

GIFTBASKET NEWS

THE ENTREPRENEUR'S CHOICE

VOLUME 2 NUMBER 2

MARKETING THE SPRING / SUMMER HOLIDAYS



GRADUATION



WEDDINGS



MOTHER'S DAY



INDEPENDENCE DAY

SPECIAL REPORT

- WEDDING MARKETING REPORT • FATHER'S DAY IDEAS
- PLUS: SPECIAL COFFEE AND TEA SECTION

FROM THE EDITOR

With this exciting Spring/Summer issue of GIFTBASKET NEWS (or GBN as we affectionately call our magazine) we bring to you, professional advice, information, and ideas to market your gifts and gift baskets for the special days and holidays of the spring/summer.

This issue of GBN marks the debut of a new design and format in hopes that we will better serve the needs of our readers, as well as, our advertisers. The primary aim of GBN is to inform retailers and owners of home-based businesses of the latest design trends, products, suppliers, and manufacturers, that serve the gift basket industry. As well as the latest Trade Show news, too.

We hope that the information and ideas that you read about in GIFTBASKET NEWS will aid you in increasing your sales, services, and your business greatly.

And to stay abreast of the latest information and trends in the gifts and gift baskets we will be attending various industry trade shows this year. We look forward to seeing some of you there. Don't hesitate to share your ideas and suggestions for feature stories to be included in GBN.

Thank you for your encouraging words and comments.

Sincerely,

Margaret Williams Editor / Publisher

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The Crafter's Network™

National Arts & Crafts Directory

QUICK!

Name a Successful Business That Doesn't Advertise!

The word "Successful" is the key! Large companies spend millions on advertising and small companies sometimes don't even have a budget for advertising! That's why we developed our directory and networking program! Yes, we promote the "Big" guys in our publication, but we are proud to represent and specialize in assisting "Small" Home-based businesses!

Many of our "advertisers" qualify and receive FREE advertising! Find out if you qualify by sending the request below.

Yes! I want to know if my business qualifies for free advertising!

Name _____

Business _____

Address _____

City _____

St _____ Zip _____

Phone (____) _____

My business is: Homebased Gift Store Other

Send to: **The Crafter's Network™**
2240 Morris Rd, #110-220
Flower Mound, TX 75028

KEEPING IT SIMPLE

A desire for simplicity led to Stephen Ralston's T-shirt designs.

A natural and trained artist, Stephen Ralston, always had a passion for the simpler things in life. So four years ago he founded **RALSTON ART**, which manufactures a T-shirt line. Along with art and related products. His designs have sold nationwide, but most successfully in his adopted hometown of Dallas, Texas. They are carried in gift store, boutiques, Macy's, hotel gift shops, including the famed Anatole.

Ralston's T-shirts retail for \$16-\$18. The most popular images are of course "Texas", followed-up by "Heart of Gold", "Queen of Hearts", and "Addict". **RALSTON ART** offers over 36 creative designs for all occasions. All T-shirts are superior quality 100% preshrunk cotton, made in the USA and are available in both adults and youth sizes. In stark contrast to "typical" T-shirt designs, Ralston's images are compact, sophisticated, yet primitive with a sense of whimsy. They're totally unique from other T-shirts. They are equally stylish whether wearing shorts, jeans, or with a blazer or vest.

Stephen suggests that retailers can best display the T-shirts by suspending them on rods with the waist gathered or by folding and stacking. Another technique would be to roll and tie the T-shirts with natural twine and place them in a gift basket.

Since the company's inception, "Keeping Things Simple" has been the Hallmark of **RALSTON ART**. For more information, contact **RALSTON ART**, P.O. Box 740473, Dallas, Texas 75374 (214) 343-0034. Minimum order of 2 dozen is required!



"BE KIND TO HUMANKIND WEEK"

"Be Kind to Humankind Week" began in August, 1988 and was started by Lorraine Jara. It was created to provide a healthier and more positive outlook on life. Lorraine states, "The gifts of kindness and consideration towards our fellow man were meant to be shared".

After reading a negative newspaper article about people's inhuman treatment towards other people, the article prompted Lorraine to take action. "The media tends to focus most of its attention on the negative

side of life, an imbalanced view that has had detrimental effects on people's emotions. We have the power to create our own good news every day if we choose to do so," says Lorraine.

"Be Kind to Humankind Week" has received publicity from many radio stations and newspapers throughout the country. Lorraine has received inspirational replies from representatives of former President Ronald Reagan and President George Bush. Oprah Winfrey, Shirley MacLaine, and song writers Paul Simon and Peter Gabriel have all sent replies.

With everyone's help "Be Kind to Humankind Week" will continue to grow, inspire, comfort and enrich many more lives...

Thanks to Lorraine!