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The UPS Store 

UPS Store

I had the good fortune of interviewing Lisa Hollenback the owner of two local UPS Stores. The UPS Store is one of our Proud Sponsors for the 2016 season. Since being sponsors, we have printed our brochures, posters, flyers and banners with UPS and it has been a very positive and enjoyable experience. You can see the focus on quality in all of their work and customer service. For those of you who are owners of a small business, I think you will relate to some of her basic principles that lead to success.

She tells me she started working at UPS as a seasonal helper, riding in the brown trucks. When they noticed all her computer experience, they quickly offered her more. Lisa then worked with other franchise owners. She helped stores grow and develop. She had worked with the Sequim and Port Angeles stores and when the Sequim store owner was ready to sell, she was offered a deal that she couldn't resist. At that time there was one worker in the store, now she keeps six on staff and has added more hours and services and she is not done expanding yet.

Being that Lisa had been the corporate area representative, she had plenty of time to get to know all the best practices that make stores successful. She was

ready to put them into action. She was also excited to be her own boss. She took over the Sequim store in September of 2012 and then the Port Angeles store in 2013. She admits it was a lot to take on, and fast.

So I had to ask what are the best practices, and here is what I learned. Best practices include; be open when convenient for your customers, so she opened on Sunday and extended store hours, make sure you have plenty of staff to serve customers and she did, expand product offering to meet customers needs. When customers ask for something, respond! For example, she recently had customers ask them to process their bulk mail, so she went and took a course on how to do it and now they offer it.

She says that she and her Port Angeles store manager have a motto, "If a customer asks for something, say yes and then figure out how to do it."

For her the most challenging aspect of running a small business are the administrative tasks, but she looks satisfied as she says, "and I am getting help with that." She also admits that it has settled down quite a bit since the beginning.

The UPS Store chose to be Proud Sponsors at a level with the benefit of hosting a booth at the market to showcase their business. Being a community-minded woman, she decided to give her opportunity to local nonprofit organizations. She organized Peninsula Friends of Animals, National Alliance on Mental Illness, Sequim Police, Habitat for Humanity and Friends of Sequim Library, plus others, to come and utilize the booth which had been made available to her. She says she has always been involved in volunteering, she donates blood, has volunteered a cancer center. "It feels good to give back to the community." I, for one, am moved by this generous and far reaching act.

I asked if she had other ideas about how small businesses can contribute to our local communities?

Her response was this, "Networking and getting to know other business owners, and know how they can be of use. If we work together we can succeed and together. We can take business away from Vistaprint and the internet and create local jobs here."

Now as a woman running her own business, I asked if there was much support for her in the community. She smiled and said yes, it comes from friendships she has with other women business owners. "This is a great area."

So what services do they offer, here is a list, but don't be afraid to ask for

something else...

All the services of a basic print shop plus much more. They have a graphic designer available 7 days a week. They also offer passport photos, bulk mailing, private mail services, banner design and printing plus they always have a notary on staff.

Store hours are:

Monday thru Friday 8 - 6:30, Saturdays 9 - 5, Sunday 11 - 3

All market vendors get a 15% discount, so be sure to say Thank You and let them know you are a vendor when you go in.

They are located near Walmart in Sequim, in the IHOP plaza, 1400 West Washington Street.



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