

Join the retail family that cares about the environment.

In the US

ACE
Hardware

BLACK & DECKER

OSH
Orchard Supply Hardware

PORTER-CABLE
Factory Service Centers

SEARS

TARGET

WAL-MART

In Canada

CANADIAN
TIRE

Home
hardware

Makita
Factory Service Centers

REVVY

Zellers

More than 29,000 retail locations are doing something good for the environment.

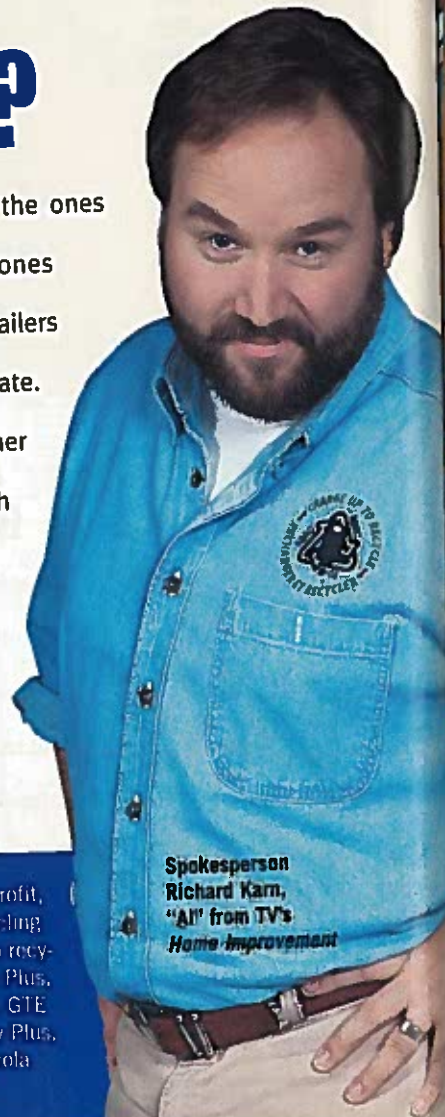


They serve as Ni-Cd battery recycling centers.

HOW ABOUT YOU?

Nickel Cadmium (Ni-Cd) rechargeable batteries — the ones in power tools, camcorders, cordless and cellular phones can be recycled. But the program needs concerned retailers like you to make it work. It's easy and free to participate. Your customers will appreciate your support for a cleaner environment and you'll increase your store traffic with return business! Join the growing family of pro-environment retailers. For more information call toll free 1-877-723-1297 or visit www.rbrc.org/diy.

The Rechargeable Battery Recycling Corporation (RBRC) is a non-profit, public service organization dedicated to providing Ni-Cd battery recycling to communities across the country. Any of the following stores also recycle Ni-Cd rechargeable batteries: in the US—Ameritech, Batteries Plus, BellSouth Cellular, The Car Phone Store, Cellular One, Circuit City, GTE Wireless and RadioShack; in Canada—Astral Photo Images, Battery Plus, Black's Photography, Future Shop, London Drugs, Authorized Motorola Dealers, Personal Edge/Centre du Rasoir and RadioShack Canada.



Spokesperson
Richard Kam,
"Al" from TV's
Home Improvement



COVER STORY

EMPLOYEE TRAINING CAMP

A Guide to Developing Effective Retail Employees

Successful retailers understand that their people make the difference. Their employees' ability to interact with customers and solve problems helps differentiate their stores from the competition.

However, it is an ongoing challenge to recruit, screen, hire, train, develop, motivate and retain the best employees. That's why the Russell R. Mueller Retail Hardware Research Foundation decided to focus on employee issues with its latest project. The foundation has published the *Human Resource Handbook*, a desktop guide to effective personnel management for small and medium-sized businesses in the hardlines industry. It is designed primarily for owners and managers who deal with human resource management matters without the support of large, corporate-style human resource departments. It is also an effective reference for store managers in larger companies.

The handbook follows the logical employment process from recruitment through career development to termination. Topics include employment, compensation and benefits, discipline, regulatory issues, training and development, recordkeeping and related subjects. It presents successful employee management ideas used by hardlines retailers today as well as new research on why employees leave retail hardware/home improvement employment.

The handbook's author, Ray Parker, is chief executive officer of PHIRST & Co. Inc., a Miami-based human resource management company. He has been in human resource management since 1971 and is certified as a senior professional in human resources. He can be reached at (305) 971-9828 or phirst@aol.com.

The Russell R. Mueller Retail Hardware Research Foundation is a living memorial to Russell R. Mueller, managing director of the National Retail Hardware Association from 1952 through 1967. Its purpose is to conduct continuing research and educational activities for the improvement of hardware retailing.

Research projects are funded by voluntary contributions from individuals, companies and organizations at all levels of distribution throughout the hardware industry and by grants. The *Human Resource Handbook* was funded by a grant from the American Hardware Manufacturers Association's Hardware Industry Grant Program. Copies of the handbook are available by calling the foundation at (317) 290-0338.

The following pages contain excerpts from the *Human Resource Handbook*. Use this information to jump-start your company's training program and begin developing more effective employees.

CHRIS JENSEN
EDITOR

