

NFMA FleaBytes

February/March 2007



Pepsi/NFMA team again for industry benefit

The National Flea Market Association and Pepsi-Cola Fountain Company have signed a new agreement. Effective January 1, 2007 NFMA has endorsed Pepsi as the association's beverage choice.

The new three-year agreement provides mutual benefit for the soft drink provider, the flea market owner and the association. Members Ron Simmons, Chuck Pretto, John Chism and Jeff Mann negotiated the contract on behalf of NFMA.

The partnership enables Pepsi to continue as a major supporter of the association's educational and membership programs and to provide NFMA members with promotional and marketing opportunities.

"We value our existing relationship with Pepsi and look forward to building even a better one moving forward. It is clear that Pepsi values an ongoing partnership with the NFMA," said Chuck Pretto, 2006 NFMA president.

Mark Your Calendars for...



It's been called the Crescent City, the City of Chefs, and the Birthplace of Jazz.

In 2007, NFMA will call New Orleans the site of the 10th Annual Convention, September 24-27.

Make plans now to taste, feel and hear the heart of New Orleans as it strongly beats again. NFMA will hold its annual meeting in the colorful French Quarter at the historic Royal Sonesta Hotel.

Just step outside the Royal Sonesta and you step into the lazy yet bustling charm of musical sounds and culinary aromas unmatched in any other US city. Twelve blocks of magic that encompasses the flavor of the city awaits NFMA members in the Quarter.

The NFMA Convention Committee, led by California member Dennis Mineni, is constructing an education-packed conference

that focuses on market owner and manager needs. Registration costs and travel information will be available by March 1. Room rates at the beautiful Royal Sonesta are \$139 for King or Double/Double accommodations.

Located on Bourbon Street, the "European hotel with Southern charm" is one of three hotels in New Orleans to earn the AAA 4-Diamond Award for accommodations. Conde Nast Traveler has voted it "One of the Best "Places to Stay in the World". World class restaurants, antique shops, historic landmarks and entertainment are just steps from its door. Most guestrooms overlook the Royal Sonesta's tropical courtyard and pool or the French Quarter.

For more convention information as it becomes available, go to www.fleamarkets.org.

NFMA is proud to support the City of New Orleans.

Market News

Welcome to our newest member, the **Monroe Flea Market & Antique Mall** located at the James Monroe Bluegrass Music Hall in Franklin, KY. The contact is Regina Coker.

The **Wagon Wheel Flea Market** in Pinellas Park, FL scored big during the fall gubernatorial race when former New York Mayor Rudy Giuliani staged a media conference at the market in support of the successful candidate, Charlie Crist.

Happy's Flea Market in Virginia recently made big news when authorities made a high profile capture on its premises. On the lam from Pet City, television crews reported that Winky the Monkey hid out behind Happy's until discovered and taken into custody.

Working to create a **positive image** for the flea market in all aspects of operations is critical to the public's continued faith in the flea market experience. The **2007 Convention** will take on these challenges by designating "IMAGE" as its educational focus September 24-27 in New Orleans. (Please see survey questions below to assist in providing background for convention topics.)

Don't forget that **May 1** is the deadline for high school seniors working at your market to apply for NFMA college scholarships. Log on to www.fleamarkets.org and select membership benefits to access the application.

The following story about member Ben Mast appeared in the Wooster, Ohio newspaper, The Daily Record. Reprinted with permission of The Daily Record.

By CRAIG GIFFORD. Staff Writer

BERLIN -- Ben Mast has had to work very hard to accomplish all that he has.

The owner of the Holmes County Amish Flea Market in Walnut Creek, Mast lost his right arm to a farming accident in 1967. From then on, Mast has had to work a little harder, but can be proud of what he's done.

"That changed the ways of my thinking," he said of the accident. "Everything I do, I have to work a little harder. I'm always a very positive person. If any of my employees comes in with a negative attitude, I try to encourage them to be positive. Life could be a lot tougher."

It's that attitude that has driven Mast to be the main sponsor of the annual Classic in the Country, the girls basketball showcase in Berlin.

The Classic, annually held Saturday-Monday of Martin Luther King Jr. Weekend, is in its fourth year. Mast and the Amish Flea Market have been the key sponsor each year. "I'm a huge high school basketball fan," Mast said. "I see the program (Hiland girls coach) Dave Schlabach has put together, my daughter (Julie) came up through the program. When you leave that program, you're not only a good basketball player, you're ready for the rest of your life." Not only does Mast have an appreciation for Hiland girls basketball, but for all girls basketball players, in general. "I really enjoy girls basketball," he said. "Why? It's not natural for those girls to do what they're doing. Any girl out on that court has had to put in a lot of hours playing." While Mast enjoys the effort the players put forth, Schlabach and the Hiland girls basketball team are happy to have Mast associated with the Classic for those same reasons.

"I've always respected Ben for a number of reasons," Schlabach said. "Business-wise, Ben has a good mind. He knows what it takes to be successful. You can learn a lot hanging around a guy like Ben Mast. Ben works hard at what he does."

Along with working hard in business, Mast also works hard on the golf course, where he has taught himself how to strike a ball with one arm.

Mast has been hitting the golf ball in Florida every day since Dec. 15. He took a break to return to Ohio for the Classic, but will be headed back south this week where he will stay until the middle of February.

"I play golf five times a week in Florida and close to that in Ohio," he said. "I love golf because it's a challenge, playing with the one arm. I've learned a lot of patience." Along with hard work, Mast also credits religion for getting him through his accident 40 years ago and taking him in the right direction in life.

Although Mast grew up Amish, he became a Mennonite after childhood. He counts the Bible as his favorite piece of literature and is thankful for all he does have. "I've been blessed with what the Good Lord gave me," he said.

Thanks to our supporters!



In the News

Workplace Facts: Do you relate?

Pay Raises:

The average U.S. wage increase in 2006 was 3.6%.

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Work load:

Employees who said they had “too much” work rated their job satisfaction significantly higher than those who said they had “much too little” work.

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Flexible schedules:

60% of employees see flexible schedules as an important retention factor.
Only 35% of employers see it that way.

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Hard workers:

A recent study revealed that workers under 23 years of age are less eager than previous generations to prove themselves at work.

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Future:

Workers who wanted jobs with increasing responsibilities dropped from 80% in 1992 to 54% in 2005.

Source: •What's Working in Human Resources

Out in the World:

Imelda Marcos, widow of deposed Philippines dictator Ferdinand Marcos, has long been associated with suitcases of genuine diamond tiaras, ruby brooches and emerald necklaces confiscated when she left the Philippines. According to the *New York Times*, Marcos recently launched a new jewelry line consisting of designs she makes primarily from flea market finds --trinkets and accessories-- she buys on her frequent flea market visits.

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2007 NFMA President:

Barbara Nelson

We Invite you to respond to this survey as background for our convention program in
New Orleans:

What word or phrase would you use to describe the image of your
market?

What word or phrase would you use to describe the image of the flea
market industry?

What elements are most important for a market's positive image?

What is the image of your closest competing market and why?

What hurts the image of the flea market industry?

Do you have suggestions on how a positive image can be presented to
the general public?

Would you like to share your experience in creating and maintaining a
positive image with convention attendees? If so, please provide your
contact information:

Name _____

Telephone or email _____

Please fax to
214-553-5981.

Names are optional