

THE ROADIUM REPORTER



Lock-in your Lease

Build your Business, buy a lease and create familiarity and confidence in you, your product and your service by selling at the same location on the same day of the week. Invest in your future! Go to the upstairs office and get started.



We have some awesome events set up. Make sure your business is a part of the celebrations. Join us for our Halloween costume / Dia de Los Muertos (Calaca, Calavera, and Catrina skull) make-up contest. For more details follow us on

www.Facebook.com/Roadium

- **Halloween Celebration:** October 28
- **Dia de los Muertos:** October 29
- **2018 Roadium Calendar:** November
- **Canned Good Drive:** November
- **Veteran's Day:** Nov 11
- **Vendor Appreciation Lunch:** Nov 21
- **Holiday Toy Drive:** December
- **Selfie with Santa:** December
- **CHRISTMAS :** CLOSED
- **NEW YEAR'S DAY:** CLOSED

Back to School



In July, we gave out thousands of "Back to School coupons" and in August thousands were redeemed as customers came back to shop for the new school year. We also had four lucky customers win backpacks filled with school supplies. We have more fun events planned. Make plans for how your business can take advantage of these promos.

MEXICO INDEPENDENCE DAY



On Saturday, September 16 we had a wonderful celebration of music, dance, delicious food and fun festivities. The karaoke sing-a-long and the piñata were a delight to the children. Check out our pictures on www.facebook.com/Roadium

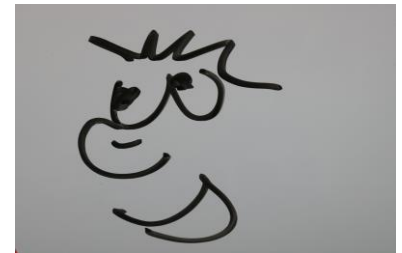
SAFETY FIRST



Please **No Electrical cords** in or near water puddles. Please consider the health and safety of people important when planning and setting up your eye-catching and informative display of your merchandise.

Manager's Minute

With Paul Hengehold



As we once again prepare for the Holiday Season, we want to remind our "Lease Vendors" that there will be NO PRICE INCREASE FOR LEASE HOLDERS during the month of December, along with NO PRICE INCREASE during any 2018 Holiday.

We are also in the process of working on a "points system" for our lease vendors, similar to other businesses that "HONOR" their valued customers, such as Starbucks etc.

We hope to implement this program within the 1st quarter of 2018. We are very excited to reveal more information about this program as details become available.



I Did It My Way

*“Regrets, I’ve had a few
But then again,
too few to mention.
I did what I had to do
And saw it through without
exemption....”*

Frank Sinatra - 1969

Elvis Presley - 1977

Muscles are built and strengthened when consistently and routinely challenge with the repetition of enduring heavier weights, stretches and overcoming physical obstacles. Inner strength and business fortitude are also built amid enduring repetitive challenges, over-coming disappointments and being mentally stretched.

Johnny Cash Torres is a living example of using obstacles and challenges to create and build his own unique business. He was legally emancipated from his family at the age of 16 and learned how to take care of himself, finished high school, worked at the Marriot Hotel as a professional server and began his own business. When Johnny was young, he began working at the Radium in the 1990’s helping his step-dad sell arts and craft supplies. Eventually his older brother took over the business and Johnny was left to start his own business up. He remembers the day he bought a \$5.00 guitar, fixed it up and sold it for \$40.00. From there forward, he learned to shop for things that he liked and fix them up to resell. He loved musical instruments, unique toys, sports equipment and knick-knacks. He soon learned how to repair and fix

damaged guitars, and other exclusive items. When he found old instruments that were beyond repair, he would take them apart, and he began a successful business of selling rare, hard to find replacement parts.

For several years he has used the annual lease program to build his business and reputation. His faithful, regular customers know where to find him:

Mondays G-17

Tuesday G-16

Wednesday G-12

Thursdays G-20

Despite personal set-backs, mistakes and hard times throughout the years, he no longer holds on to regrets and disappointments.

He is thankful for what he has, he loves his kids and in the end...

He did it his way.

Determination and Perseverance



Graciela Rios’ 1st day of work at the Radium was 9-11-2002; the first anniversary of the day that changed our world forever. She was a young, single mom who was thrilled to have found a job as a receptionist and she did not mind taking 2 trains and 2 buses to get to her new job. She was happy she had a job that would provide for the needs of her baby daughter. (In fact, it wasn’t until 2005 that she got her driver’s license and a car.) Graciela learned quickly and in 3 months she was assisting with the leasing program. In 2006, she was promoted to position of

“Coordinator of the Leasing program.” A lot has changed in the 15 years since she began, but one thing stays the same: her delight in helping customers. Come on up, say “Hi” and talk to Graciela about becoming a lease vendor.

History of Radium Lease Program



We know that vendors have different goals, and dreams for their business. That is why we provide six different ways to promote your unique business here at the Radium:

- Office Presales Reservations
- On-line Reservations
- Monthlies Reservations
- Stand-by (same day sale)
- Annual Lease program
- Container Rental

Our Annual Lease program is exclusive solely to the Radium and is not offered at any other swap meet.

It evolved from a Quarterly rental program which limited our vendors to a 3-month rental. In the 1990’s, John Schoen changed it to an annual lease program, thus giving our vendors a whole year to establish their reputation and creditability of their business.

We have lease vendors that faithfully sell 4 to 7 days a week, and customers come in just to buy from them. The customer knows when and where to find them and they trust them.

Consider taking your business to the next step. Go upstairs and ask about becoming a lease vendor.