

From: **NRS World** support@nrsworld.com
Subject: NRS Employee Newsletter - December 2016
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To: hbaker@nrsworld.com



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DECEMBER 2016



EMPLOYEE NEWSLETTER

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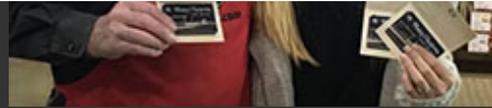
December 1, 2016

A HUGE part of NRS success is the people who work here

November had record breaking days for online sales, orders shipped and store sales thanks to all the hard work of our employees. Over Black Friday and Cyber Monday the call center handled 1,343 customer phone calls while simultaneously reducing dropped/missed call volume by an amazing 80% over last year. The picking/shipping team crushed their previous record on Monday for orders shipped



in a single day, by totaling 1,681 orders out the door!
Congrats and thanks to everyone for their hard work!



A few Happy Customer Stories...

1. The Decatur store had a customer visit with a pair of boots that were falling apart, but had no receipt or any record of the transaction in his customer history. The cashiers were quick to inform a manager and help to find a solution to his issue with the boots- Here was his feedback to the manager on duty, Amber: "he informed me he had shopped with NRS for years and this is why he keeps coming back, because we take care of our customers. He said it's always a delight shopping here. Everyone is always so nice, the girls always greet him and have smiles on. He also mentioned that he loved how helpful Gavin is whenever he or his family needs boots."
2. Weatherford: Dan and Marsha Feely came into the store one afternoon and that is where our friendship started. We shared about our passion for horses and family. While talking, Marsha found a shirt she loved and insisted Dan try it on. After trying it on Dan fell in love with it. Miller Ranch button down shirts are from now on his favorite! Dan stops into the store periodically to check and see if we have any new Miller Ranch shirts and visit. One morning Dan stopped into the store and he needed me to order him a Justin boot, same as he had at home, we searched through the catalog and submitted an order for him. When Dan came to pick up his boots, I was not at the store, and a few days later I received a letter in the mail at the store from Dan. The letter went like this: "Sorry I missed you, thank you for ordering my boots. They are exactly what I wanted. You're the best!"
3. Hailey in the Feed store got a call this week from an older gentleman who had ordered 2 bits 2 days ago and said he was extremely happy with the order and said "the young lady in tack who helped me was phenomenal!" He wanted to thank her very much and give credit where credit was due. This gentleman was extremely happy to get his bits! He sounded like a little boy on Christmas morning!
4. Gretchen,
I wanted to share this article we wrote. David is just awesome! We are so grateful to him and the NRS team. You might like to share it via Facebook. <http://www.piercearrowinc.com/blog/nrs-and-pierce-working-together-to-serve-the-western-lifestyle>
Blessings,

Tabitha Pierce, owner & creative director



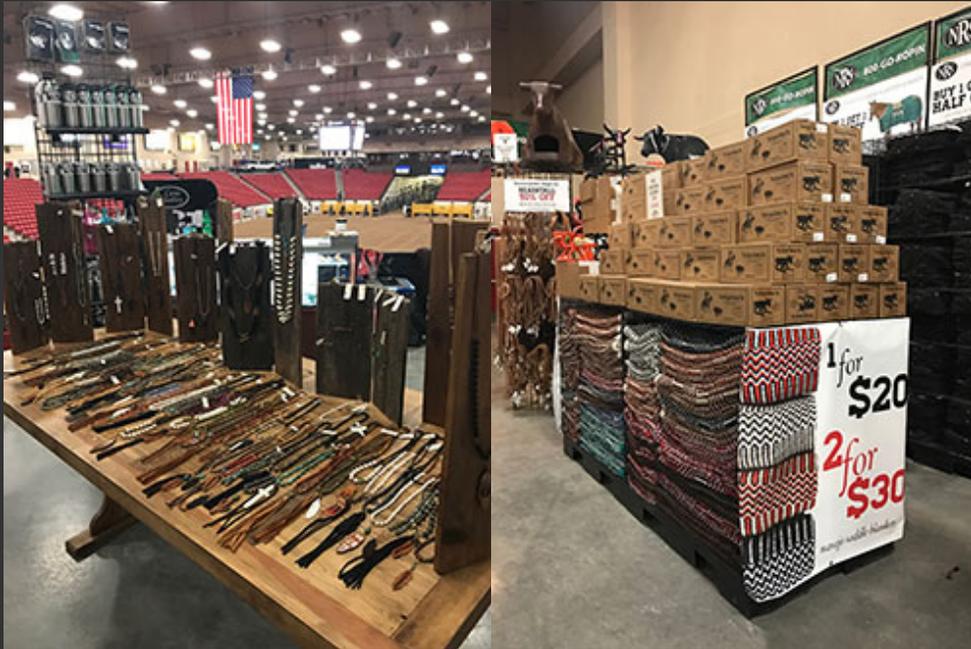
A big THANK you to all of our hard-working, loving & kind NRS/David's Employees!

2016 NRS IN VEGAS!

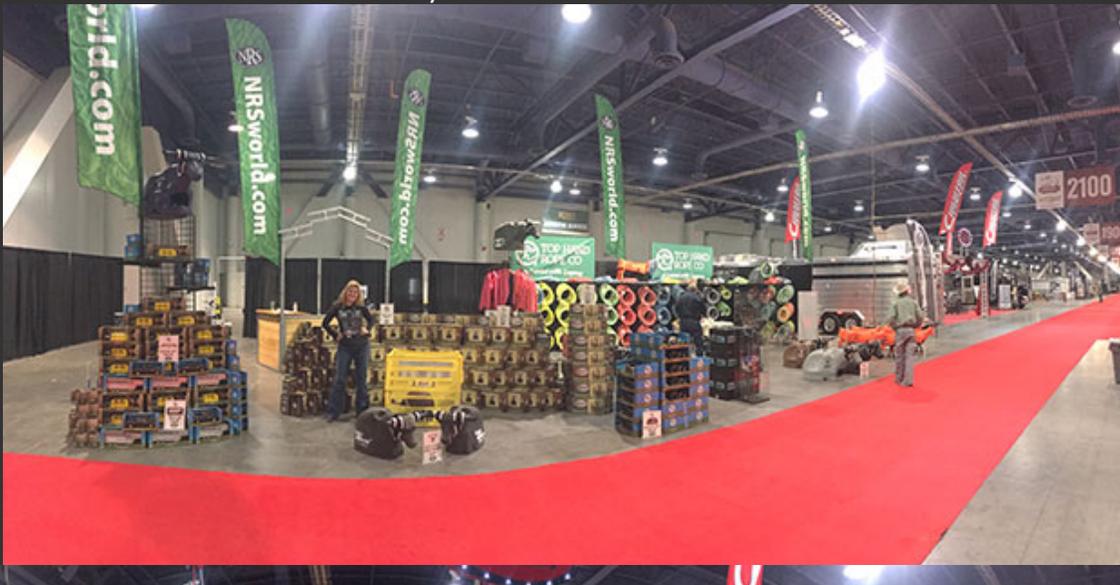
NRS at Southpoint Road Show in Vegas opens today, with about 8,000 sq. ft. prime area on top of the arena, taking 4 full days to set up. The store is open for 11 days. A 2nd NRS Vegas Road Show is going on simultaneously at the Las Vegas Convention Center. NRS is one of just under 350 exhibitors participating in the 900,000 sq. ft. show floor of Cowboy Christmas. NRS has 17 employees working both shows.



Southpoint NRS Road Show



Cowboy Christmas NRS Show Room





NRS RANCH EMPLOYEE



LUNCHES IN DECEMBER! ONLY \$6.00!

The NRS Arena Kitchen Staff will be cooking lunch and serving it EVERY day in the NRS store break room for the rest of the year! You don't have to "go to town" to get an awesome home-cooked meal. Just go to the Tack Desk to pay, take your receipt to April in the kitchen. You're just paying cost/taxes - only \$6.00!!

Lunch is served at 11:30 pm.

Fri. Dec. 2 - Chicken & Steak Fajitas, rice, beans & set-up

Mon. Dec. 5 - Chicken & Dumplings, black-eyed peas

Tues. Dec. 6 - Meatloaf, mac-n-cheese, salad

Wed. Dec. 7 - Chili & cornbread

Thur. Dec. 8 - Potato Soup

Fri. Dec. 9 - Chicken fried steak, mashed potato, gravy, rolls, salad

(Check NRS Employee Facebook for updated Menu)

HAVE YOU HEARD about what's going on at the Ranch Dec. 11th?

There are currently 120 who have RSVP'd for the Christmas Trail ride!!



Bring your kids and your own camera to see Santa at the NRS Ranch Store by the Fireplace 2-6PM Dec. 11.

Hot chocolate and cookies served on the patio.



December Birthdays!

Dec. 05 - Sierra Meadors
Dec. 05 - Jessica Moncada
Dec. 08 - Kathleen Tolbert
Dec. 09 - Asa Johnson
Dec. 10 - Michelle Vess
Dec. 11 - Cindy Grundy
Dec. 12 - Amanda Baker
Dec. 15 - Susan Hinton
Dec. 17 - Katy Simpkins
Dec. 18 - Leona McKinley
Dec. 22 - Tressa McAlister
Dec. 23 - Brooke Burch

Welcome November New Hires!

Cody Pyle - Cashier - Decatur
Jerry Brooks - Shipping Warehouse
Noah Rios - Shipping Warehouse
Edward Walker - Shipping Warehouse
Brenda Jewell - Tack - Decatur
Alexis Brown - Tack - Decatur
Shianne Doty - Sales - Weatherford
Jacqueline Lambert - Shipping Warehouse
Margaret Corwin - Shipping Warehouse
Emily Steadham - Cashier - Weatherford
Brian Cooper - Shipping Warehouse
Cody Dabelstein - Sales - Weatherford

Dec. 26 - Alexandria Fowler
Dec. 26 - Maryalice Smither
Dec. 27 - Maggie Wang
Dec. 30 - Timber Morrison
Dec. 31 - Kylie Davis



Jhett Jackson - Sales - Weatherford
Shelby Lavigne - CSR
Jessica Steedman - CSR
Alyssa Munoz - Cashier - Decatur
Alexandrea Dawdy - Apparel - Decatur
Morgan Baker - Apparel - Decatur
Garrett Penny - Maintenance

NRS Trailers

Sam Bednorz - Receptionist - Decatur



Just a reminder..

If you are looking for that special piece of jewelry for that special someone this Christmas, NRS employees get a 20% discount at David's brother's fine jewelry store in Ft. Worth. Just show your NRS Employee Discount Card when checking out.



If you have any information that would be useful to our Newsletter, please contact hbaker@nrsworld.com.
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