

Heart of Ohio Antique Center
America's Biggest & Best Antique Mall
4785 E. National Road, Springfield, Ohio 45505 (937) 324-2188
www.heartofohioantiques.com

February 16th, 2010

Dear Dealers,

Anybody want to go ground hog hunting? I think we have a bone to pick with old Punxsutawney Phil and Buckeye Chuck. I know I'm tired of looking at, shoveling, plowing, snow blowing, and dealing with snow. Of course the weather has affected our sales during the first half of the month but the good news we have been open for business every day. As a matter of fact I'm pretty sure we have been open at least 4 to 5 more days than our competitors this month. When the weather has cooperated sales have been fantastic. Last weekend you couldn't find a parking space in the lot and sales were very strong. Let's work together to end the month on a positive note and hopefully Mother Nature will be kind to us.

ATTENTION ALL DEALERS! Our 12th Year Anniversary and Customer Appreciation Promotion is scheduled for Saturday & Sunday March 6th & 7th. Once again we will offer our customers, dealers, and employees a 15% discount on every item in the mall, excluding Internet Sales Department merchandise and Ramona's café purchases. Mr. and Mrs. Knight will once again give dealers a 5% rebate of the commission charged by the Heart of Ohio during this event to cover the additional discount.

I know the weather has not been very cooperative in allowing dealers to get here to stock for this event but please take advantage of the good weather days when they occur. We need all dealers to participate and have their booths and showcases looking sharp and fully stocked. This is a huge opportunity to sell large amounts of inventory and even purchase a few items for yourself! This would also be a great time for dealers to purchase reference books or needed dealer supplies such as Feed & Wax, Restor-A-Finish, plate stands, and other merchandise display items from our book and resource center. Unfortunately we cannot discount dealer price tags because we are already selling them to you at cost. Here are a few helpful hints to maximize your sales during this event:

- Clean and organize your merchandise and displays to give them a fresh, exciting, look.
- Replace worn or faded tags with clean new ones so merchandise looks like it was recently stocked.
- Bring in some fresh exciting merchandise to spice up your booth.
- Take advantage of the 5% commission rebate and the dealer sales incentive bonus to give deeper discounts on merchandise that has been here for a while or that has fallen out of favor with collectors.

The last two times we have done this event it has been well received by customers and dealers alike. We have experienced sales volumes like those of May and September Extravaganza weekends and this event always brings in new customers to the Heart. Together we will make this a fun, exciting, and profitable event for all!

Sincerely,

Earnest Jarrell,
General Manager

Missing: Attention dealers, we need your help. Someone in need of a trailer borrowed Mr. Knight's 5 x 8 cargo trailer, (without permission), in the middle of the night from his warehouse and has yet to return it. So if in your many travels to and from antique malls, auctions, and shows you happen to spot a 5 x 8 enclosed trailer with Knight's Antiques on it, or even hidden under new paint job, please give us a call at the Heart. Bruce is offering a reward for the location of the trailer. Thanks so much for your help.

Upcoming Antique Events

- **February 20th & 21st Scott Antique Show Columbus, OH**
- **March 6th & 7th HEART OF OHIO ANTIQUE CENTER 12TH YEAR ANNIVERSARY & CUSTOMER APPRECIATION WEEKEND---15% off every item in the mall! Will your display be ready?**
- **March 7th Mod-tiques Car Show at the Clark County Fairgrounds**
- **March 19th – 21st Springfield Antique Show at the Clark County Fairgrounds exit 59 just 2 miles west.**
- **March 20th SPRING BEGINS...OH YEAH!!!**
- **March 27-28 Scott Antique Show, Columbus, OH**