HARDLINES
Strategies
Blish-Mize
DISTRIBUTING RETAIL PROFITABILITY
SPRING 2015, VOL. 15, 1

A Bright Idea

Quinter Building Material Company Sees Big Savings, Thanks to New LED Lighting

Page 6

Also in this Issue:

Who We Are; Who We Aren't *Page 4*
Market Preview *Page 26*
How Do You Go to Market? *Page 34*

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We are large enough to secure a variety of products at great pricing for our customers. Our servicing area covers the heart of the Midwest, to the Rocky Mountains, to the Great Southwest. We work closely with our vendor partners, just as much as we do with our customers, to get the right products to you when you need them.

In fact, one of our retailers, Bill Wilgers of Palmer Lumber & Hardware in Palmer, Kansas, recently commented, "You can set your watch by Blish-Mize trucks and their delivery times."

Turn to Page 14 to learn how Blish-Mize helped Bill and his wife, Sharon, expand their business by building a new building that more than tripled their showroom square footage.

Our Spring Market, which will once again be held at the Overland Park Convention Center in Overland Park, Kansas, on March 20-21, 2015, looks to be another excellent opportunity for our customers, both big and small, to capitalize on the best prices of the year, meet new vendors and see new products.

We hope you take advantage of our SmartBook, which is customized to each individual store and built to save you time and money. You'll receive your information on your SmartBook once you've registered for the market.

Last fall, we installed Titan LED fixtures in our offices and distribution center. We are seeing a 40- to 50-percent reduction in our monthly electrical bills. With continued savings like this, we can pass along additional savings to you, our customers. We hope you'll take a look at the Titan booth at the market and schedule a no-charge lighting estimate for your store. The savings are well worth it.

If you want to hear more about the switch from another retailer, check out the story on Page 6 to learn how Quinter Building Material Company continues to save on its monthly electric bill, thanks to new LED lighting installed at the store several months ago.

Whether you are trying to grow your business to include a new store, just want to add a new product category or feel like you can thrive and grow with what you currently offer your customers, we will support you in any efforts. If you ever have any questions or comments about your business or ours, feel free to drop me a note at jonathan@blishmize.com.

Jonathan D. Mize
CEO and President

HARDLINES **Strategies**

Contents

Who We Are and Aren't. . . . pg. 4

Customer Feature. . . . . pg. 6
Quinter Building Material Company is saving with new lighting from Titan LED.

Customer Feature. . . . . pg. 14
See how Blish-Mize helped Palmer Lumber & Hardware expand its store.

Customer Feature. . . . . pg. 20
Tanco Lumber turned an old office building into a unique second store.

Customer Feature. . . . . pg. 24
After a devastating tornado, Blish-Mize helped Beaver Hardware rebuild.

Market Preview. . . . . pg. 26
It's time to prepare for the Blish-Mize 2015 Spring Buying Market.

How Do You Go To Market? . . . . . pg. 34

On the Cover:
Allan Dinkel of Quinter Building Material Company in Quinter, Kansas.

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Blish-Mize

Who We Are	Who We Aren't
Just the right size. We're big enough to offer our customers everything they need, and small enough to know them by name.	Too big to know our customers on a personal level. Our retailers are more than a number to us—we know their names, their businesses, their customers and their products.
A family-run company for more than five generations. Blish-Mize was founded in 1871 by three brothers-in-law and has been a family-owned company ever since.	A group of shareholders who may not know as much about the company. Our employees are well-versed in the importance of delivering reliability and profitability to our customers.
Large enough to offer our customers a variety of products at great prices. We can help our customers find exactly what they're looking for, and we pride ourselves on prompt store deliveries.	Too small to offer a wide variety of products. We can help you find what you, and your customers, are looking for.
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A Bright Idea

New LED Lighting Saves Retailer Money, Brightens Up Store

When a couple of members of the Blish-Mize sales department suggested to Allan Dinkel that he install new Titan LED lighting in his store, it wasn't a hard decision for Dinkel to make. "First, our territory manager, Scott Hagerty, told me about it," says Dinkel, owner of Quinter Building Material Company in Quinter, Kansas.

"Then his regional manager, Brad Uhrmacher, mentioned something as well. Our lighting was old and out-of-date, to the point we couldn't even find bulbs to fit in our fixtures anymore, so it was a no-brainer for us to add the new lighting system."

Installing the New Lighting

Dinkel worked with Hagerty and Uhrmacher, as well as with Titan LED, to have an audit done of his store so he could get an estimate of how much the work would cost and what would be involved.

To install lighting throughout the 2,800-square-foot store would cost about $6,400, he was told, and he would save about 62 percent on the lighting portion of his electric bill, also eliminating fluorescent burnout and ballast replacement costs.

Dinkel was quick to sign off, and then his sales associate, Trevyn Wolf, installed the lighting in the store. The installation took about two days.

Owner Allan Dinkel, left, recently purchased new LED lighting for his store, and his sales associate, Trevyn Wolf, right, installed the new fixtures.

The store's floor space was doubled during its expansion about five years ago. Blish-Mize handled the reset, which took about three days.

"Trevyn used to work as an electrician, so he knew exactly what do to," Dinkel says. "It was a fairly simple install, but having someone with Trevyn's experience and knowledge was definitely helpful."

And the savings? Dinkel says he saw it on his electric bill the very first month after the new lighting was installed.

"We're very happy with it," he says. "It's a lot lighter and brighter in our store now—at least 30 percent brighter, I think. The new lamps are directional, so you can rotate them in the fixture and have them focused exactly where you'd like them."

Customers have noticed the changes, too. "We didn't tell anyone we put in new lighting, but they notice," Dinkel says. "Quite a few have come in and looked around and commented on how much brighter it is in the store. We even have some contractor customers who are now considering it for their businesses."

Bigger and Better

The recent install of Titan LED lighting certainly wasn't Dinkel's first positive experience with Blish-Mize. He's worked at the store for 30 years and owned it for the past seven. Just a couple of years after he and his wife bought the business, Blish-Mize suggested an expansion.

"Another hardware store in town had just closed, and they came to me and suggested we expand," he says. "I was a little wary at first—I'd just taken over ownership of the business—but I agreed to it."

He's glad he did. Blish-Mize employees came out to the store and drew up plans that included doubling the floor space in the store.

"They showed us what products we should add and how the new layout would look, and they ordered new shelving and everything," he says.

"They did the reset in about three days," he says. "It was a trouble-free process for us."

Dinkel saw results quickly, with his sales tripling in the days that followed.

Continued on Page 10

Adding Titan LED Lighting in Your Store

Want to save some money on your electric bill? Consider adding LED lighting to your store.

Blish-Mize recently partnered with Titan LED, a California-based manufacturer specializing in energy-efficient LED lighting.

Titan LED first replaced the lighting in the Blish-Mize corporate office and the distribution center, and LED lighting is now available to all Blish-Mize retailers who wish to install it in their stores.

LED lighting is more efficient, so it saves money on monthly electric bills and offers a lighter, brighter glow. This type of lighting generally lasts about 10 times longer than traditional bulbs, too, so it lessens the amount of time and money spent on maintenance and replacing bulbs and tubes.

The first step in the partnership between Blish-Mize and Titan LED was to bring the lighting to Blish-Mize's corporate office and warehouse.

The new fixtures that have since been installed provide a truer, more efficient lighting system than the traditional fluorescent bulbs that were previously in place. Plus, the company is seeing savings of 40 to 50 percent on their monthly electrical bills.

Blish-Mize-trained lighting personnel will also be at the Spring Buying Market to talk with business owners about the benefits of converting to LED lighting. They can tell you more about this kind of lighting works, what's involved in the conversion process and what the estimated cost of a conversion might be for you.

In addition, they can also let you know if there are any savings available through local utility companies or tax credit programs. Blish-Mize even has a leasing program that you can use to finance the cost of the conversion.

If you're interested in learning more about installing LED lighting in your store, stop by the Titan LED booth (#517) at the market or talk with your sales rep about setting up a no-charge lighting estimate.

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Blish-Mize

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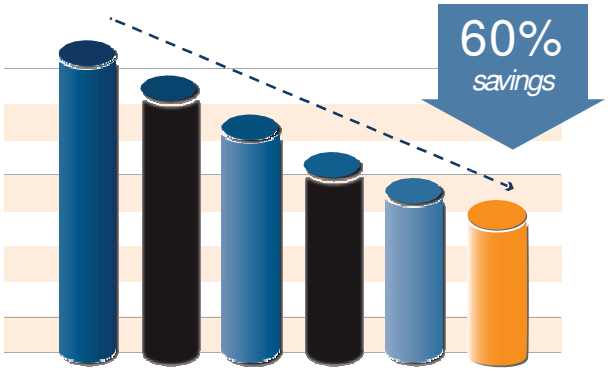
- Is a much healthier alternative to traditional lighting versus many mercury-filled products
- Seldom needs to be replaced, since it provides a lifespan 10 times longer than traditional lighting

Why should you partner with Titan LED? We've helped thousands of businesses achieve lower energy bills and ongoing cost savings while brightening their environments with our innovative LED lighting solutions. Plus, we're committed to American standards, American quality and American manufacturing.

LED vs. Fluorescent Lighting

LED Lighting	*Fluorescent Lighting*
Provides steady, constant light (natural white or cool white)	Suffers from frequent flickers and buzzes (yellowish)
Stays cool even if left on all day	Heats up to dangerous temperatures
Made from environmentally safe materials	Contains mercury and phosphor
Uses less than half the power	Uses double the power
Rated at 100,000+ hours	Lasts from 7,000-10,000 hours
Offers ongoing savings (lower energy bills, no maintenance, no ballasts, reduced cooling costs)	Does not offer ongoing savings
Maintains its light output	Loses 30% of its light output in its first 1,000 hours of operation

Average Savings in First Year



TITAN LED clients saw an average of a 60% drop in their lighting energy bills.

FIND OUT MORE!

Stop by the TitanLED Booth #517.

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Continued from Page 7

"They put a lot of comfort in me that it would work, and it did," he says.

Today, the store boasts paint and lumber as its strongest departments, although Dinkel says he also does well in hardware, electrical and plumbing. "They are all good departments for us."

Along with good pricing, customer service and product knowledge, he has the benefit of being one of the few local hardware stores in town. The closest big-box stores are about 50 miles away.

"I have people who visit those stores to look at different products, and then they'll come back and buy from me," he says. "I think it's just the small-town way of doing it.

"People in small towns tend to be very price-sensitive," he says. "I have customers who come in to my store from about a 40-mile radius. We are lucky to have some very loyal customers."

Since installing LED lighting throughout the 2,800-square-foot store, Dinkel has seen savings of over 60 percent on the lighting portion of his electric bill.

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Working With Blish-Mize

It's reflective of his feelings about Blish-Mize, which Quinter Building Material Company has been a part of for as long as Dinkel can remember.

"They care about their customers and have great ideas," he says. "They can do anything you need them to do for you and your business. They help us keep up with our pricing and make sure it's competitive, and they can answer any questions we have.

Dinkel says Blish-Mize also brings to the table plenty of knowledge for business owners who work in small towns like his.

"We are in a small town, but so are most of their customers, so they know what's good for us and can provide great advice," he says. "And they offer personal service."

He says Hagerty, his sales representative, stops by regularly, and Brad Uhrmacher comes out to the store a couple of times each year. He appreciates their efforts to stay in touch and their willingness to help however they can.

"They're both very personable," he says. "I can call Scott Hagerty at any time, day or night, and he will always answer the phone."

Dinkel says the expansion shortly after he and his wife bought the business really helped him feel confident about his decision to work with Blish-Mize—not that he'd had any doubts.

"I was going through growing pains as a new owner, and there was a lot happening at the time, but they assured me this was the right way to go, and they were right on. They helped us triple our business—we know they're pretty good."

—Allan Dinkel, owner of Quinter Building Material Company

"Blish-Mize has always been No. 1 to us," he says.

"I think the biggest thing is how much they helped us expand our business a few years ago," he says.

"I was going through growing pains as a new owner, and there was a lot happening at the time, but they assured me this was the right way to go, and they were right on.

"They helped us triple our business—we know they're pretty good," he says.

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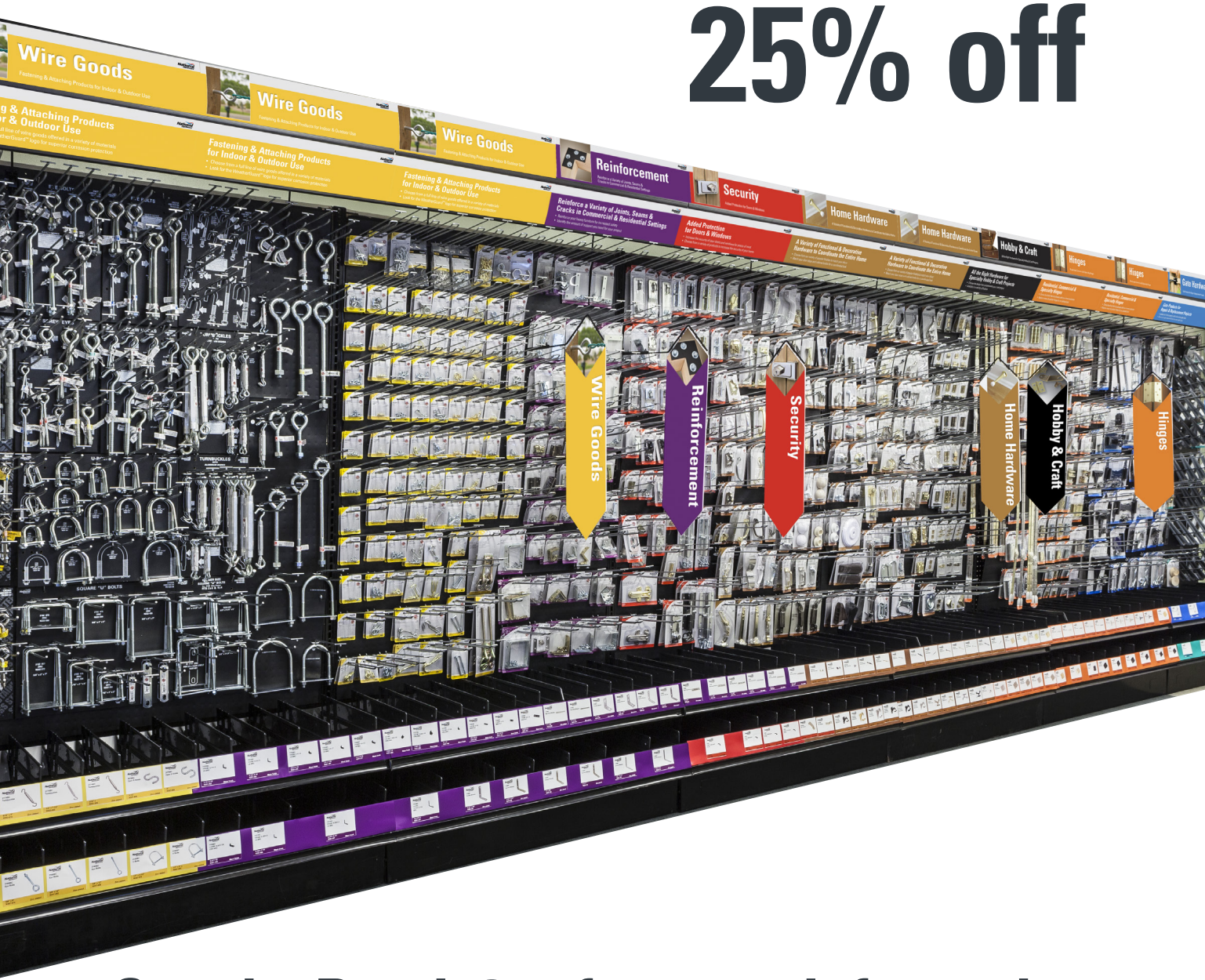


Stop by Booth 314 for more information

Expanding the Business

Blish-Mize Helps Kansas Retailer Build New Store

One rainy afternoon in 2012, Bill and Sharon Wilgers stood with their Blish-Mize sales representatives outside their store, Palmer Lumber & Hardware in Palmer, Kansas, looking over the building and thinking about the next step they wanted to take for their operation. "We stood there, looking at that old building, and we decided we needed to tear it down and build a new one," says Sharon.

Sharon and Bill Wilgers purchased Palmer Lumber & Hardware in 1992.

"We'd talked about remodeling, but after some talk with the Blish-Mize team, we decided to build a new building."

A Fresh Start

The old building, which the couple had worked out of since they began managing the store in 1991—they purchased the business the following year—had a 700-square-foot showroom and only two aisles.

"We got a lot of product in there, but we had stuff crammed in every nook and cranny," Bill says. "At shows, a vendor would show us a display and tell us how it would make a great endcap, but we had no room for endcaps."

It took about a year and a half for the new construction to take place. Blish-Mize worked with Bill and Sharon to plan out the layout of the new building, including where the office, breakroom and restroom space would go, and which part would serve as the showroom. "Blish-Mize came in and helped us with shelf layouts and decided how to best merchandise our products," Bill says. "We had a lot to think about—which way the shelving would run, how tall it should be, that sort of thing."

At the suggestion from their sales representative as well as their regional manager, Brad Uhrmacher, the couple visited a few other local Blish-Mize retailers to get some ideas for the new layout. "That helped us a lot," Bill says.

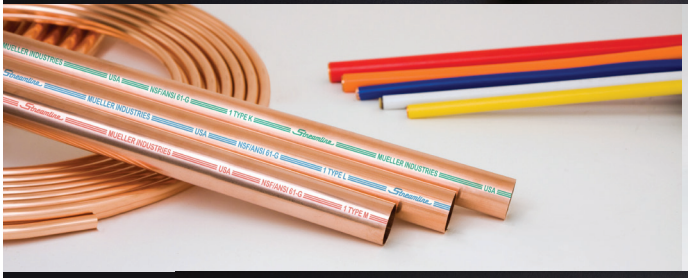
The next step was construction, which Bill, a former contractor, and Sharon, did on their own. Next, five members of the Blish-Mize team helped the couple with the reset, a three-day project. A week later was the grand opening, which took place in May 2014.

Today, the new building boasts 3,400 square feet of space, which includes a 2,200-square-foot showroom. The couple estimates they carry 30 to 40 percent more inventory than they did in the old building. They expanded their offerings in every category, especially in the lawn and garden and pest control sections.

"We are now completely handicap-accessible, and we offer better customer parking," Bill says. "The store is cleaner and more organized. Our lumber area has stayed about the same, but we have been able to keep a little more on hand."

Additional Renovations

Bill and Sharon aren't strangers to new construction. In 1996, four years after purchasing the business, they built a 4,000-square-foot building for lumber, Sheetrock, insulation and plywood storage, and in 2002, they tore down one of the other buildings on their property and added a new 1,500-square-foot storage space for windows, doors and hardwood storage. In 2012, they built a



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5,000-square-foot facility to store construction and metal materials.

"It's been a process," says Sharon. "I think we're about finished, though—we only have one more building to work on."

That building is the old store location, where the couple does a lot of miscellaneous work, such as custom glass cutting and screen repairs. They want to upgrade that building and turn it into a separate area where they can sell housewares and gifts.

All the buildings are located together on the property in the small town of Palmer, and it's easy to tell they go together, as they all have matching blue and gray siding. The colors carry to the inside of the new store, which has light blue walls and blue pegboard for all of the displays.

"We saw that pegboard at the one of the Blish-Mize buying markets, and it really caught our eye," says Bill.

The new building, which opened last May, boasts a 2,200-square-foot showroom.

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1837375	INSERT BIT IMPACT #3PH X 1"OAL 2/CARD	2
1837379	INSERT BIT IMPACT #1SQ X 1"OAL 2/CARD	2
1837381	INSERT BIT IMPACT #2SQ X 1"OAL 2/CARD	2
1837385	INSERT BIT IMPACT #3SQ X 1"OAL 2/CARD	2
1837398	INSERT BIT IMPACT T10 X 1"OAL 1/CARD	2
1837400	INSERT BIT IMPACT T15 X 1"OAL 1/CARD	2
1837402	INSERT BIT IMPACT T20 X 1"OAL 1/CARD	2
1837404	INSERT BIT IMPACT T25 X 1"OAL 1/CARD	2
1837410	INSERT BIT IMPACT T30 X 1"OAL 1/CARD	2
1837453	POWER BIT IMPACT #2PH X 2"OAL 2/CARD	2
1837456	POWER BIT IMPACT #2PH X 3"OAL 1/CARD	2
1837476	POWER BIT IMPACT #2SQ X 2"OAL BULK	2
1837498	POWER BIT IMPACT T20 X 2"OAL 1/CARD	2
1837500	POWER BIT IMPACT T25 X 2"OAL 1/CARD	2
1837505	POWER BIT IMPACT T30 X 2"OAL 1/CARD	2
1837533	NUTSET IMPACT LOB MAG 1/4" X 1-7/8"OAL 1/CARD	2
1837536	NUTSET IMPACT LOB MAG 5/16" X 1-7/8"OAL 1/CARD	2
1837539	NUTSET IMPACT LOB MAG 3/8" X 1-7/8"OAL 1/CARD	2
1837542	NUTSET IMPACT LOB MAG 7/16" X 1-7/8"OAL 1/CARD	2
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1902414	8" HIGH LEV LINEMAN'S PLIERS	1
1902415	9.5" HIGH LEV LINEMAN'S PLIERS W/ FT	1
1902416	9.5" HIGH LEV LINEMAN'S PLIERS W/ FT; WC	1
1902417	6" STANDARD LONG NOSE PLIERS	1
1902418	8" STANDARD LONG NOSE PLIERS	1
1902419	8" ERGOMULTI LONG NOSE PLIERS W/ WS; WC	1
1902420	6 3/4" BENT NOSE PLIERS	1
1902421	8" MAX LEV END CUTTING PLIERS W/ PS	1
1902422	PERFORMANCE LANYARD W/ CLIP	1

VISIT IRWIN BOOTH #605

Working With Blish-Mize

One-stop shopping is important to the store's customers, who come to the store from Palmer and surrounding towns.

"We have good customers," says Sharon. "They're very loyal."

More important than pricing, the couple says, is the availability of inventory. "Our customers want to know they can come into our store and get what they need," says Bill. "They aren't extremely price-sensitive, but they want a fair price. What's most important to them, though, is that we carry the products they're looking for."

And that's when the couple turns to Blish-Mize. "We appreciate how they always have products available," Bill says. "The staff is willing to work with independent retailers, no matter the size of the operation, and offers a wide variety of pricing on good products. It fits in well with our philosophy to offer our customers quality products at reasonable prices."

"You can set your watch by Blish-Mize trucks and their delivery times."

—Bill Wilgers, co-owner of Palmer Lumber & Hardware

From ordering online—"The website is so helpful; we can order and pay online," says Sharon—to regular deliveries—"You can set your watch by Blish-Mize trucks and their delivery times," Bill says—to the SmartBook and market deals, the couple is happy with the partnership.

"It's a great fit for us," Bill says.

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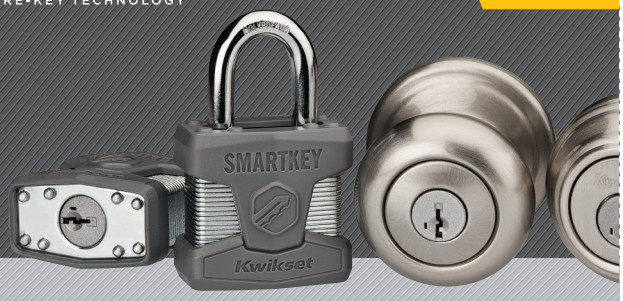

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Just What the Doctor Ordered

Missouri Retailer Thinks Outside the Box for New Location

Tanco Lumber owner John Stauffer, who had his sights set on opening a second location in the tourist town of Branson, Missouri, is a creative thinker. Stauffer knew real estate would be an issue, but with a little flexibility and a lot of vision, this Blish-Mize retailer turned a medical office building into one of the most unique retail hardware stores there is.

The new Tanco Lumber location carries hardware, power tools, plumbing products and more.

Basic Beginning

Tanco Lumber opened in the town of Forsyth, Missouri, 15 years ago as a contractor-based lumberyard with a small selection of fasteners. With the slowdown in building activity a decade ago, Stauffer's customer base became more DIYers, so he added more hardware to his product mix.

The nearby city of Branson, a popular tourist destination about nine months out of the year, was an attractive option for a second Tanco location. With no hardware stores in the area of Silver Dollar City and StoneBridge Village and Indian Point resorts, as well as restaurants and attractions, Stauffer saw the perfect opportunity to open a retail store aimed at locals who wanted easy access to hardware and other supplies without the headache of fighting tourist traffic.

"This new location is about a 30-minute drive from our original location in wintertime, but in summertime, it's probably an hour and a half to two hours," Stauffer says. "We are strategically located a mile and a half from an amusement park, several resorts and other businesses. It would probably take around 35 minutes for someone to drive in any direction to a lumberyard from the new location."

Although Stauffer had wanted to open a Tanco Lumber location in Branson for about three years, finding the right building had been a challenge.

"My son runs an insurance agency in Branson and was thinking of opening second office in the area," Stauffer says. "He found the building, which was bank-owned, and we bought it. It had these beautiful offices, and I envisioned it as a hardware store—I could see plumbing here and hardware there, and there was plenty of lumber space. We made an offer an hour after we saw building and knew it was perfect."

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Taking a Gamble

Although Stauffer had a vision for his new building, he knew he'd need assistance in making that vision a reality.

"I knew what I wanted to do, but I wasn't sure what to do next, so I called Janet Elias, our Blish-Mize sales rep, and asked her to meet with me," Stauffer recalls. "I told her what I wanted and asked if she could help me make it happen. As we went through and plotted what I saw for each room, she really saw the potential."

Over the course of several months and several site visits, Elias and Pat Perkins, regional manager, were able to create a shelving plan and merchandising for each gondola. Instead of aisles, there are separate rooms, and each old exam room or office is a department—lawn and garden, hardware, power tools and other departments each have their own space. The ingenuity and willingness to creatively look beyond what the space was for what it could be made the collaboration not only fruitful, but rewarding.

The former medical office building in Branson, Missouri, now houses Tanco Lumber's second location.

Organized and Intimate

Tanco Lumber's Branson West location opened Sept. 1. The store's straightforward organization makes shopping easy for customers and stocking easy for employees. Instead of walking up and down aisles looking for a particular product, they can find what they're looking for without confusion.

Booth 325

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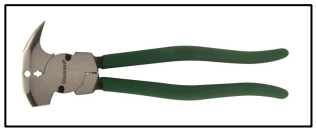

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Aside from retail customers, more and more maintenance and repair customers are walking through Tanco's Branson West doors.

"Maintenance people are coming in every day from the local golf course community and tell us they're thrilled we're here," Stauffer says. "They thank us for being here and for being a small business where people really care about them being our customers."

Backed by Blish-Mize

Blish-Mize has become one of Tanco's most important vendors as a result of the expansion. In addition to helping plan the physical store layout and setup, Stauffer has taken advantage of Blish-Mize programs, including pricing research for Tanco's unique market and bulk purchasing for salt and building products.

"If someone's looking at doing this type of expansion, check with Blish-Mize," Stauffer says. "When going through the buying process, they were very helpful and suggested some products we hadn't thought of, then they worked on getting everything competitively priced. They were super at helping us get this Tanco Lumber II open."

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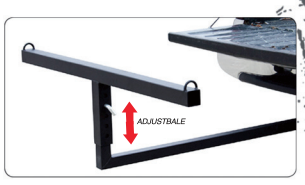

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Picking Up the Pieces

Nebraska Retailer Rebuilds After Devastating Tornado

On Mother's Day 2014, Kenny Pankoke and his family were spending the day preparing for a graduation party. He had made his regular Sunday visit to his store, 25-year old Beaver Hardware in Beaver Crossing, Nebraska, when wife, Christy, and their four children heard violent storms and hail were coming their way.

Kenny and Christy Pankoke rebuilt their store with help from Blish-Mize after a tornado struck in 2014.

When Kenny returned home, the family took refuge in the basement.

A sound like a freight train shook the house, then all was quiet. Once the tornado had passed, he went upstairs to assess the damage.

Luck and Loss

"We lost our granary and the roof of our big shed. Our cattle shed was completely destroyed, our van sustained more than $10,000 in damage and three of our cars were totaled," Christy says. "Kenny and our son took the four-wheeler to check on the store in town. Shortly afterward, the fire department arrived, telling us another tornado was the on the way."

Luckily, Kenny and his son were able to take shelter at a neighbor's. The store wasn't so lucky. It was in a building built circa 1890, complete with stained glass windows and a tall façade. It was in such bad shape that it had to be demolished.

The roof had blown off of one of the store's additions, and everything was drenched in water; bins of nuts, bolts and washers were upended; and cartons of light bulbs were crushed. "The strange things were those items that weren't touched," Christy recalls. "We had gas cans on the top shelf of a display that hadn't moved."

Assessing the damage was one thing—picking up the pieces and keeping the doors open was another. Locals walked to the store looking for flashlights, tarps, fasteners and more to repair their own homes. Kenny handwrote sales tickets until he had the chance to hook up an emergency generator. To prevent looting, he and his son stayed the night at the store.

"Chris Helget, our sales representative, arrived as soon as the roads were passable with shelving and a gondola train from the warehouse so we could start organizing what we could salvage," Christy says.

The Long Road

Beaver Hardware is getting back on its feet. The new building was completed in January and is 2,200 square feet larger, making it a total of 19,500 square feet.

"Our goal is to make the outside look as much like the original as possible," Christy says. "As we were rebuilding, our customers had to walk outside to get from one part of the store to the next, but now everything is connected and convenient again."

Although Beaver Hardware sustained extensive damage as a result of the tornado, its doors never closed. Customers, who are primarily farmers, relied on the local store to have the hardware and repair items they needed.

"Business is the same or better," Christy says. "We never closed, and customers kept coming. There was so much damage around town, and the farmers needed supplies for the summer. It's been a long haul, but we're glad we're getting through it."

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Market Madness

It's time for big savings at the Blish-Mize Spring Buying Market, March 20-21, 2015

Are you ready for the Madness?

If you're looking for networking opportunities and great buys, don't miss the Blish-Mize Spring Buying Market.

The Spring Market will be held March 20-21, 2015, at Overland Park Convention Center in Overland Park, Kansas. The market, which has a "Market Madness" theme, will offer you opportunities to save, learn and have fun.

"From cash prizes to seminars to speakers to great buys, this market is the place for Blish-Mize customers to be," says Blish Connor, Blish-Mize communications director. "It's also a great time for you to meet with other retailers and sit down and talk with your Blish-Mize salesperson and other staff members. And, of course, it's the time to find some great buys."

It's also time for a little fun. The Customer Appreciation Event is back by popular demand and will take place from 5:30 p.m. to 8:30 p.m. Friday, March 20, 2015. It will include dinner from Kansas City's famous Jack Stack Barbecue and will be followed by a March Madness basketball watch party. This event will offer you the perfect chance to eat some world-famous barbecue, cheer your team to victory and take the time to network with other Blish-Mize retailers!

Big Savings

A few retailers will go home with extra cash in their pockets as the lucky winners in one of several Power Forward Buying

The Blish-Mize Spring Buying Market will be held March 20-21, 2015, at the Overland Park Convention Center in Overland Park, Kansas.

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Events. Keeping with the March Madness theme, there will be the Savings on Sixteen (16 winners of $150 each) at 12 p.m. on Friday, the Exciting Eight (eight winners of $450 each) at 7:30 a.m. on Saturday and the Fantastic Four Finale (four winners of $1,250 each) at 11:30 a.m. on Saturday.

There will be another opportunity to win with Cash Coupons, which you can find in your SmartBook or online. There will be 40 individual winners of $100 each awarded to customers from all orders placed on Cash Coupon items.

Of course, there will also be additional cash spiffs available on selected Cash Coupons items. Participating vendors will pay the cash spiff when you place your orders in their booths.

To learn more about these savings, refer to your SmartBook or take a look at the Blish-Mize website.

"The market is the place to be to get great deals and amazing prices, so make sure to take advantage," Connor says.

Assortment Central

Assortment Central (formerly the Mini-Store) was introduced at the Fall Buying Market, with great success. Assortment Central will be back at the Spring Market and will offer popular assortments in core categories, giving customers ideas on what products to offer and how to best merchandise them.

It will also offer a select group of assortments from across core categories for up to 50 percent off, which offers customers an opportunity to refresh their inventory selection in these categories.

Assortment Central will have more than 200 feet of assortments, which will carry special Market Terms. Customers can purchase as many assortments as they'd like, but only one of each assortment. Look for Assortment Central at the entrance to the market showfloor.

Hardware House Products

Don't miss out on products from Hardware House. This Blish-Mize brand is popular with retailers and consumers alike, as it offers a strong price point for the retailer and a high-quality, value-priced item for the consumer.

Blish-Mize Spring 2015 Market Schedule of Events:

Friday, March 20, 2015

8:30 a.m.	Market Opens
10-10:30 a.m.	Sell Lawn and Garden! Education on products and applications. Product and cash prizes!
12-1 p.m.	Power Forward Buying Event & Lunch Savings on Sixteen, with 16 $150 Cash Winners
2-2:30 p.m.	"Top Ways for Retailers to Remain Competitive in the Internet Age" – Presented by NRHA
5:15 p.m.	Cash Coupons Drawings, with 20 $100 Cash Prize Winners
5:30 p.m.	Market Closes
5:30-8:30 p.m.	Customer Appreciation Jack Stack Barbecue Basketball Tournament Watch Party and Prizes

Saturday, March 21, 2015

7:30-8 a.m.	Juice, Coffee and Cinnamon Roll Bar
7:45 a.m.	Power Forward Buying Event Exciting Eight, with eight $450 Cash Winners
8 a.m.	Market Opens
9-9:30 a.m.	"Top Ways for Retailers to Remain Competitive in the Internet Age" – Presented by NRHA
10:45-11:15 a.m.	Sell Lawn and Garden! Education on products and applications. Product and cash prizes!
11:30-1 p.m.	Power Forward Buying Event & Brunch; Fantastic Four Finale, with four $1,250 Cash Winners
2:45 p.m.	Cash Coupons Drawings, with 20 $100 Cash Prize Winners
3 p.m.	Market Closes

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- RMS Assortments
- Office Depot Program
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- Warren Automotive
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- Demographic Information

You can view or print out the entire contents of the SmartBook online ahead of time, allowing you to plan your purchases before you step on the market floor.

Hardware House deals at the market will include several planogram assortments offered for 50 percent off, as well as a couple of "Back to Basics" show deals.

Titan LED

Interested in adding LED lighting to your store? Blish-Mize has partnered with California-based manufacturer Titan LED, and representatives will be at the market to talk about the advantages of LED lighting, including lower utility bills, less time spent on maintenance and repairs and brighter lights in stores.

Retailers who consider making the switch can schedule a time for a no-cost assessment to determine the costs and requirements to install the lighting. Stop by the Titan LED booth (#517) to learn more!

Prepare With SmartBook

Make sure you have your SmartBook ready to go! The SmartBook is customized for your store and available online or in print. You will receive information on your SmartBook once you register for the market.

It includes your out-of-warehouse purchases from the last 12 months, as well as ordering amounts over the next three and six months, to help you plan ahead. The SmartBook also includes key-selling "Market Coupon Items" from participating vendors and any new items Blish-Mize has added from each of those vendors over the past year.

Print out or view the SmartBook online so you can plan your purchases ahead of time.

Learning Opportunities

The market is also a great place to learn more about how to improve your business. Vendors from across the industry will be on hand to show off new products and answer questions.

There will also be seminars available to all attendees. A lawn and garden seminar, hosted by BWI, a lawn and garden vendor, will be held at 10 a.m. on Friday and 10:45 a.m. on Saturday. The North American Retail Hardware Association (NRHA) will present a seminar called "Top Ways for Retailers to Remain Competitive in the Internet Age," at 2 p.m. on Friday and 9 a.m. on Saturday.

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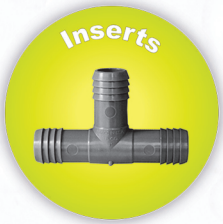

Booth # 625

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Blish-Mize Announces Sales Promotion

A few long-time members of the Blish-Mize company recently received promotions.

Clay Uhrmacher was promoted to Vice President—Sales in October. After some time away from Blish-Mize, he returned last summer to work as the company's new business and key accounts sales manager, where he managed relationships with some of Blish-Mize's largest accounts and focused on new business growth, particularly the opportunity with Titan LED.

During Uhrmacher's time away from Blish-Mize, he was the National Accounts Sales Manager for Omaha Fixture International. And before that, he worked with Blish-Mize as a sales representative for part of Nebraska from 2003 to 2007, then served as a regional sales manager from 2007 to 2010.

Clay Uhrmacher

David Griffin

"In his new role, Clay will be responsible for sales growth and the expansion of the customer network we serve," says President and CEO Jonathan Mize. "He will supervise our staff of regional sales managers and territory salespeople. I look forward to the energy, knowledge and abilities he brings, which are needed in order to develop our sales team for the future."

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Blish-Mize Announces IT Promotion

In December, David Griffin was promoted to the position of Vice President—Information Services.

Griffin has worked with Blish-Mize for more than 20 years. He began his career with the company as a computer programmer and most recently was the Information Systems Manager.

"During all those years, David has been the 'go-to guy' in keeping our system running," says President and CEO Jonathan Mize.

"He continues to manage his department effectively, while directing his team and working very closely with me and with the other company officers in helping us stay on the cutting edge of new technology and services for the future of our company."

Thank You, Veterans

We at Blish-Mize want to extend a heartfelt thank-you to all our staff members and customers who have served our country. We are extremely grateful to you for your service and are proud to call you part of the Blish-Mize family.

If you work with a veteran or see one at the Spring Market, be sure to say "thank you!"

How Do You Go to Market?

Twice a year, hundreds of Blish-Mize customers gather at the markets to meet with vendors and Blish-Mize staffers, purchase inventory, attend seminars and network with other retailers.

It's a busy weekend with time for both work and play. And because many of you take photos while you're at the market, we'd like to ask you to submit those photos for publication in an upcoming issue of *Hardlines Strategies*. Whether it's a photo of you with one of your favorite vendors or of your kids helping select new products (hardware retailing is a family affair!), we'd love to see how you go to market.

Please submit photos, along with your name and the name of your store, by emailing Communications Director Blish Connor at blish.connor@blishmize.com. We look forward to hearing from you and seeing your photos!

Lloyd and Lynda Wood from Pop'N Shop in Ellinwood, Kansas, have attended the markets for the past 10 years. "We are a small retailer, and it's great to work with a company like Blish-Mize," Lloyd says. "They've treated us wonderfully. At the markets, I enjoy talking with the factory reps and looking for new products. Sometimes there are new items that catch my eye. Also, we enjoy talking with other retailers at the market."

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