



Washington State Liquor Control Board

Memorandum

To: The Board
From: John Redal, Director, Retail Services
Date: May 7, 2007
Subject: Contract Liquor Store Manager, CLS No. 569, Blaine

FOR BOARD APPROVAL

Blaine is a small community in Whatcom County with a population of 12,500. This is a new contract store location as the state store located in Blaine will be relocated to Bellingham. The gross sales for 2006 at the original Blaine store were \$820,000 and the estimated commission is \$70,000 to \$75,000.

A total of 32 applications were requested, Seven applications completed and returned, and six applicants were interviewed. A panel comprised of two District Managers, Brian Johnson and David Willson, and Auditor, Ernie Wilson, conducted the interviews. After completion of the interviews and reference checks were completed, Nicole Perry was selected as the recommended Contract Liquor Store Manager for Blaine.

Nicole is a resident and business owner in the community of Custer, located eight miles southeast of Blaine. She owns and operates the Custer County General Store. She plans to continue to operate the General Store. She is involved in the community. She has a college education and much experience with inventory management, ordering, sales, and accounting.

Nicole plans to open the new store within the same strip mall as the prior State Liquor store. She will share the site with a grocery and Rite Aid. The new location is slightly over 1000 square feet. There is ample parking. Her hours will be 11-7 Monday through Saturday and 12-5 on Sunday. Nicole will be using the Magnum POS system.

Reference checks and a background check were positive. Therefore, I am recommending the appointment of Nicole Perry as the new Contract Store Manager for the Blaine Contract Store, effective June 1, 2007.

Approved:

Yes

No

5-9-07 Date

Lorraine Lee, Chair

Yes

No

_____ Date

Ruthann Kurese, Board Member

Yes

No

5/9/07 Date

Roger Hoen, Board Member

Copies Dave Wilson, District Manager
Financial Division





**Washington State
Liquor Control Board**

To: John Redal, Retail Services Director
From: David Wilson, District Manager
Date: May 2, 2007
Subject: CLS 569 Blaine – Contract Store Manager Recommendation

Blaine is a small community in Whatcom County with a population of about 12,500 people. It is located on Interstate 5, just south of the Canadian border. This is a new contract store location. The State store in Blaine will be relocated to Bellingham in June. The details below are based on the sales of the State Liquor store in Blaine.

Fiscal year 2006

Total Sales	\$820,000
Estimated commission	\$70,000 to 75,000

A total of 32 applications were requested for this position, and 7 completed applications were returned. Of the seven applicants for this position, six were interviewed. The interview panel consisted of:

Brian Johnson, District Manager, District 2
David Wilson, District Manager, District 10
Ernie Wilson, Auditor

All applications were scored using the Criteria and Point Allocation for CLSM Hiring Categories. The candidate selected received high scores from all interviewers, in the categories of Interview, Site, Financial, Business Plan, and Retail Sales/Business experience. The panel unanimously selected Nicole Perry.

CANDIDATE

Nicole Perry is a resident and business owner in the community of Custer which is located less than eight miles southeast of Blaine. She purchased the Custer Country Store in January of 2002 for numerous reasons, one of which was to preserve the history of the General Store founded in 1883. She plans to continue operating the General Store. She has built her business on excellent customer service and by being active in her community. Ms. Perry has a college education and as a business owner has amassed experience and expertise with inventory management, ordering, retail sales and accounting practices. She is looking for new challenges and ways to serve her community. She is active in local business groups and takes part in the planning and implementation of local events. She plans to involve herself similarly with the community of Blaine.

SITE, HOURS AND TECHNOLOGY

Ms. Perry plans to open the new store within the same strip mall as the existing State Liquor store. There are two major tenants in the strip mall; Rite Aid, and Cost Cutter Grocery. Cost Cutter is the only major grocery store in the Blaine area. The new location is slightly over 1000 square feet, located two spaces north of the present State Liquor store. There is ample parking. Ms. Perry plans to use the Magnum POS system. Her store operating hours will be 11-7 Monday through Saturday and 12-5 on Sundays through the summer.

REFERENCES

All of Ms. Perry's references spoke highly of her commitment to her family and the community. She is said to be highly motivated, friendly, trusted and respected, not only as a business person, but as a neighbor and friend. One reference stated, "I am impressed by her abilities and accomplishments".

OTHER CANDIDATES

The second candidate was also well educated and qualified, but lacked retail experience. The third candidate was a lifetime resident of Whatcom County and business owner in Blaine for the past 40 years. He lacked detail in his business plan, and his references were not as positively charged as the others.

RISK FACTORS

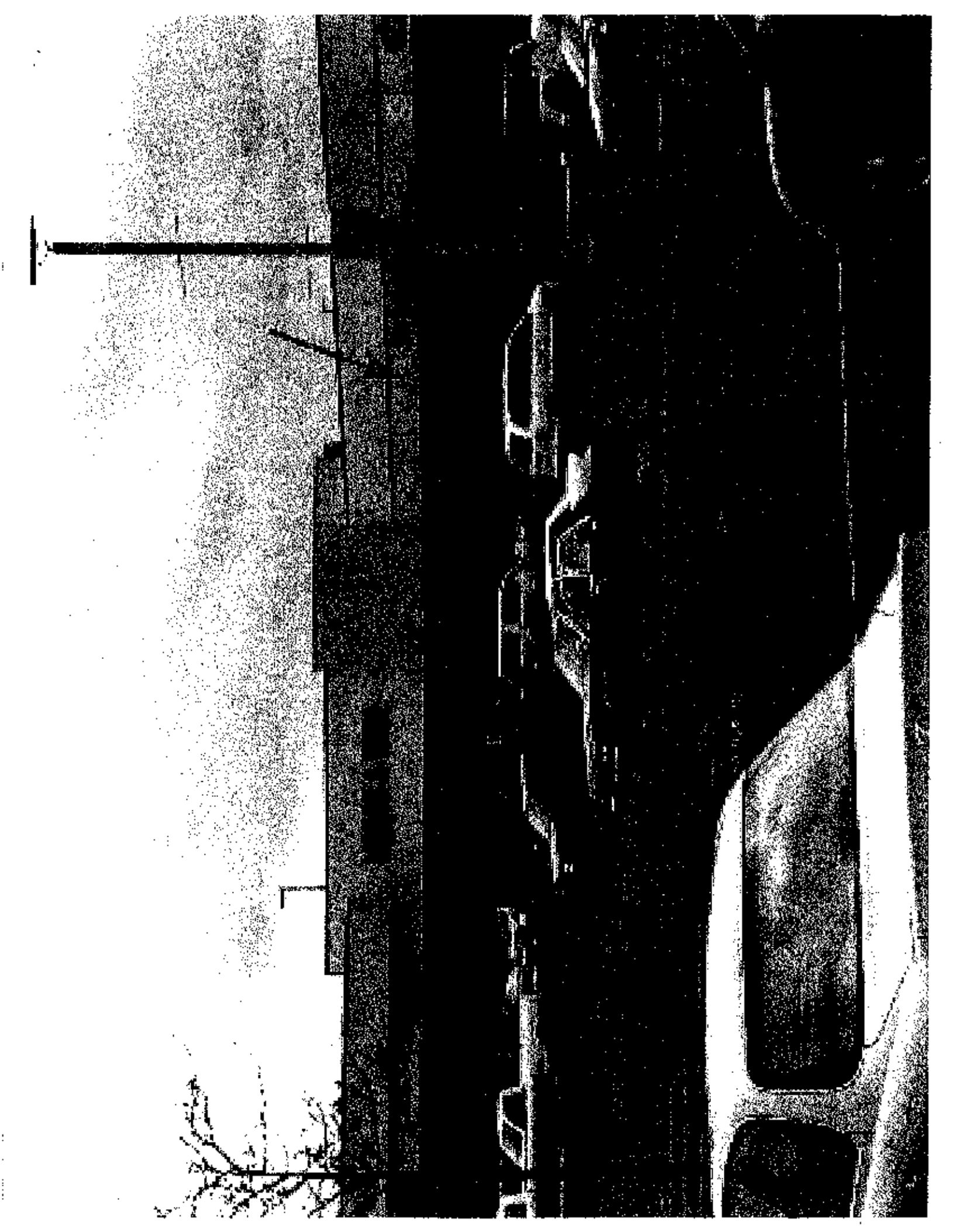
Risk associated with the geographic location of the store is minimal. The State store has been in operation within the same complex for many years.

Local officials contacted the Retail Services Division to confirm that services will continue in Blaine. The City Manager has been updated regarding our progress and kept in the information loop. Risk in this area is minimal.

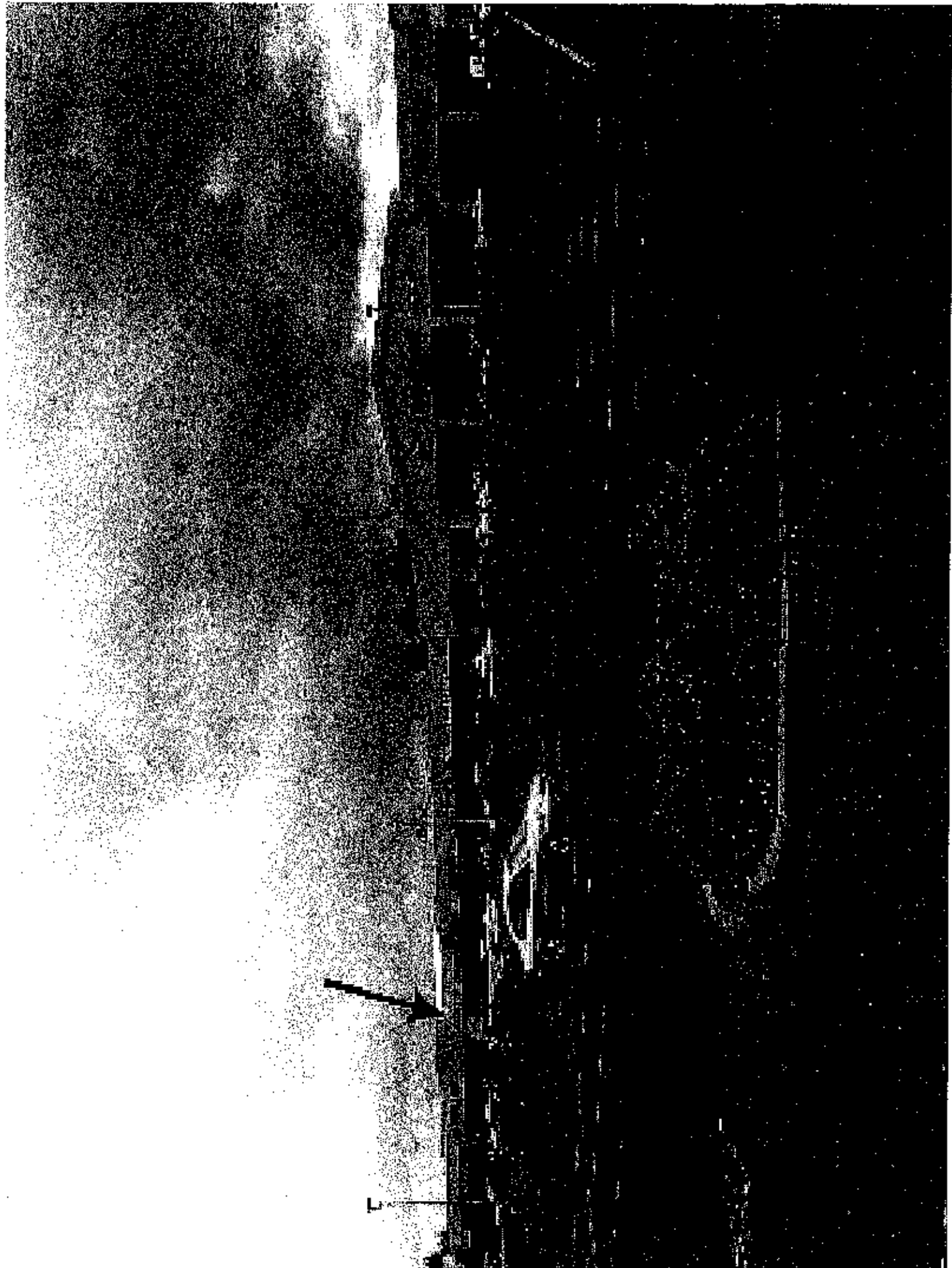
Ms. Perry has a "Grocery Store - beer and wine license" at her General Store. Ms. Perry has indicated that she is willing to make compromises to her existing license, such as giving up wine sales, in order to secure the contract store.

There is the possibility of negative reactions from the unsuccessful candidates. Their objections might be based on their individual qualifications, length of residency and ties to the community.

In the final analysis Nicole Perry had the best mix of education, experience, personality, commitment and desire. I recommend approval of her selection as manager of CLS 569.



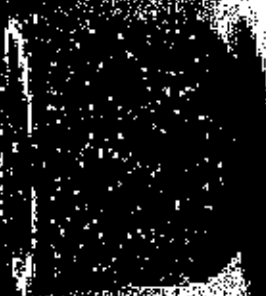


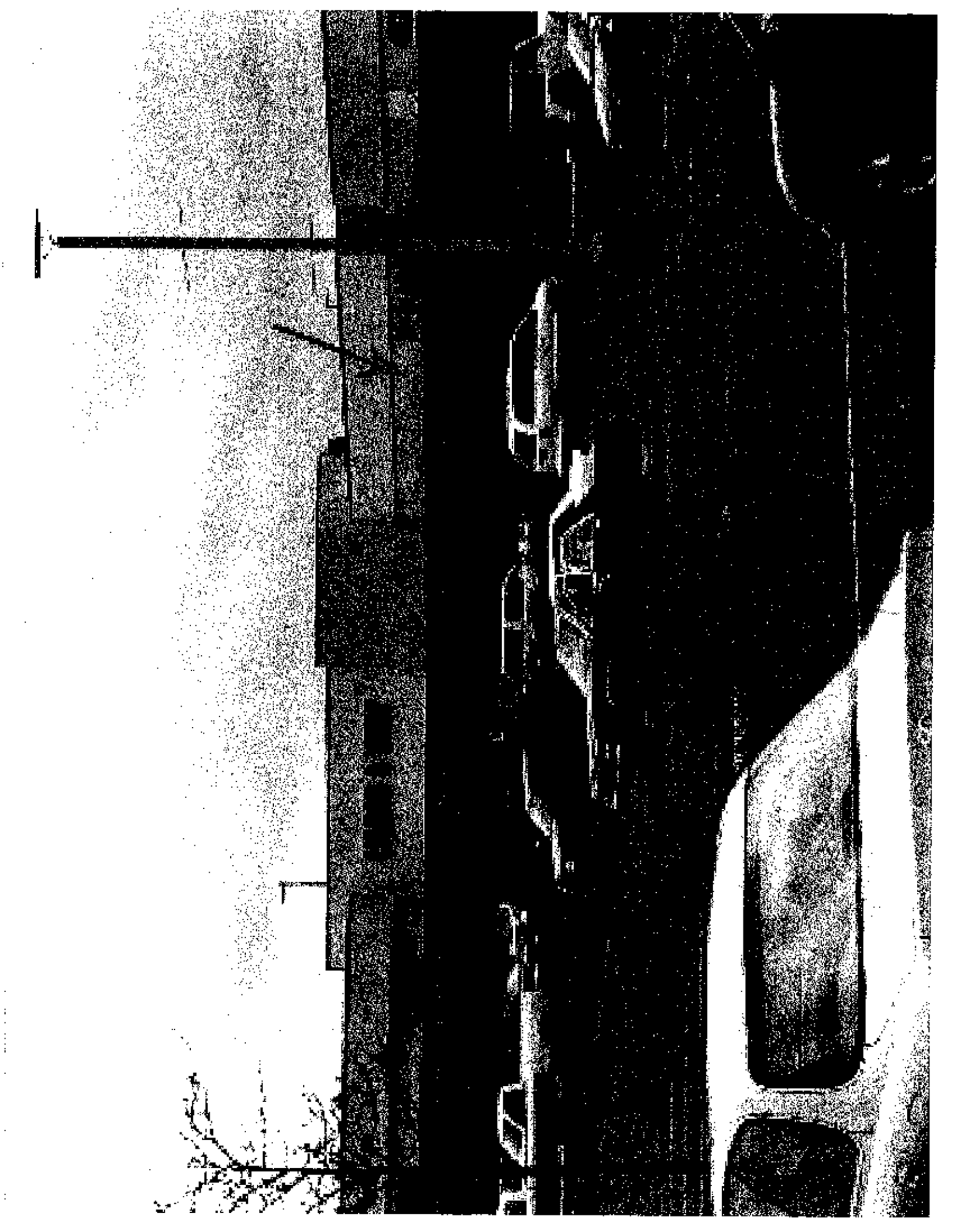


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