

Product Sales Report
National Leadership and Education Conference
July 18 – 23, 2016 in Tucson, AZ

As my first time in charge of Product Sales, it was a busy week. Upon arriving and after time to eat, I headed to the Veterans Mall location to count the Proforma products. Kathy Andras and I began this, then Bobbie Morris came in to help. **What I learned: The two boxes from Proforma were nicely separated and a price list was available but I think it would have been easier if the boxes had been rearranged and labels placed on each section because the item and location were confusing because of multiple “alike” items.**

I knew from past experience that once the Mall was opened each morning, the table would be busy, so I tried to arrive early each day to put the display out. **What I learned: Being early does not help. If someone is at the table, people think you are open for business.**

Tuesday morning as we opened for business, Bobbie Morris brought a box of beaded items, mostly key chains that she was donating. These were well accepted and completely sold out at \$2.00 each by Friday evening. Some patches and bumper stickers were also donated by an Arizona chapter which we sold for \$1.00 per item.

Even though I had some problems with swiping the credit cards, it worked well enough that we made \$830.00 in card sales. Cash sales came to \$1762.00. Overall it was a learning experience, but I believe it went well.

There are some things I will do differently.

1. I find that trying to keep a running tally of sales is almost too much, so, maybe a daily inventory at closing would be best.
2. One issue we had, was with the sales of multiple pins and patches, it would have been nice to have zip-lock bags or something to put the multiple sales into.
3. Anyone wanting items held for them needs to notify **me** directly about what they want. There were several who had lists of things that were added to over the week and it was hard to keep things straight.

All in all, we did well and I want to thank all those who helped at the table: Casey Ferrell, John Birch, Percilla Newberry, Diane Nicholson, Bobbie Morris, Susan Henthorn and Nancy Rekowski. Thank you Bobbie for the beaded items. Thank you Kathy for helping count the inventory and keeping the “bank” running smoothly.

	# items sold
key fobs	20
bracelets	19
gear tags	20
lighters	26
neckcords	5
anniversary pins	92
anniversary patches	17
life member pins	18
life member patch 4"	11
life member patch 8"	4

member pins	26
member patches	21
together always pins	24
together always patches	27
notepads w/pens	58
AVVA bags	3
small AVVA flags	12
large AVVA flags	6
AO teardrop pins	100
calculator notepads	9
mini-portfolios	20
life member pins	18
umbrellas	7
AO challenge coins	10
AVVA-VVA challenge coin	9

Inventory as of 9/10/2016

AVVA flags	40
AO coins	327
AVVA-VVA coins	454
AO pins	740
15th Anniversary patches	57
umbrellas	5
lighters	12
Associate pins	27
life member pins (imperfect)	4
blue-member patches	11
red-member patches	10
Together Always patches	51
Together Always pins	27

Submitted

Cecilia Essenmacher
National Product Sales Chair