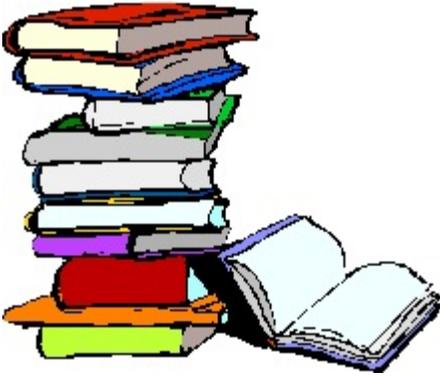


WHAT I'M READING



Hobby Lobby, the crafters superstore, actually got its name from its meager beginnings. After learning the retail ropes working for a Five and Dime company, David Green and his partner took out a \$600 bank loan and started manufacturing wood frames on the side. They eventually rented a 600 sq. ft. space with a lobby in the front. The frame production went on in the back and the front “lobby” was devoted to merchandise for crafters and thus “Hobby Lobby” was born. That was in 1972 and as of 2005, they had 300 stores in 27 states.

David Green, the author and entrepreneur behind Hobby Lobby wrote the book *More Than a Hobby* to chronicle his retail story which includes both successes and failures. The book is a quick read and very inspiring. He, like so many of us, started his “dream” in a small space on a shoe-string budget with a lot of faith and hope. He started with a vision and a feeling of what customers wanted and he put his time and energy into making it happen, while working a full time job and supporting a growing family. In fact, he even had his children gluing together frames at night...can anyone relate to this story besides me? It brought back visions of my seven and four year old “helping” me paint my newly purchased consignment store eighteen and a half years ago!



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The author practices very basic merchandising principles and shares the four “Keys” to his store’s appeal:

- ① Orderliness
- ② Spaciousness
- ③ Helpfulness
- ④ Ambience

The author also has recommended practices scattered throughout the book in text boxes, one of my favorites being:

“If you never clean out slow-moving stock, you will eventually strangle yourself.” And isn’t that true? If it has not sold in 60 to 90 days, it’s not going to and it just makes the rest of your merchandise look bad. So donate on a regular basis and don’t hold back! Green says that at Hobby Lobby, they will lose money on bad items before they let them hang around too long. As merchants we must keep goods moving!

The book is worth the read for the merchandising philosophies, small business inspiration, and to know all the good that the Greens do with their profits. Before I read the book, I had never been in a Hobby Lobby so I sought one out and went in just to see it for myself and found it very impressive and appealing. ♻️