



Wednesday
January 10, 2024

INDUSTRY NEWSLETTER

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FOCUS ON RETAIL



Think Outside the Building

They say you can't judge a book by its cover, but can you judge a store by its exterior?

It's true, just because something looks good on the outside, doesn't mean it's good on the inside. But we are all guilty of making assumptions based on outward appearances. The Lord revealed this to Samuel when He said, "God does not see as man sees, since man looks at the outward appearance, but the Lord looks at the heart" (1 Samuel 16:7).

The products and services you offer in your store are the heart of your store; however, people may not see all that's inside if they aren't first attracted by the outside.

There are some simple ways you can spruce up the outside of your store, such as sweeping, lighting, using a chalkboard sign or adding flowers and a welcome mat. There's also another way that's been getting some attention lately on Christian Retail Help Center—window murals.

Window murals can keep the outside of your store looking fresh by coordinating with the season or your catalog. Plus, they can make a big impact on potential consumers without making a big impact on your time and budget.

To find an artist in your area, ask around. Vicki Geist of Cedar Springs Christian Store in Knoxville, TN, says she used her personal Facebook account to ask for recommendations. After receiving several replies, the person she went with was an art teacher at one of the Christian schools in town. Donna McCollough from Dove Christian Supply in Dothan, AL, also used Facebook to reach out to someone whose work she kept seeing while following other local businesses' posts.

When choosing the design, you don't have to be creative. The window artist will do the work for you. Vicki says their artist came up with some design options and Vicki picked the ones she liked best. Donna says she uses her catalogs as inspiration for the window artist. After the artist sends some ideas based on the catalog, Donna may change a color or design element, but ultimately the artist makes it all happen.

Donna says it takes approximately 2-3 hours to finish the project. The window paint dries to look like vinyl and it's made to last. "The longest we had one painted was during the summer months, and it never faded," Donna says.

Although prices may vary by location, the cost for both Vicki and Donna was \$500 for painting and removing.

Donna's store windows are about 12-16' wide by about 5-6' high. And Vicki says, "Our windows are so large that it is really hard to fill them up inside, and when we do, you can't really even see what we have because of the lighting. This is the first time in years that we have had our windows painted, and they look great."

So while it's true that what is inside is more important than what is on the outside, first impressions can be just as important. Take a few minutes to walk outside and look at the entrance to your store. Think outside the building to find one new way that you can draw customers in. If your store has large display windows, the answer may be clear.



FOCUS ON THE INDUSTRY



G. T. Luscombe Celebrates 50 Years of Service



G.T. LUSCOMBE COMPANY, INC.

FRANKFORT, Ill., (Jan. 8, 2024) – G.T. Luscombe Company, Inc.®, a recognized name in Christian retail, proudly announces its golden jubilee, marking 50 years of unwavering commitment to providing quality products to the Christian community.

Since its inception in 1974, G.T. Luscombe Company, Inc. has been dedicated to serving the Christian retail market with a diverse range of products including Bible highlighters, underliners, magnifiers, Bible indexing tabs, writing instruments, journals and accessories. The company's journey from its humble beginnings to becoming a cornerstone in the industry is a testament to its dedication to faith-based values and customer satisfaction.

Son of founder George Luscombe, and current CEO John Luscombe, expresses gratitude for the continuous support from customers, partners and employees throughout this remarkable journey. "Our 50th anniversary is a momentous occasion, and we owe our success to the trust and loyalty of our Christian community. We remain steadfast in our mission to provide quality products that inspire, uplift and foster a deeper connection to God."

FOCUS ON CPE



CPE Winter 2024 Devotion Speakers

At CPE, each day begins with a time to be refreshed and refocused during morning devotions.



On Sunday, February 11, CPE will kick off with a time of praise and worship led by keynote speaker Charles Martin, sponsored by HarperCollins. Charles Martin is a *New York Times* and *USA TODAY* bestselling author who has written over 15 books, both nonfiction and fiction that combines heart-wrenching emotion with edge-of-your-seat tension.

On Monday, February 12, CPE attendees will be encouraged and equipped by Dr. Naomi Cramer Overton, sponsored by Tyndale House Publishers. Dr. Overton is a passionate advocate for World Vision and former president of MOPS (Mothers of Preschoolers) International. She speaks and writes with a mission to nurture families' holistic development so the love of Jesus radically blesses generations.



On Tuesday, February 13, CPE attendees can enjoy a heartwarming message from Jerrad Lopes, sponsored by Harvest House. Jerrad is an author, Christian pastor and the founder of DadTired.com, a nonprofit ministry focused on equipping men to lead their families well.

Visit www.cpeshow.com for more information about CPE Winter 2024.

Register Today

Upcoming Events

Friday, January 12, is the last day to book your hotel reservations to receive the discounted room rate. To book your room today, click [here](#).

Sunday, February 11, will be a Super Bowl watch party with dinner, snacks and a half-time cash prize drawing! Wear your favorite team gear all day.

Monday, February 12, will be a Roaring 20s theme party. Come to dinner dressed in your favorite 1920s attire and dancing shoes.

Tuesday, February 13, will be the day before Valentine's Day, so be sure to plan ahead and wear anything pink and red.



FOCUS ON PRODUCT

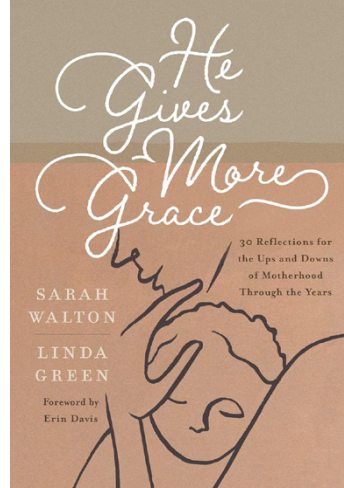


He Gives More Grace

by Sarah Walton & Linda Green (The Good Book)

Written by a mother-daughter duo, these 30 hope-filled, positive devotions recognize the realities and pressures, joys and disappointments of motherhood and will give moms a precious reminder of grace from God's Word to hold onto each day. By focusing on the work of Jesus rather than their own efforts, mothers of all ages will feel less pressure and more freedom and joy in all the ups and downs of motherhood.

How this book helps readers: *He Gives More Grace* helps moms to trust God's grace is enough for them and their kids.



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866-244-2165**

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