

North Country HS (VT) SBE Best Practice

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We are still fortunate to be able to carry a full line of food and beverage items however we try to promote any healthy products that are new on the market. For example, Coca Cola just released the new vitamin drink Odwalla which we gave a full shelf facing to. It is important for the marketing dpt. and the school store to become an active participant in any health committee that forms within the school so that our opinions are heard.

We just recently started a teacher appreciation week, not only to show off our fine teachers but also to introduce any new faculty to other staff and students. The DECA students created a questionnaire and handed them out with the hope that every teacher would participate. We then highlight one teacher each week on our in- house TV station and as a gift they are awarded a \$5.00 gift certificate to use in the Falcon's Nest. We also have a coffee club which is geared for faculty and with \$25.00 a semester they receive a stainless steel Falcon's Nest mug and all the coffee, cappuccino, or hot chocolate they want. With these two ideas we are promoting good will and a positive image within the school.

At the start of the school year we bought new falcon tee shirts to sell in the school store. Although sales have been steady they have not begun to deplete our supplies. Luckily our school had a great basketball team this year which attracted a lot of fans to the games. The DECA students came up with an idea to have a white out night in which everyone wore a white t shirt. In one night we sold out of every white falcon tee shirt we had in stock! This is one example how creative ideas can increase sales and profits for the school store.

At the end of the school year last year our DECA program bought a beverage golf cart from our Coca Cola distributor. We hope to expand on our beverage and snack sales by using this cart at spring sporting events. The cart is also equipped with a hot dog steamer which should attract further sales. We plan to display our North Country clothing on the

cart because many adult fans and parents do not make it up to the school store and they have no idea of the items we carry. All in all, this beverage cart can be a great money maker for the school store and for the students running it.