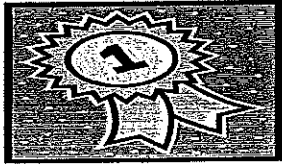




ROADIUM ROUND-UP

February 2006



Employee of the Month

We would like to honor this group of employees that won the award for November & December.

November- Field: *Cynthia*.

She received cash because of the short time I had available to shop in December. Cashier: *Clara and Pamela* each received a \$25.00 gift card from Walmart.

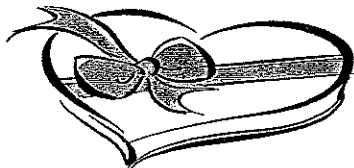
December- Field: *Troy*.

He received a PacSun gift card.

Cashier: *Pamela*

She received a gift card to Walmart.

We would like to thank everyone for their effort during our busiest season. We are now in January 2006, the beginning of a new year. Everyone is eligible to win employee of the month. Thank you for your participation and good luck.



UP-COMING HOLIDAYS

Lincoln's B-day: Sunday, Feb. 12

Valentine's Day: Tuesday, Feb. 14

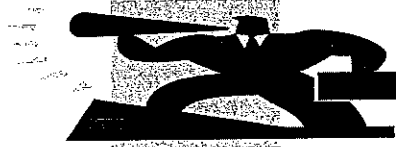
President's Day: Monday, Feb. 20
Running buses

Washington B-day: Wednesday, Feb. 22

St. Patrick's Day: Friday, Mar. 17

Easter : Sunday, April 16

Bits and Pieces



Extra Help Needed

We will need extra help on February 20th, President's Day because we will be running buses. The week leading up to Easter, we can use extra help because many schools are out. Don't forget, the week leading up to Valentine's Day will be busier. Remember to buy that someone special a gift at the Roadium that week.. You will see many specially items geared towards Valentine's day. Good luck shopping!! As usual, please let Osvaldo, Ricky or Jon know if you are available.

Safety Meeting

February 15, 5:00

Round Table Pizza

4330 Redondo Beach Blvd.,
Torrance

Our first safety meeting of the year will be on coming up on Wednesday, February 15th, night at 5:00p.m.

PARTICIPATION IS MANDATORY!

You will be paid for attending and Pizza dinner will be provided by the company.

Dress is casual. These gatherings always turn out fun.

Weather

Just a reminder, this is our rainy season. Even though we have had dry weather, it can and will rain some days this time of the year. If it is raining on your scheduled day, please call. Remember, we are open regardless. We will need some staff to operate. Early employees should be prepared to show up. Also, call early because it maybe raining where you are, but not at the Roadium.

Spring Forward April 2nd



Since the Roadium Round-up comes out about every 2 months, it is not too early to talk about the up-coming time change. This will occur on April 2nd and since it is Spring we move the clocks forward by 1 hour. I know we all dread this because we loose 1 hour of sleep. So Sunday workers please go to bed a little earlier to compensate.

Check & Clean Your Area

Before you leave, please make sure things are in order. Taking time to clean and straighten your area at the end of the day will help with set-up for the next day. I have been having a problem with locating cones at the end of the day. I know during the day you may need cones for certain situations that may arise. Please use them, but please put them back at the end of the day. As a basic, we need 10 small cones at central. We need 21 tall cones to block off wall parking. 14 are needed in the back parking lot along the wall, for Q parking, Patio, C-15. It is a great help when cones are where they are supposed to be.



Employee Highlights

Welcome Back Mona

After taking a few months off to spend time with her kids, Mona has come back. She is working Saturday - Wednesday. We would like to say welcome back Ramona. We missed you and it's great to have you back with us.

Ricky's Football Season

Well Ricky's team rolled through regular season and the beginning of the play offs. I am sad to report that they lost the game before their conference finals. However, on a good note, Ricco, Ricky's nephew, was selected to be on an all star team. Congratulations, Ricky, on a great year and a "thank you" for being there for the youths on your team. We all look forward to next season!

Happy Anniversary

I would like to wish Osvaldo and Ramona a happy 1st year anniversary. On December 30, 2004 they began their life together. As any of you who are close to them know, this has been a very hard year for them. It is with great pleasure and admiration that we congratulate this very special couple.



Manager's Corner **Product, Service or Both**

By Jon Trimper

We have all been there before. An uncommon product we just have to have. We don't care how far we have to travel, or how long we have to wait in line, or what the service is, we want the product and we will put up with anything just to get it.

Then there is another side. The product is common and easily obtainable, but we purposely travel the extra distance because the service is better than the more convenient locations. We enjoy being treated with respect and friendship, so we go out of our way to support an establishment that appreciates our business.

Are either one of these situations better than the other? Or are they the same?

A Bit of Both

I think it is important to be a little of both. If you don't want a particular product anymore, you will not go there because of bad service. If it is a regular used product, you may not go out of your way just because it is good service. You may opt to just go to the one that is closer. How does this apply to us? Well, we do have a unique product because of the nature of an Open Air Market with hundreds of different vendors. We have the choice to also lure them in by our service.

The Roadium has the allure because we are out doors. Southern California is usually known for it's mild conditions. Not too hot, not too cold. Its rainy season usually occurs between December to May and not every day rain. Spring time is beautiful. I know many shoppers who just enjoy being out doors. With nice weather most of the year around, this is a real plus.

Variety of Vendors

There is a good variety of vendors. New, used, all can be found here. When holidays occur, many change to themed items. By large, most vendors are very cooperative. If you think how many people come through, we get few problems with customers and vendors. Many shoppers also have their favorites. They even notice if a certain vendor is missing!

Welcome to the Roadium

Now what can we do with service? Well most important is our attitude, a simple "good morning," "Welcome to the Roadium," "It's good to see you today" means a lot. People really respond to personal service. A thank you after a transaction really means a lot to most.

What about someone in the field, how can they make a difference? With thousands of visitors and hundreds of sellers, what can you do to make an impact? It is hard, but it can be done.

Let's say you are on a bike. Finding a visitor a parking place can make someone's day. Answering a question politely, even though you have heard it a million times, or it is so obvious.

Have knowledge of your position and know the current conditions and the basics of the business. There are green Seller's book located at the car boxes that will answer many questions. There are maps on the back page to locate space numbers.

Showing a new vendor to their space is really important. Taking the time to explain the stand-by procedure. Letting someone know our hours of operation makes everyone's day go easier.

If a customer has a question or a problem that you do not know how to address, please direct them to the office.

They come from

I have talked to many new vendors from other swap meets. One thing they comment on is that we are well run. Procedures make sense to them and things are fair. John and Mike have really made an effort to simplify renting a space and make sure that things are consistent.

Would you drive miles for a product with bad service? How about a mediocre product with great service? I think this day of age, personal service with a good product means so much. I know I am willing to go for that extra service and personal touch.