

AntiqueTRAIL.com



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Member Newsletter

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THANK YOU SO MUCH for making AntiqueTrail.com a success! We have a total of 500 stores!

Antique Trail Sale

I am exploring the possibility of an ANTIQUE TRAIL SALE every March and September.

My main objectives are to increase shoppers in your stores and to promote AntiqueTrail.com. It is often easy to obtain free publicity if there are scheduled events.

The state of Alabama has requested events for the 2013 tourism calendar with a deadline of June 29. If our members provide a positive response, I will provide Alabama and the other states with the Antique Trail Sale information. We will feature the sale in the top right photos of our websites, on our Facebook, and on our calendar. I will also send the information to other tourism publications, chambers, and magazines.

We need a majority to participate to make Antique Trail Sale a success. If there are a few who do not want to participate, we will still advertise as a group because all stores have something "on sale" every day! If the majority of the members do not want to do this, I will not proceed. There are no rules as to what is on sale and how much discount, etc. It is a sale! I realize that many of you have annual sales that have been going on for years. This should not interfere; just put a few items on sale for the Antique Trail Sale.

I asked 30 or so dealers in several states about what they thought about the idea and a suggestion for the date. They all liked the idea, but had different suggestions for dates. However, from those that I polled, these two months were most often mentioned.

The only thing I need from you is an email **reply** telling me if you do or do not want to participate!! Please send me an email response by **Wednesday, June 27**; your email should say something like this: Briar Rose Antique Mall, Dickson, TN (will or will not) participate in the Antique Trail Sale. Send me any ideas and concerns in the body of the message.

Brochures

Tomorrow is **the last day** we are adding stores or making changes to the design for the 1st annual **GeorgiaAntiqueTrail.com** brochure and the 2nd annual **TennesseeAntiqueTrail.com** brochure. We

plan to send both of these brochures to the applicable state departments for approval this week. We had hoped to have these printed by now, but people continue to call and email (even as in today) wanting to be added to those brochures.

The first annual FloridaAntiqueTrail.com brochure and the 3rd annual AlabamaAntiqueTrail.com brochure were delivered earlier this year to the welcome centers!

We will be working on MississippiAntiqueTrail.com and KentuckyAntiqueTrail.com next.

New Associates on the Trail

Wendy Wayman of Dickson, Tennessee and Jim Haynes of Hartselle, Alabama are our new associates helping us grow! They both are shop owners and have been members of the trail for some time. Thanks to both of them for all their help! All of our photos are on our website.

Please follow, share, and “like” AntiqueTrail.com on Facebook:

www.facebook.com/AntiqueTrail

If you have ideas on how we can better serve you or improve our services, please email me.

Our mission is to be the definitive source for antique shops and malls in the Southeast!

The more people know, the more they go...and buy antiques!

Happy Trails! *Marcia*