

F.C. DADSON NEWSLETTER

September 2009

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Notes from the Editor

I don't think summer could have gone by any faster if it tried. September's here and with it comes cooler temperatures, changing foliage, football, and school. It's the time for changing and finding out who you are – two things quite fitting of this month's newsletter. Read on to see why.

Enjoy!

Liz Sachse

Meet F.C. Dadson's Vice President of New Business Development



F.C. Dadson is excited to announce the promotion of Larry Myer, veteran sales team member, to the position of Vice President of New Business Development.

In his new role, Larry will be responsible for expanding FCD's networking program, researching new lead sources, developing sales and networking strategies, and aiding the sales team in closing new accounts.

What's Your Brand's Personality?

Think that personality is strictly a human thing? Think again. One of the Retail Design Diva's (retaildesigndiva.blogs.com) guest bloggers once compared retailers to boyfriend types. While very tongue-in-cheek, it makes a very important point: image is everything in retail.

Are your stores giving off the right impression? Does your decor do your brand justice? If you aren't sure, you might just be selling your brand short.

This is why it's so important to show your brand personality when working on a store design. Show us "who" you are, tell us what kind of impression you want to make, and don't be afraid to let us designers know if we're missing the mark. Sure, "sleek and sexy" looks cool, but if you're really the boy or girl next door, that perfect match (i.e., your target customer) may walk right on by.

Upcoming Events

After a relaxing summer at home, our sales team will be back out on the road this month. Find us at **IFA's Public Affairs Conference, Sept. 14-15** and at the **Franchise Leadership & Development Conference, Sept. 23-25**.