

# Madness

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Ins: The Grand Cafe Coffee House, The Basketball Court, Something Wood, The Nail Source and Shoe Carnival. Out: Cargo Express, Carousel Kids. But despite the upheavals, downtown Farmington retains the small town flavor that appeals to shoppers who don't like the traffic and fast pace of the nearby Twelve Oaks Mall, West Oaks I and II and Novi/Town Center.

Highlights of the Moonlight Madness Sale include: sidewalk bargains, a giveaway of 150 Civic Theater passes, a chance to register for a \$300 drawing set for April 20, chances to win \$700 in Mad

Money redeemable at any of the participating stores or services, free hot chocolate and coffee. Ask the Experts booth from 9 a.m. to 11 a.m. in the Village Mall and at the Civic Theater Lobby for the chance to meet and grill local civic, health, design and business leaders.

Farmington's Downtown Development Authority has also been active in promoting the business district. Director Judy Downey organized a summer Farmer's Market which runs Saturdays through October, as well as summer and winter fairs and carnivals.

# Nordstrom

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lines priced moderate to couture, the store also has a cosmetic department and a full-service spa featuring herbal body wraps, manicures and aromatic facials. There is no beauty salon. A small Gift Gallery has crystal pieces, tableware, and ceramics.

There will be three restaurants within the store — a London-style pub, a Sandwich Cafe, and The Garden Court, featuring American cuisine. Coffee is available for 25-cents a cup in the restaurants, refills are free.

It takes three Nordstrom stores to sustain a Rack shop — that's a Nordstrom outlet. If the Somerset North store does well, there are plans to add five more Michigan locations.

The company's sales in 1995 were \$4.1 billion, up from \$3.9 billion in 1994.

On Wednesday, Aug. 14 from 7-10 p.m., Nordstrom will host an evening of buffet dining, dancing to the music of the Peter Dinklage Orchestra, and a designer fashion extravaganza at the new store to raise \$250,000 for projects of the Junior League of Birmingham, the Junior League of Detroit, and The Metropolitan Detroit Chapter of The Links, Inc.

The charities have designated the following programs as fund recipients: The Children's Home of Detroit; Institute for Trauma and Loss in Children; The Museum of African American History; and Families Involved Together.

There are seats for 2,500 guests at the gala, tickets are \$100 per person. For ticket information call (810) 646-2115.

# Expert

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the salesperson responded that a thank you was printed on the sales receipt.

A verbal greeting, eye contact, a smile, and attentive body language indicate to a customer that his business is important to the retailer, Wold emphasized.

"I advise retailers to spend more time communicating with their staff so associates feel a part of the organization," she said. "Hold weekly staff meetings and appoint one of the staff members charge of the agenda."

Eric Willingham of Sibley Shoes at Northland said he holds quarterly staff meetings, but after hearing Wold, he plans to begin monthly meetings with a staff member at the helm.

At the Pretzel Peddler in West-

land, owner Mary Tombrilla said weekly meetings are already part of the routine. That could be one reason this family owned business has grown to 11 locations over 25 years.

"Yes, you must make employ-

ees feel like part of the business," she said. "You have to spread this energy and enthusiasm because your employees are a mirror of the company. We hire a lot of college kids and we instruct them about the way to treat a customer."

Creating an exciting retail envi-

ronment is another must for the modern retailer, according to Wold. She cited the Nike Town Store in Chicago on Michigan Avenue as the ultimate merchandiser with basketball hoops and portable cash registers in the store. Once she stood across the street from Nike Town taking an informal survey, she noted that 85 percent of the customers leaving the store were carrying packages.

This bit of information lit a fire in Deron Washington of The Tie Box at Northland. He couldn't wait to get back to his store.

"Wold inspired me to think about the creativity of your store, to make sure it's inviting so it makes shoppers want to buy something," he said. "It's all about having more enthusiasm with the customers and motivating the whole staff. It's almost the year 2000, so you've got to change."

Wold's message was positive reinforcement for Judi Colorio of the Modern Woman, formerly the "Woman's World," at Westland Shopping Center.

"At Modern Woman customer service has always been number one," she said. "I'm going back and find out my staff's strengths so I can put them to better use."

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