

From: [NRSworld.com](http://NRSworld.com) hbaker@nrsworld.com  
Subject: NRS Employee Newsletter - August 3, 2015  
Date: August 3, 2015 at 8:27 AM  
To: hbaker@nrsworld.com



## NRS EMPLOYEE NEWSLETTER

August 3, 2015



### NRS Summer Roadshow 2015

#NRSroadies2015



#### August Birthdays

- 02 Cain Lowe
- 03 Jacob Willingham
- 03 Rodney Decker
- 05 Kerrie Thornton
- 06 Jacqueline Dulgar
- 07 Maranda Read
- 08 Megan Boyle
- 11 Penny Jacobson
- 11 Domingo Martinez
- 14 Steve Robinson
- 15 Bailey Davis
- 18 Sara Betts
- 20 Melissa Bedford
- 20 Cody Reed
- 21 Kristen Eddy
- 23 Chance Heflin
- 24 Julie Christian
- 26 Kelly Hendrix

#### NRS Summer Roadshows 2015



The 2015 summer roadshows were a huge success thanks to the great staff NRS

26 Kelly Hardee  
26 Courtney Rocka  
26 Trey Wadlington  
27 Robert Werth  
28 Matt Field  
28 David Craddock  
31 Jonathan Gomez

### July New Hires

#### NRS Trailers Ready/Prep

- Shelli Martinez

#### NRS Ranch Housekeeping

- Pamela Neu

#### Sr. Visual Merchandising Manager

- Kathleen Coleman

#### Cashier

- Lori Starkey
- Shauna Huston

#### Decatur Sales Floor

- Sadie Devalk

#### Graphic Design Intern

- Sarah Haug

#### Marketing

- Taylor Gilroy

#### NRS Ranch

- Kali Bargar
- Graham Moon
- Jacob Willingham

#### Cookhouse

- Ricky Dunkin

### NRS Job Openings!

- Bookkeeper
- Tack Sales Associate
- Cashier - Decatur Store
- NRS Feed Store - Part Time
- Cashier - Granbury
- Hat Creaser - Decatur
- Sales Associates - All
- Customer Service Rep.

[CLICK HERE FOR MORE INFO.](#)

In need of a special gift for a special someone?



NRS Employees receive a 30% discount at Ridglea Watch and Jewelry in Ft. Worth, which is owned by Mark Isham (David's brother).

sent for the two shows. Led by NRS Roadshow Manager, Amanda Clary, a total of 10 employees went to Des Moines, IA and 13 to Rock Springs, WY. NRS is the official sponsor and official catalog of the National High School Rodeo Association that puts on the two rodeos. The National Junior High Finals Rodeo was held in Des Moines and the National High School Finals Rodeo was in Rock Springs. Next year, the NJHFR will be in Lebanon, TN and the NHSFR will be in Gillette, WY.



### What is a Roadshow?

It is basically a miniature NRS store that allows our customers that mainly shop with us online, due to their location, to be able to have a taste of what their shopping experience would be like if they were in one of our retail stores. The NRS Roadies go to the rodeo in the evenings to support the contestants and their families that shop in our store and support us. Each show is eight days long.



### How long does it take to set up and tear down an NRS Roadshow?

It takes about two weeks to load the 18 wheeler before it leaves Decatur. Set up usually takes about 4 days total. The first day is spent unloading the 18 wheeler and then the next three days are spent putting the bins and everything in their place, building other triangles or merchandising fixtures, merchandising product, placing marketing materials around the grounds, and making sure the booth is ready to go for when the show starts. Each head buyer provides me with a planogram of how they would like their section to be set up and merchandised. Once we start setting up the booth it is our responsibility to bring their vision for their department to life. Tear down normally takes about 12 hours. Sometimes it is less than that but we have to tear everything down, wrap everything, and then load the 18 wheeler back up.

### NRS Health Corner



*Did you know staying healthy and fit also helps your Insurance Rates stay low and possibly get lower?  
It Pays to be Healthy!*

### Have you seen our Horseman's Ranch Video?



### NRS Employee Fellowship & Fun EVERY Monday Night at the Arena!



Every Monday Night...the NRS Event & Training Center will be 'OPEN' to NRSWorld Employees and their families. We will have the Barrel's set up from 6:00 pm to 7:00 pm and then rope the sleds and steers from 7:30 pm to 9:00 pm.

Any questions, please contact our new NRS Events Coordinator, Emily Menard [emenard@nrsworld.com](mailto:emenard@nrsworld.com)

### What were the marketing tactics?

- Random back number giveaway: we pick a random back number and that lucky contestant gets a prize. That prize can be anything from a free pair of Ariat boots, a healthcare bucket, pair of ice vibe boots, velocity helmet, free pair of Tin Haul boots, a free pair of Anderson Bean Horsepower boots, or some Cinch apparel.
- American Hat Giveaway: for every straw hat you purchase you were entered in to win a free Black 40X American Hat.
- High School Model Search: we host this in our booth on the Wednesday of the show. The contestants can be entered in and then we have a contest on Facebook or Instagram. The boy and girl contestant that have the most likes are the winners and will be used in a future marketing campaign.
- Orion Cooler giveaway: we had a scavenger hunt for the kids and contestants to take part in to be entered in to win a free Orion Cooler.



David came to visit the roadshow crew in Iowa. He came to check on the booth, check on the crew and to take the crew out to eat in downtown Des Moines.



Life on the road can be interesting especially in Rock Springs. They have really high winds in Rock Springs and it rained really badly all through set up.



One of our first days of set up a river of running water came through our tent right in front of our booth. You never know what obstacles the road might throw at you.



Perk of being on the road is the relationships you get to build with the contestants and their families that are there with us all week.





The Roadshow Crew also likes to take time to do fun things outside of working long hard days. In Iowa we would all go to dinner together because they had a really neat downtown area with a bunch of restaurants. In Wyoming they have large piece of property with wild horses on it. The Sunday after we tore down and were done with the show we decided to go see if we could find the wild horses. After lots of driving we found them and were able to soak in the scenery and the horses.



#NRSroadies2015

MANAGERS: If you have employees without email, please print this out so they can have a chance to read the employee newsletter as well. Or collect their personal email addresses and send to [hbaker@nrsworld.com](mailto:hbaker@nrsworld.com) if they wish to receive it.

If you have information that you think may be useful for the NRS Employee newsletter, please email Heather Baker at [hbaker@nrsworld.com](mailto:hbaker@nrsworld.com).

Copyright © 2015. All Rights Reserved.

[Forward this email](#)



This email was sent to [hbaker@nrsworld.com](mailto:hbaker@nrsworld.com) by [hbaker@nrsworld.com](mailto:hbaker@nrsworld.com) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Try it FREE today.