



Bryan Durocher

## **Effective Public Relations**

A good first step for spa owners seeking publicity is to put together a basic media kit with a personal bio, a business background, a fast-facts sheet about the business, a service menu, and, of course, copies of any previous media coverage. It's also a good idea to find out how the editors you're targeting would like to be contacted. Some people don't like phone calls. They like to be e-mailed or mailed press information.

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## Code Dependent

If you're like many spa retailers who use a point-of-sale (POS) system, you'll want to note the transition from 12- to 13-digit barcodes scheduled for this January.

According to Emily Menken, retail segment manager of Intuit, a company focused on creating new ways to manage finances and small businesses, the transition is necessary to prevent the numbers available in the digital barcode system from running out by the year 2007. For some, this will mean upgrading hardware and software systems. Others, like users of QuickBooks Point of Sale Solution from Intuit, are already prepared with software that offers a 13-digit barcode. Says Menken, "By switching now, spa retailers can adapt their current 12-digit barcodes to the 13-digit one that will be implemented nationally in just a few months."-H.M.

## Tapping the Tao for Success

"After many years of walking in and out of companies that were both living and mechanical, I realized that only those companies possessed of a soul had any hope of longevity in the constantly changing business climate."-The Art of Business: In the Footsteps of Giauts (Zero Time Publishing, 2004) by Raymond T. Yeh with Stephanie H. Yeh; (303) 575-1050

