



HEARD ABOUT



By Paul Wahl, Editor

## Great Retail Makeover

**H**ave you ever set out to do a home repair project and realized several minutes into it that you didn't have a clue how to do it? Over the past couple of years, a number of retailers have told me they'd like to remodel their store but didn't know where to start, who to turn to or what steps to take.

For the past two years, we've been contemplating how to answer those questions. I believe we've come up with the best possible answer.

In this edition, you will find the kick-off story for the Tack 'n Togs Great Retail Makeover Project. Our goal is to sit on the shoulder of a retailer going through a remodeling process and let you in on a first-hand experience with this challenging task.

To make this happen, we chose Jean and Rich Nilles at FarmGro Supply in Newberg, Ore. They operate a successful equine retail business in a booming part of the country. They're progressive and forward-thinking and on top of that, they're just darn nice people.

Jean began their quest by assessing what was available from her vendors in the industry, many of whom have been serving their store since it opened more than 20 years ago. Then we invited them to help us present their insight into creating the best possible store section in their specialty.

The vendors' excitement on behalf of this project has been heartening. Several have commented, "I wish you could inspire all of our customers to improve their look." Others were thrilled to talk about what they have to offer their best customers and eager to help make retailers more successful by revamping their look.

Along the way, we've added a couple of retail design experts to the mix, solicited input from dozens of retailers who have been through the process and asked anyone with a comment or a suggestion to be part of the fun.

Over the next year, both in the pages of the magazine and on our Web site, we will be following Jean and Rich in their progress through the remodeling adventure. Since this type of feature is space-intensive, much of it will be presented online. If you tune in regularly, you will have an excellent guidebook to use in tackling your own makeover project. You will also be given several opportunities to ask questions or to provide input on the topic.

The only thing we asked of Jean and Rich and their staff at FarmGro, is that when their showplace is completed, they welcome any retailer in the industry who is interested in visiting and picking their brains. They readily agreed! 🐾

### EDITORIAL AND PRODUCTION

Editor

Paul Wahl

Assistant Editor

Barb Kastens

Advertising Production Coordinator

Sue Slominski

Ad Design Coordinator

Val Pombert

English Editor

Charlene Strickland

### ADVERTISING SALES

Advertising Sales Manager—Western U.S. & Intl.

Angela Foley

Phone (952)930-4368

Fax (952)930-4362

Email afoley@tackntogs.com

Advertising Sales Representative—Eastern U.S.

Stephanie Rendell

Phone (952)930-4375

Fax (952)930-4362

Email srendell@tackntogs.com

Administrative Assistant

Trish Diedrich

Phone (952)930-4357

Fax (952)930-4362

Email tdiedrich@tackntogs.com

Classified Advertising

Cory Huseby

Phone (952)930-4371

Fax (952)930-4362

Email coryhuseby@tackntogs.com

### CORPORATE OFFICER

Publisher

Sarah Muirhead

### EDITORIAL & ADVERTISING SALES OFFICES

Miller Publishing

12400 Whitewater Dr., Suite 160,

Minnetonka, MN 55343

Telephone (952)930-4390

FAX (952)930-4362

### WEB SITE ADDRESS

[www.tackntogs.com](http://www.tackntogs.com)

### SUBSCRIPTION INFORMATION

Tack 'n Togs Merchandising (USPS 770960, ISSN 0149-3442) is published monthly by the Miller Publishing Co., 12400 Whitewater Dr., Suite 160, Minnetonka, MN 55343.

All qualified subscribers receive the annual Buyers Guide, published in July, as part of their subscription. Additional copies are available for a price of \$50.00 U.S. funds. Subscription rates available to non-qualified subscribers: domestic \$50.00 per year; all foreign countries \$60.00 per year. Single copies of monthly issues: domestic \$3.00 per issue, all foreign countries \$5.00 per issue. Periodicals postage paid at Hopkins, Minn., and additional mailing offices. For subscription service, please call (800)441-1410 or email [circhelp@tackntogs.com](mailto:circhelp@tackntogs.com).

### READER SERVICE

For information on products featured in this issue, visit our Web site at [www.tackntogs.com](http://www.tackntogs.com), or call (952)930-4390.

### CHANGE OF ADDRESS

Postmasters, please send Form 3579 to: Tack 'n Togs Merchandising, P.O. Box 3017, Wheaton, IL 60189-9947.

Printed in the U.S.A.

