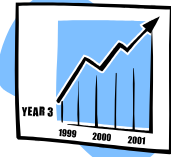


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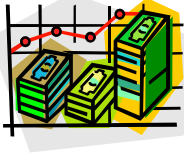
The TrinityGroup values feedback from clients and seminar attendee's. At the completion of each seminar, we need to know how we have done. There are several of reasons this is helpful. First, we don't like resting on our past performance – we know we can always improve. We know you can help us make our next presentation better with your feedback. And secondly, you have an entirely different view from your side of the table! We want your input on what we did wrong as well as what we did right.

Thank you for taking the time and responding to our evaluation.

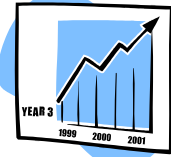
Comments – “What I Liked”

- A good refresher; fellowship with other booksellers
- All info was so valuable and practical, thank you
- An importance on saving money, not just making money. Too much money invested in order to make a little more may not be worth it if you can make almost the same with less than half of the investment
- Bob did a good job explaining the procedures
- Bob, a wonderfully helpful seminar. This came at a time when I decided something needed to be done to my store's inventory and general business practices within it. Thanks for the motivation!
- Clear and comprehensive presentation. Learned a lot about my role as a manager!
- Clear illustrations of concepts presented
- Clear presentation including speech
- Clear, concise good examples to follow
- Clear, detailed presentation;; good visuals and practical application suggestions
- Complete presentation was great
- Easy open atmosphere, good audio visuals & matching printouts. This was 3rd time for me. I have appropriated some ideas before, but really needed this refresher especially to start calculating turns, GMROII etc.
- Easy to understand illustrations. They made sense
- Everthing! It was very informative. I need more training in order to help the store I manage become more efficient and productive
- Excellent tools, well explained
- Excellent, experienced presenter. Motivation & info from other bookstore owners. Thanks for the free breakfast, lunch, calculator and instructor!
- Facilitator was very knowledgeable and has worked in the position of individuals in the room
- Feedback from other stores; connecting and future contact with other stores
- Getting to know others in the area
- GMROII concept
- Good graphics & lecture combination
- Good info. I appreciate the wisdom.
- good presentation, good handouts, helpful info
- Great seminar- GMROII explaining that this is true measurement of success
- Great speaker-good sense of humor

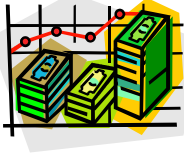
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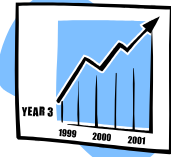
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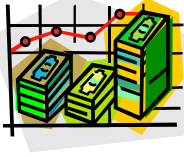
- Handouts and score card; Bob is a good presenter
- Having handouts that matched the slides was very helpful. The amount of material handed out is a bit overwhelming, but will be helpful later in reviewing the points presented
- Hearing from other stores, ideas, what they need to improve/how to improve
- Helped me to understand the business end of our ministry
- Helpful suggestions to increase profit; networking with other booksellers and learning what works for them; the importance of keeping score
- Helping in understanding of inventory controls- GMROII
- How easy Bob made everything!
- I came with literally no knowledge and left w/a clearer understanding of business sales.
- I liked the openness and feeling of being able to comment and ask questions. I don't like just being lectured to all day and this wasn't like that-the presenter was very open to comments etc. very nice
- I liked the seminar and found a lot of good helps
- I liked the session on Inventory Control. I tend to not keep score and keep product on the shelf longer than what it should
- I now have tools to measure where I am and where I want to go
- I thought this was a tremendously helpful tool bag of information for Christian retailing.
- Information was presented in very well organized manner in an easy to understand way. Thank you. Also, very motivating yet convicting in that change is essential. Lunch was excellent!
- Informative-thought provoking- kept my interest
- Interesting content; speaker nailed points simply and with occasional humor. No time to get sleepy!
- It made clearer to me the effect of overbuying on the bottom line
- It was free! It was informative, easy to understand, gives us stuff to take back with us, & motivates us to take it back to our store
- It was in Portland. Good meeting facility. Material important to me was presented. An opportunity to meet others in the same/similar business
- It was interesting and informative. The atmosphere was positive and friendly
- It was well prepared, educational, and motivating
- Knowledgeable speaker, explained well clearly
- Learning tools to calculate turns and GMROII; fellowship with others in Christian Bookstore ministry was great!
- Learning! Fresh ideas
- Location easy to get here, great presentation- basic stuff but hazy in my mind- This was good!
- Made me realize the differences of discount vs. GROMII. Reminds me to keep monitoring how the business is doing
- Meeting other booksellers- need to network
- Motivational! Challenging! Taught what you told us & reinforced the material.
- Nice explanations and graphics to understand and implement GMROI
- Opened my eyes to certain buying practices I thought were wise which really were only ok. Gave me some new direction to move in my buying/stocking



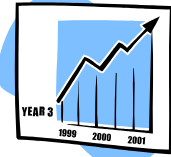
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- Plenty of examples to help understand concepts; instructor very clear; handouts great resources to keep
- Professionalism
- Professionally presented, usable info adequately developed and explained. GMROII is a new concept for me, like looking at the business thru a different lens.
- Rapid replenishment vs. disc is a tremendous eye opener. Made a lot more sense to use by hearing the benefits
- Really good solid info
- Simple explanations of complete ideas; good balance of teaching & group discussions
- Slideshow and the resources paperwork to take home will be helpful in the near future.
- Spring Arbor needs to do a 1 day divide by small stores, and older larger stores
- That you address a real need: the number of people w/o formal training is astounding; the business/ministry emphasis throughout; the content was excellent & well-organized; the slides were outstanding
- The concepts were new and interesting. The explanations were clear and understandable. Use of examples is invaluable. A picture is worth a 1000 words.
- The education, the hope that the Lord, myself and my husband can make our store the gift God gave us- a better ministry & business. We want to succeed on the business side of this more than ever. I am excited to continue on.
- The exercises and group discussions were good. I learned a lot from the store managers who had a lot of experience and ideas
- The info was very helpful
- The informality and the fact that Bob used mathematical examples, not just theoretical formulas; I feel very motivated to keep score.; I never got bored!
- The input from other stores and opportunity to share in small groups
- The knowledge of the facilitator, and the understanding way of delivery.
- The low key, conversational approach to the seminar. It made me feel unafraid to participate and although I have limited experience, I gained a lot of knowledge
- The motivation & encouragement obviously being displayed; the sincerity and honesty by the speakers
- The openness of conversation. This is so different than the “real” world of business. I come from the restaurant business and this is much more different and enjoyable
- The opportunity to learn more about making our store more successful and “leaner”. We have the means to grow, now we have the tools to help build.
- The opportunity to learn more about the business part of the bookstore, & being able to have everything explained in such a way that I could understand it.
- The slides were helpful in taking notes. The retailer booklet looks like an excellent resource to help remember the concepts taught today
- The subject was timely. I appreciate the straight forward presentation. It is easy to understand and should be easy to apply.



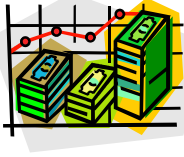
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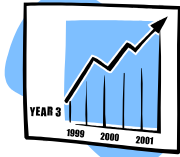
- This seminar was very comprehensive! I loved how it was presented w/the “support materials” in our hands. Thanks for making this available without cost! Thanks for lunch, it was great!
- This was great. Wish it was more often. My church let me go because it was free and very close so I could drive. Thank you. I really need to see/hear this. Thank you
- Tools I was able to take with me to help our business
- Understanding GMROI and lunch
- Understanding terms and high discounts and volume do not always equal best business practices. Not always good to invest more money to get less turns
- Using examples helped to understand how to apply the concepts
- Very good info & helpful. I look forward to other ones. P.S. I was at CBA Expo. This year and attended all seminars. This was excellent compared to that.... Thank you!
- Very informative; great opportunity to share ideas with other store managers
- Very understandable, lively and informative; relaxed attitude, but serious intent; insistence that we take the business side seriously so that we can continue to do the ministry
- Very well presented
- Vibrant knowledgeable speaker- very personable
- Visual presentation/clear understanding and presentation of very complex issues
- Was very personalized-doable-user friendly
- Well organized
- Well organized, well presented, practical
- Well presented easy to follow
- You explain things in a simple 1 apple 2 apple format which was very easy to understand. I have heard much of this presentation before, but it is obvious you have taken comments like these into consideration and have really refined this well!

Comments – “What I’d Like To See Changed”

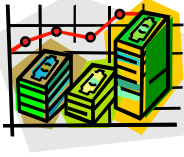
- A beginners dictionary of terms- margin etc
- A little better explanation of Rapid Replenishment, what it means to teacher and how we are to apply it. Practically in our computer systems- how to change them to better accomplish this. I would consider this the “practical” side.
- A little more hands on with the numbers. I hope I can remember exactly how to do this when I get back tomorrow
- A notebook for materials to be organized in - participants had to search & shuffle to find what you referred to; more emphasis on networking for participants-i.e. the church bookstore people should be encouraged to share methods for their niche. Hey, how bout a workshop w/ that focus?
- A sample action plan such as items commonly identified by CBC sellers/reseller. During the seminar an individual may not be able to think of necessary action on problems. Example may help to jog memory or suggestions.
- Apply RR explanation on a larger scale the example was for 1 Book. The costs make more sense on a large scale, than for the investment in one book.



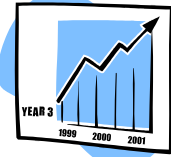
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- As a big store I felt a lot was geared towards older/smaller stores.
- Break needed in PM
- Could have moved faster; could have included more practical applications, more specific suggestions are always helpful to implement what we have learned
- Example of information for smaller store; intro is much too long - would have like more nitty gritty
- Hold the seminar at a hotel right off the interstate rather than in downtown Pittsburg. It is one of the most difficult cities to navigate.
- I honestly can't think of anything except more one on one availability of proof. to help calculate our figures.
- I seemed like we never got to the nitty-gritty of how do we do this!
- I would like to see more re: buying for discount and the times this would be most appropriate. Possible % of discount buying to rapid replenishment.
- I wouldn't change one thing
- I'm not knowledgeable enough to say at this time.
- Improve pre-seminar arrangements- our confirmation was not received- so we had no directions- no word on what to bring
- It was all good. Thanks
- It would have benefited me to work with my actual figures to get a better grasp on formulas.
- Keep a table of beverages in the room or just outside that's stocked throughout meeting. Our table had no water pitcher & the buffet table outside only had decaf coffee left. Cant think of any changes for the seminar content.
- Keep the terms consistent; cost of sales, cost of goods, maybe inventory cost in the GMROII denominator is better explained as average inventory value
- Make sure items presented are not theory but tried and true info!
- Make sure the space is warmer. I was so cold I had a hard time concentrating on the presentation
- Maybe get a little more in depth on understanding GM
- Maybe go a little faster thru some of slides/examples more time to interact w/other bookstore managers
- More discussion time
- More group discussion time. Concrete use of concepts immediately
- More info on computer systems, POS etc, the pros and cons
- More info on the seminar location (besides the general Pittsburgh) at the time of initially signing up. I had to call SA & be transferred several times before finding out what hotel it was at.
- More time for inter-action through questions and comments
- More time to interact with instructor and discuss fine points and exceptions
- None!
- Nothing
- Nothing
- Possibly pair up younger retailers who have less experience with those who have been in the industry longer to help us younger retailers like myself with some terms I may not understand



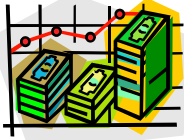
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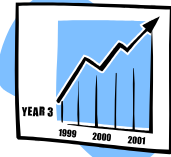
- Room temp too cool!
- Some discussion on category management related to productivity/sales and more discussion on cost of goods/sales calculations
- Spend more time on figures, examples and where to pull them from your financial statements, more hands on
- Talk a little more to the store who is still ordering by phone, not electronically. Most important, 1st steps to take \$ off shelves (in inventory & invest in new POS systems. Where do they go to get info on POS systems etc.
- The audio quality of the amplifier could have been better.
- The last hour seemed rushed, which was too bad because it contained a lot of numbers and calculations. Also, didn't help that the material covered in last hour was in last hour (RR) we were wearing down.
- The location- It is in a very high traffic area and quite a few folks were late.
- The printouts of the PowerPoint slides are a little small to read; some of the info, of course, doesn't apply to chain stores, but I still found it helpful; a concise glossary of terms like GMROII etc, would be great for quick reference
- There is nothing that I would change.
- Time for travel in a rural area I had to get up at 5 to travel 125 miles
- We never got a confirmation although we registered early, sent 2 follow-up emails asking for confirmations and then finally called in to ask if we were registered. Then when we came to the seminar, Bob said we had been requested to bring our store financial data to compute. He said it was in our confirmation letter. We didn't get one- so we were not prepared for what we needed!
- You should emphasize the fish concept more. Lots of people have lots of fish on their shelves.

Comments – “Other Comments”

- A question that could be asked at the beginning of the seminar is What new thing have you done this year to help manage inventory or whatever else, like gross margin
- A suggestion for future seminar- Sandy Cove Bible Conference, Northeast, MD. 1 hr from Baltimore, 1 hr from Philadelphia, 1 hr from Lancaster, Pa. Our bookstore is on the grounds of this conf center We have several large meeting rooms, 153 room hotel and bed and breakfast available at \$55 off season, per room
- As a new store manager I found this seminar very enlightening and useful. I would like to be notified of additional seminars that offer more helpful ideas and suggestions. This was a great opportunity to network with other store managers
- Bob is a very good teacher- the slides were excellent. Emphasis on key points were very valuable
- Bob Steele should teach CBA how to give seminars- it was a very good presentation!
- Considering the loss of workbooks due to delivery system or lack of, you did a fine job of teaching. Kept a good pace.
- Don't slip pitfalls or highs between/benefits or low turns; use example other than sports, we are not all jocks
- Enjoyed meeting other bookstore managers. Am looking forward to the POS seminar and soon!

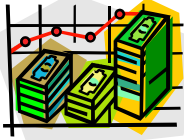


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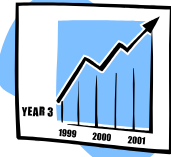


- Excellent
- Excellent info - can't believe it's free; look forward to future seminars in the DC area
- Excellent workshop!
- Friendly people, good service, good food
- Great job! I would like to attend more seminars on different topics.
- Great seminar!
- Handouts missing??
- Have you considered a similar meeting on the subject of store design and layout? I would go, would likely bring one or two others and be willing to pay what it's worth.
- Having been in bookselling for approx 15 years, I've heard much of what was presented. I could have used more emphasis on figuring gross margin, etc.
- I appreciate the fact that you care so much about Christian bookstores success. Thank you so much for your time and may God continue to bless you and your family!
- I appreciate the opportunity to attend as you have given valuable info at no charge to us. It has been an encouragement & a "light" in what sometimes seems like the dark room of Christian retailing. Thank you!
- I can't wait to hear your POS presentation. A bit of a forerunner here would have been great. You are very punctual. Thanks for what you do. God Bless.
- I enjoyed learning of other retailers successes and failures in this industry within our region
- I enjoyed the presentation very much and will further implement many of what was presented. Because our store is very small- some of what I do will have to be adapted from the concepts presented. I feel very grateful that God has guided me over the years to adapt many of the ordering/inventory practices discussed- which probably saved our store from financial ruin.
- I enjoyed the seminar because it was informative without being overly technical.
- I have a new way of looking at things in our store.
- I look forward to the seminars on POS and purchasing- at CBA. Not always enough time for seminars etc. Keep up the good work of encouraging bookstore managers/staff
- I wish you would incorporate freight cost in your GMROI examples, or show how to track freight cost. I feel the bottom line could change dramatically if we don't calculate and manage freight costs.
- I would have liked to hear the other side of the "Just In Time" debate - I have been aware of this since the nineties. Publishers especially don't like. Also I wish the other seminars ere available now. I now realize how much they may help.
- I would like to be notified of other seminars by Bob Steele/SA
- I'm grateful to SA for this no cost to us seminar. Wish we had this kind of thing more often. Jim Carlson's "heart" for the retailer is still shining! Presenter did not keep saying SA, he said distributor- GOOD!
- I'm really glad I came. Would recommend it for other retailers. Poll us in 6 mo to see how we have done! Thanks for doing this early enough in the year that my changes will impact the bottom line for 2004. Thanks and God bless!
- I'm so glad I came
- I've been to a lot of these seminars- definitely the best one I've attended on these subjects.

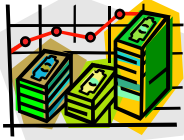
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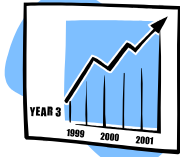
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- Interaction time with other attendees was valuable. Input from industry veterans helped a lot
- Is our SA rep available to answer questions about practices re: inventory management that we put into place?
- Let me know about the next seminar
- Let me know when the other seminars are available
- Looking forward to the seminar on the POS system
- Made it interesting; added great humor to what could otherwise be a boring topic
- Many of these concepts can be applied to my personal business as a consultant with Mary Kay. Thanks.
- My first seminar with SA; Excellent presentation. Beautiful and comfortable facilities.
- Nice info
- Offer seminars more often
- Room temp pretty chilly
- Should be held at CBA convention. More people could attend. I attended 6 classes at CBA last yr and only 1 was nearly as good as today's! Thank you!
- Some places in the presentation were too "read off of screen"; Power Point; great seminar
- Step by step driving directions to location from different routes would be beneficial
- Thank you for a great workshop. Looking forward to more!
- Thank you! It's nice putting a face to Ingram/Spring Arbor
- Thanks for lunch and the gifts!
- Thanks for the invitation, presentation, assistance and good lunch!
- Thanks so much for this opportunity!
- Thanks. One thought to be addressed in the future- It's hard to do RR when S/A warehouse runs out of top titles
- The late delivery of study materials was a minus, but considering the circumstances, was handled well
- This is the first time any seminar on bookstores has been close enough for me to attend. This is information that every book dealer needs to know. I hope lots more of these will be offered. Too many of us are trying to run stores with no real training-and aren't being very effective. Our product deserves better.
- Though I appreciate and value the information being sold, I do not agree with certain terms used today. "salesman and HE. I realize you are of the "old" school business ways but please update your terminology. Your info doesn't sink in the way it should because of this. And look at the amount of women in the audience. It is somewhat offensive and I guarantee you it affects.....
- Time spent in discussion with other bookstore managers is always helpful. I really enjoyed that.
- Top flight
- Very happy about the location of this seminar-west coast stores get left out. Thank you , it was wonderful. Looking forward to the next seminar!
- We really don't need certificates-nice gesture but save \$
- Well done and to be free is great benefit. Thanks

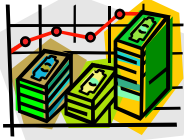


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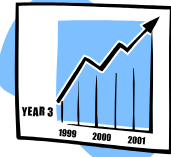


- What are we going to do to keep a Christian Bookstore in a small town; we need a model
- When a metro area and public transportation is available, please include in the confirmation info
- When in an area with good public transit (i.e. Metro) include info on using that and means of transportation. (coming from Richmond didn't realize Rockville had a metro stop)
- Would like to see a seminar on marketing, product placement, psychology of product display, hints in advertising on a shoe string. I initiated a sign-in sheet of all attendees and requested copies be sent to all attending so we can use it to network after the seminar (show phone# and email address. Very surprised SA didn't initiate this
- Would recommend combining all the loose handouts into one booklet or spider binding- I spent too much time looking for the right handout.

--- numerical evaluations on the following page ---



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Evaluation

The related questions and 2004 results appear in the table below. A scale of 1 to 7 was used with the lowest as 1 (Disagree Strongly) and a high of 7 (Agree Strongly).

Char	Port	Rock	Pitt	Avg	Q#	Evaluation Question
6.6	6.3	6.3	6.1	6.3	1	My effectiveness level as an employee or bookstore manager will increase as a result of what I learned today.
6.7	6.3	6.1	6.6	6.4	2	The facilitator made himself available to the group to provide additional information and help when needed.
6.7	6.3	6.1	6.5	6.4	3	The JIT explanations and examples helped me better understand the differences between discount (gross margin) and turnover (speed of sale).
6.7	6.2	6.3	6.7	6.5	4	The facilitator identified and handled individual and group questions and concerns satisfactorily.
6.8	6.1	6.4	6.5	6.5	5	I will be more careful about buying for increased inventory turns and a better GMROI rather than just considering higher discount as a better deal.
6.8	6.7	6.6	6.7	6.7	6	Based on what I learned in today's seminar, I would recommend this to other booksellers.
6.7	6.5	6.3	6.5	6.5	7	The concepts and skills presented during the sessions were explained clearly and thoroughly.
6.9	6.5	6.5	6.6	6.6	8	The seminar was helpful in making me realize we need to keep better "score" of our inventory.
6.6	6.4	6.3	6.4	6.4	9	I want to apply the majority of the principles and action steps learned today within our store.
6.7	6.2	6.1	6.1	6.3	10	In addition to keeping "better score" of my inventory, I will also use the principle in other areas of the store.
6.8	6.4	6.3	6.2	6.5	11	The skills I learned today will help me function more effectively as a staff member or manager.
6.6	6.3	6.3	6.3	6.4	12	I will recommend or adapt the GMROI concepts to improve our inventory management skills.
6.5	6.5	6.3	6.5	6.4	13	The slide presentation and handout materials were well done and helpful in the learning process.
8.3	9.0	7.6	10.4	8.8	14	Number of years you have been involved in Christian product retailing?
6.7	6.4	6.4	6.5	6.4		

Table 1