

Accessories Resource Team Bulletin

ONE GOOD IDEA

By Sharon Davis, Executive Director
Accessories Resource Team

Sometimes it is really hard to measure the benefits of belonging to an industry association, particularly one structured like the Accessory Resource Team (ART). Networking is fine, but let's face it. Social events are a dime a dozen. Few companies are spending lavishly these days. In this down economy, businesspeople are looking for measurable return on every investment, no matter how small that investment might be.

All expenses, association dues included, are being scrutinized. I imagine it is tempting to drop out of these organizations and save the money. Trouble is, you probably won't be saving a dime. It could actually cost you in the long run. One of our esteemed board members, Alan Galbraith, President of Corbett Lighting, hit it right on the head at a recent strategic planning session.

"If I come away from an ART event, seminar or conference with just one good idea that helps me in my business," he said, "my ART membership has paid for itself."

One good idea. The concept is so elegantly simple that it is easy to miss. Look at it this way. One trip to High Point, Dallas or any market venue, at least \$1,000. One month's overhead: Many thousands of dollars. One good idea that makes a huge difference in your business today: Priceless.

Making sure our members are getting good ideas is ART's mission and passion. Whether it's one good new advertising idea that could really work well for your store, or one powerful new merchandising idea, or a new approach to hiring and training, our members are getting a constant flow of the latest and greatest thinking shaping the home fashion industry. Your industry!

□

You get one, you give one . we are all partners in this industry. We can convince the consumer that sprucing up her home with lighting and decorative accessories is a good idea. You get one, you give one . you get out of it what you are willing to put into it. Home furnishings is a relationship business. The relationships form a bridge, from supplier to source, source to rep, rep to retailer, retailer to the consumer. Ideas that lead to greater consumer satisfaction will ultimately produce improved sales and earnings for all ART members. So come get one good idea. Or offer one of your own. You'll gain either way. ■

Content courtesy of Home Lighting & Accessories magazine
www.homelighting.com

You found this article at

www.accessoriesresourceteam.org