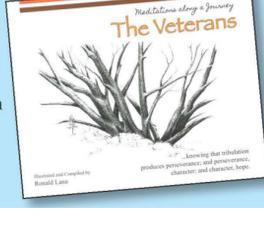


**The perfect Gift Book for those struggling during these times.**

The *Veterans, Meditations along a Journey*, is full of quotations from scripture and writings of Christian clergy, authors, poetry and songs that comfort, encourage, and offer hope. In the context of this book, you are able to journey with its author and illustrator whose life and work are firmly rooted in God.

For Order Information: Contact Ron Lana [lanadesign@yahoo.com](mailto:lanadesign@yahoo.com)  
Hope to see you at the CRA Convention



**FOCUS ON RETAIL**

**Ace This Back-to-School Season**

**It's as Easy as ABC**

According to the National Retail Federation, back-to-college shopping was the highest consumer spending event in 2020 and 2021. Christmas was actually second, followed by back-to-school shopping as a close third.<sup>1</sup> Two out of the top three selling seasons are essentially targeting the same shopper. What does that tell us? Back-to-school shopping is a booming business.



As a retailer, what are you doing to cash in on this opportunity? Setting up your store as a resource for back-to-school shoppers and homeschoolers is as easy as ABC.

**ADVERTISE**

It seems like before the backyard grills have even cooled off for the end of summer, the back-to-school ads are already inundating mailboxes and inboxes. Savvy retailers know this is a viable selling season, and they want to capture consumers while they're primed for the required spending.

The key is to advertise often, while keeping in mind your audience. In addition to catalogs and mailers, consider email and social media posts that are geared toward kids or touch on an emotion associated with kids going back to school.

Vicki Geist of Cedar Springs Christian Store in Knoxville, TN, has a Facebook page dedicated specifically for their homeschool audience. "Around this time of year, we start updating [this page] with news of our used homeschool product and any other information they need so they know what we can do for them," she says.

Dwight Gullion of Gullion's Christian Supply in Statesville, NC, also advertises in a variety of outlets, including in high school yearbooks, at sports programs, on gym or ballfield signs and in coupon cards for the local Christian schools and homeschool associations.

**BE PREPARED**

The top commodities back-to-school shoppers are looking for this year are convenience and cost savings. Make your store a one-stop shopping experience by carrying and prominently promoting the products they're looking for. The top three back-to-school items people purchase are apparel/shoes, backpacks/computer bags and stationery/supplies.<sup>2</sup> In addition to the apparel, designer bags and stationery you might already carry, you could also bring in basic school supplies, such as notebook paper, pens, pencils, highlighters, crayons, scissors and glue sticks, and sell them at a deep discount for some add-on sales.

Work with local schools to make sure you have the books for their required reading lists. Kevin Adams from FIT Books in Ocoee, FL, carries the recommended Bibles for Christian schools in the area. And if the school is requiring students to use a specific devotional, Kevin carries it in the store and asks that the school notifies parents that it is available at his store.

**CONNECT**

While succeeding in the back-to-school market can be challenging, making a connection is beneficial. You can connect with your customers as well as with local schools.

Dwight Gullion has employed a former president of the county's homeschool association. "They not only are superb at customer service with our homeschool customers but also provide a natural connection with that community," he says.

Vicki Geist also has a part-time employee who works a couple of days a week during the busy homeschool months, starting mid-May. As a former homeschool mom, she is able to help restock the store and assist back-to-school customers with any questions they have regarding homeschool product and curriculum.

Kevin Adams has hosted a book fair event at the school his son attends. He says the most successful events are those you can tag to a school event. For instance, the book fair table was available during the day for the students; however, he also made the products available at a piano recital in the evening, when the parents could shop as well.

When you advertise, prepare and connect, you are creating more ways to ace this back-to-school season.

<sup>1</sup> National Retail Federation. (n.d.) *Holiday and seasonal trends*. Retrieved July 26, 2022, from <https://nrf.com/insights/retail-holiday-and-seasonal-trends>

<sup>2</sup> Fenster, S. (n.d.). *How to rock your back-to-school sales and marketing*. Convince & Convert. <https://www.convinceandconvert.com/digital-marketing/back-to-school-marketing/>

**FOCUS ON THE INDUSTRY**

**Harvest House Honors the Life of Ed Hindson**



A very dear friend and Harvest House author—Ed Hindson—is now in the Lord's presence.

An exceptionally gifted speaker and writer, Ed was equally enthusiastic as a teacher and in one-on-one conversation. He exhibited a truly caring interest in everyone he interacted with.

Through the years, Ed made many friends among the Harvest House staff, and he would take the time to ask people how they and their families were doing. Harvest House loved publishing with Ed because God and Scripture were always front and center in his books, and his foremost desires were to exalt Christ and edify believers.

Ed's Harvest House books, which represent the lion's share of his 40 published works, have sold nearly 1,000,000 copies worldwide in all formats. Three of those titles have reached near or above 100,000 copies. He was most recognized for his significant contributions to the fields of Bible prophecy and apologetics.

Bible prophecy was a topic dear to Ed's heart, and to hear him teach on this subject was always a great blessing. He taught with a tremendous emphasis on the hope offered by Bible prophecy, and it is fitting that of the many books he wrote or coauthored with Harvest House, the last one before his homegoing would be *Future Glory: Living in the Hope of the Rapture, Heaven, and Eternity*.

In *Future Glory*, Ed wrote, "Once people grasp all that God has planned for their eternal future, they are thrilled, blessed, and amazed beyond all their expectations." Right now, Ed is experiencing his first tastes of the very splendor that he wrote about, and undoubtedly, he is being amazed beyond all his expectations!

President Bob Hawkins, Jr. states that "Ed Hindson was one of the godliest men we have ever had the privilege of working with. He was the real deal, who walked the talk and was overtly committed to sharing the gospel and serving Christ in all he did during his 70-plus years as a believer."

Our hearts go out to Ed's wife, Donna, their three grown children, and their seven grandchildren, knowing this is a deeply heartfelt loss for them. And Harvest House is grateful for the privilege of having been both a partner in and recipient of Ed's teaching and writing ministry for more than 25 years.

**Harvest House Publishers**, a Christian publishing company based in Eugene, Oregon, publishes more than 100 books per year and carries a strong backlist offering more than 1,500 titles. Over 145 million Harvest House books have been sold worldwide through diverse distribution channels, and additional millions have sold in more than 75 languages.

**FOCUS ON CPE**

**Meet CPE's Emcee!**

Comedian and Tyndale author Jane Jenkins Herlong will be the emcee at CPE on Monday and Tuesday.

Jane Jenkins Herlong, CSP, CPAE (Speaker Hall of Fame), traveled from the rows of her family farm to the runway of the Miss America Pageant all the way to performing at Radio City Music Hall. She is a SiriusXM humorist, international bestselling author and award-winning author, recording artist and professional speaker. Her Southern humor is heard along with Jeff Foxworthy, Ray Romano and Jerry Seinfeld.

Come enjoy a refreshing time of fellowship and laughter with Jane's "sweet tea wisdom and Southern-fried humor" as she hosts the morning and evening events at the CPE Summer 2022 trade show.

CPE Summer 2022 will be held August 14-16, at the Central Bank Center in Lexington, KY. To learn more about what's happening and to register, visit [www.cpeshow.com](http://www.cpeshow.com). Registration is FREE for retailers.



[Register Now](#)

**FOCUS ON PRODUCT**

**Bible Review: CSB Kid's Bible, Thinline Edition**

(B&H Publishing)

Unlike adult study Bibles that include column notes or features on each page, the CSB Kid's Bible takes a simplified approach that is appropriate for readers ages 7-12. This Bible contains the full Bible text in the highly readable, highly reliable Christian Standard Bible® (CSB) translation, with 40 full-color, one-page study helps, charts and maps throughout. These informative and interactive study helps include practical articles about how to study the Bible, essays on biblical topics, plus lists of favorite Bible stories, verses by topic, kids in the Bible, names of Jesus and more. All of these features come in a readable font size and thinline design that is easy to carry.

**How this Bible helps readers:** Perfect for using at home, church and school, the CSB Kid's Bible, Thinline Edition, is a Bible that will grow with kids as they grow in Christ.



**To order now, contact your B&H Publishing rep by calling 800-251-3225**