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*communicator*  
by PROFITsystems, Inc.



## Calendar

### November

- 2nd - 6th Daily Processing Class
- 16th - 20th Daily Processing Class
- 26th CLOSED for Thanksgiving

### December

- 7th - 11th Daily Processing Class
- 24th Closing at 3pm for Christmas Eve
- 25th CLOSED for the Christmas Holiday

### January

- 1st - CLOSED for New Years Day
- 11th - 15th Daily Processing Class

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## PROFITgroups is planning the Third Colossal meeting

PROFITgroups is planning our third Colossal Group Meeting, which will be held March 10th and 11th, 2010 in Colorado Springs, Colorado.

Our Colossal meeting will focus on succeeding in the new economy and how to move forward in this changing business. In addition to the five current PROFITgroups and their members who will be in attendance, all interested clients are invited to join us for this unique opportunity. Several PROFITsystems employees as well as industry experts will participate and present at this meeting.

The agenda will cover topics in several key areas for retail home goods businesses:

- Financials
- Marketing: including CCC, eMarketing, and Web Strategies
- Buying, Inventory, and Merchandising



For more information about our classroom training and to make your reservation, please contact Dawn at 800.888.5565 or [dawnu@profitsystems.com](mailto:dawnu@profitsystems.com).



PROFIT *groups* facilitates highly motivated groups of similar retailers who want successfully field-tested and time-proven answers to their biggest challenges. Members meet twice per year in a relaxed, content-rich setting to share Best Practices and help each other achieve double-digit profitability objectives. Owners measure their financial success against industry norms, network to improve GMROI and inventory management, lower both fixed and variable expenses, and improve efficiencies. For many years, this program has helped hundreds of retailers achieve financial success for themselves, their families, and their employees. This program is designed to help you take your business to the next level.

We are looking forward to seeing our PROFIT *groups* members at the next meeting. If you would like more information, please visit our website. If you are considering becoming a PROFIT *groups* member or would like references, contact us at 800.325.2018 or [phyllisz@profitsystems.com](mailto:phyllisz@profitsystems.com).

- Sales Management
- Back-end operations: Office, Warehouse, Delivery, and Customer Service
- Systems/Technology

If you are interested in attending our upcoming colossal meeting or have questions, please contact Phyllis Zaepfel at [phyllisz@profitsystems.com](mailto:phyllisz@profitsystems.com) or call 800.325.2018 for more details.

## Order Your Payroll Update, Support, and Tax Forms Early!

<p><i>Time to Order:</i></p> <ul style="list-style-type: none"><li>• Payroll Update</li><li>• Tech Support</li><li>• Tax Forms</li></ul>	
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It is time to order the Annual CheckMark Payroll Update to stay current with the latest tax tables and tax forms. Get peak performance from your payroll program with the following:

- 2009/2010 CheckMark Payroll Update, including the download of Payroll 8.0, online access to 2010 Tax Tables, current Tax Forms, and access to online patches until 2011.
- Annual Tech Support Plan. See options below.
- W-2 and 1099 Tax Forms.

Call CheckMark to order Tech Support and get peace-of-mind knowing help is available when you need it. Order Tech Support with the Payroll Update and earn a discount.

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## "What Are You Seeing Out There?" -- Retailer

*David McMahon, Business Coach & Director of e-Strategy*



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## Coaches Corner by PROFIT consulting

Here are some of the products and services that we currently deliver:

- [Complete Operational and Management Services](#)
- [New! e-Solutions and e-Showroom](#)
- [E-Marketing - E-Marketing Client Login](#)
- [Business Analysis & Recommendations - PMA](#)
- [Business Systems Audit](#)
- [Financial Forecasting](#)
- [Inventory Management Systems](#)
- [Financial Management](#)
- [Customer Service Systems](#)
- [Delivery Routing Systems - PROFIT delivery](#)
- [Customer Care Center](#)
- [Sales Management](#)

Contact PROFIT consulting at [consulting@profitsystems.com](mailto:consulting@profitsystems.com) or via our new message board.

This is one of the most common questions that my consulting clients ask me. They want to know: "What is happening with the businesses that I visit around the world? How are other operations doing in this economy now? How are consumers responding? What is working and what is not working? Are people buying? Is the general feeling up or down?"

Here is what my experiences are telling me now:

This has undoubtedly been the worst recession in America since the great depression. It is the biggest that I have experienced in America in my career. (Although the Asian banking and currency crisis was just as big in the mid-90's when I was working there). The primary U.S. stock market (Dow Jones Industrial Average) fell from a high of 14,500 to 6,500. Trillions of dollars have evaporated. Along with this, unemployment rose steadily as consumer spending plummeted.

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## The "H" in FHTRB

*Phyllis Zaepfel, Director of PROFIT groups*

I am continuing with my series of articles addressing the five fundamental elements of organizational development: Finding, Hiring, Training, Retaining and Building your team. [Last month, I wrote about finding talent](#) and this month I am addressing hiring the potential candidates you have found.

### The Interview Process

#### ***The Application or Resume***

These serve three purposes: it is a record of the applicant's desire to obtain a position, they provide the interviewer with a profile of the applicant, and they become a basic personnel record for applicants who are hired.

#### ***Legal vs. Illegal Questions***

First and foremost, don't assume everyone

interviewing in your company knows what they can and can't ask.

You may not ask questions about race, complexion, or color of skin. You also may not ask about marital status, living arrangements, spouse's occupation, children, or child care arrangements. You can inquire if a candidate has any relatives employed by your firm, but you cannot ask them to list the names or identify their relationship. Questions should pertain only to the job you are hiring for. Check out <http://www.osc.gov/ppp.htm#q1> for a list of prohibited personnel practices.

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## Quick Search

*[Michelle Michaels](#), Senior Software Support Specialist*

Quick Search is the ability to find a record quickly after entering a few letters or numbers and pressing the **Enter** key on the keyboard. Quick Search is available for customers, items, and vendors throughout PROFIT *professional*. This capability is designated by a light yellow name or description field on a screen.

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