



# Wednesday May 4, 2022 INDUSTRY NEWSLETTER

IN ASSOCIATION WITH MUNCE GROUP

## BASED ON THE KENDRICK BROTHERS' FILM AND INSPIRED BY A TRUE STORY

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## FOCUS ON RETAIL



### Last-Minute Mother's Day Ideas

Roses are red, violets are blue, instead of flowers for Mother's Day, what are shoppers going to do?

According to an annual survey conducted by the National Retail Federation, more men than women plan to celebrate Mother's Day this year and they plan to spend nearly 40% more than women.<sup>1</sup> That means your primary shoppers could be dads and kids. And since Mother's Day is on Sunday, people who are shopping for Mom this weekend will be looking for a last-minute gift—in other words, something convenient. With these things in mind, make sure your product offerings and services are geared toward them.



As a Christian retail store, you have something unique to offer Mother's Day shoppers. You have gifts with eternal value, which will last! Kevin and Krista Ferguson from Willamette Valley Christian Supply in Albany, OR, carry artisan gifts from Demdaco's Dean Crouser series, Willow Tree figurines and shawls and plush toys from Demdaco's Giving Collection as gifts for moms. Although you may have different items that do well in your store, the key is to make sure the gifts you have available for women are easy for dads and his little helpers to find in a display.

Another way to make shopping convenient for last-minute shoppers is to create gift baskets or gift sets for an easy grab-and-go option. Rachel Savage from Watermark Christian Store in Melbourne, FL, says, "All of my last-minute ideas are things that we can quickly make on the laser." Using an engraved bamboo spoon from JDS and a dish towel and oven mitt from Dollar Tree, Rachel creates kitchen sets for under \$3.50 that she retails for \$12.99. "It's a nice, quick gift for a 'bonus mom' or for a child to get for their mother."

Finally, in addition to a prominent product display and convenient gift sets, offer a time-saving service. Have gift certificates for your store, greeting cards and gift bags readily available. Or go a step further and offer free gift wrapping like Twila Shreves, owner of Hidden Treasures Gifts in Altoona, IA. "We do free gift wrap, which many of our men customers know . . . and come to see us for that reason," Twila says.

This weekend may be all about moms, but it's okay to make shopping a little easier for dads too.

<sup>1</sup> National Retail Federation. (n.d.) *Mother's Day Data Center*. Retrieved May 3, 2022, from <https://nrf.com/topics/holiday-and-seasonal-trends/mothers-day/mothers-day-data-center>

## FOCUS ON THE INDUSTRY



### Baker Books Appoints New Executive Editor



Ada, Mich. (May 2, 2022)—Baker Books, a division of Baker Publishing Group, is pleased to announce that Stephanie Duncan Smith is being promoted to executive editor effective May 1, 2022.

Stephanie joined the Baker Books team in March 2021, bringing over thirteen years of experience with her. She previously served as the associate publisher of the Zondervan Books team, and prior to that managed the digital content strategy for *Relevant* magazine and Barna Group.

Rebekah Guzman, editorial director for Baker Books, stated, "Stephanie has already been a major contributor in her first year at Baker Books. She continues to develop and acquire bestselling and award-winning authors, and in spring 2022

she completed her master's in theology from Western Theological Seminary. We are excited to promote her to executive editor and expand her role on our publishing team."

Baker Books has a vision for building up the body of Christ through books that are relevant, intelligent, and engaging. We publish titles for lay Christians on topics such as discipleship, apologetics, spirituality, relationships, marriage, parenting, and the intersection of Christianity and culture. We also publish books and ministry resources for pastors and church leaders, concentrating on topics such as preaching, worship, pastoral ministries, counseling, biblical reference, and leadership.

## FOCUS ON CPE



### CPE Summer 2022 Movie Premiere Revealed

At the CPE Summer 2022, all attendees will be able to preview the new Kendrick Brothers film with Kirk Cameron, called *Lifemark*.

From the team that brought you the movies *Courageous* and *War Room* comes *Lifemark*, the new film inspired by a true story of adoption, redemption and hope.

This movie premiere is sponsored by Tyndale House Publishers.

CPE Summer 2022 will be held on August 14-16, at the Hyatt Regency Central Bank Center in Lexington, KY. To register for CPE Summer 2022, visit [www.cpeshow.com](http://www.cpeshow.com). Registration is FREE for retailers.



Register Now

## FOCUS ON PRODUCT



### Book Review: Humble Moms

by Kristen Wetherell (B&H Publishing)

As you start to read *Humble Moms*, you see where the title comes from. Kristen Wetherell is real and relatable as she touches on the challenges of motherhood and gets to the heart of the matter. By exploring truths from the Gospel of John, she uses Jesus' life as the example of how to serve not just with your hands but with your heart. Through brief chapters that include application and a prayer, every concept, question and illustration in this book ultimately points back to Jesus. Rather than a book that shows readers how to, this is a book that readers work through.

**How this book helps readers:** *Humble Moms* offers life-giving and biblical meditations on Jesus to sustain moms in the work of motherhood.



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