

# MOVING SALE

We're packing up to move to our giant, new Superstore in Amherst. It's time to liquidate all sorts of things that we just don't have time to pack up and move.

**Save on Patio Furniture - Swimming Pools & Supplies - Billiard Tables**

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## What's New at Seasonal?

by Dennis DiPaolo

Jeanne has survived breast cancer for three years, and I can't actually think of any thing else that matters. We both cut back on our work week that first year, and she has tried to live without every waking minute devoted to the store. I am trying harder to balance a reasonable home life while giving you the service and quality that you've come to expect.

Kip McEwen came back last year, and I hope that you've noticed an improvement in our efficiency because of him. Some of our old- time customers may remember Kip as the Nashua store's

first assistant manager in the early 1980's. He worked with Chris in Burlington and Salem, and left when the Salem store was sold to the Bemister's in 1986.

We worked hard to convince Kip to leave his job and come here as Store Operations Manager. We knew that we were now large enough to afford and require more hands-on management than I could provide by myself. He's doing a great job and we're thrilled to have him.

What's new with people you may have missed in your last few visits? Eric graduated from Long Island University and got married. He's selling computer products and buying his first house. Josh graduated from Worcester Polytech. Last summer, we shared him with internships with NASA and Bose Electronics. Right now, he's working on nuclear power plant control systems for the Foxboro Company. Keith is now in an accelerated program to get his doctorate in chiropractic. He's been back during school breaks but his program keeps him in school for much of the summer now.

We're very proud to have worked with some very bright and accomplished young people among our summer help, and we're equally proud to have helped many of them to afford to attend college. All three of these young men have received Seasonal Specialty Stores scholarships.

Anna had a baby daughter named Keirstin and spends most of her work time in the office as my administrative assistant. She still helps out in the store when we're short - handed, and she runs the "Take It Easy" Program. Anna is becoming our computer guru, and

she has computerized most of the Take It Easy operations.

Vito and Valentine are with Jeanne most of the time. Since we moved our offices to Nashua, they haven't been in the store as much as in the past. When everything comes back together in the new store, you'll see them more often. Valentine just had her third (and final) litter - seven puppies. As in the past, most of them are destined to become show dogs.

I spent last year shopping for a new location and guiding a design through the Amherst Planning Board. This year, I've been building it. Hopefully, we'll move around Columbus Day. For a bit more information, see the next page.

Thank you for your faith, trust, and business. It's what has allowed us to grow consistently since we bought this store in 1990. We guarantee that we will continue to earn your confidence for the next ten years, too.

The new store is 3 1/2 times the size of the current store. That means our offices and warehouses will all be back in the same building! We'll be able to put a day's worth of product on the shelves before we open, and just concentrate on helping you throughout the day.

Pool supplies will be near the exit and registers to get you in and out faster. There will still be a Customer Pick-Up door near your car for easy loading of large or heavy items.

We'll be operating five or six cash registers, and by then we'll have figured out how to use the new computers we bought this year. We'll have five water labs and a coffee shop! It will be the most efficient, state-of-the-art pool store in America.

Everything is being designed to make your shopping experience faster, more enjoyable, and more complete.

Drive by and have a look. It's only 1.1 mile west of the current store: 120 Route 101 A in Amherst. It's on the other side of the street, between Winchendon Furniture and Four Seasons Greenhouse.