

## Retailer Spotlight

# IMAGINE THAT SCRAPBOOKS

DENE VAN WINKLE HAS BEEN A DEVOTED scrapbooker for over 25 years; however, without a local scrapbook store, it was difficult to keep up with new trends or get the hottest products and tools. This led to Dene's dream of opening a scrapbook store of her own. In 2004 the dream finally became a reality.

## THE BEGINNINGS

Dene's inspiration was to provide a store for people with a similar passion for creating. Imagine That Scrapbooks opened their doors in a leased building in April, 2005. In just a few months the need for a larger store became evident. They purchased an historic building in beautiful downtown Roswell, New Mexico that is over 100 years old. In fact, the Historical Preservation Alliance gave it the "NM Main Street Best Building Award," presented to the best restored historical building on all Main Streets in New Mexico. The store is now over 7200 square feet, providing necessary space for additional inventory and a more delightful atmosphere to all who enter.

## CREATING AMBIANCE

The staff of Imagine That has created an enticing experience for both prospective



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and current customers. They keep the atmosphere upbeat and comfortable, making their store a place to relax, shop, create, or attend one of many interesting classes. The store's elegance shines through with high ceilings, custom slat wall, wood displays, chandeliers, and window art that resembles larger-than-life scrapbook pages—it all adds to the warm and welcoming environment.

## CLASSES THAT COUNT

Imagine That has an unbeatable team of teachers that offer classes on many different scrapbooking, rubberstamping and cardmaking techniques. The store brings in popular scrapbook personalities from all over the country in order to stay in touch with the most up-to-date products and techniques. Educating and empowering their customers are some of the major goals at Imagine That.

## GETTING CREATIVE

The store has two studios. Studio One is over 1600 square feet and is equipped with marble-top tables and natural light via a 25' x 25' domed skylight. Studio Two is 900 square feet and is bright and fun. Both rooms are equipped with paper cutters, decorative scissors, stencils, and

two commercial die-cutting machines and are available for customers to use free of charge. The staff is always on-hand to provide instruction for the use of any tool or product. For that added "at home" feeling they have radios and television sets in both studio rooms. They also have a great digital room, complete with color copier, scanner and current scrapbook software for digital cameras or picture CD's. Beyond scrapbooking products, the store also sells a collection of unique gifts and has diverse, new products that arrive on a daily basis.

## THE PERSONAL TOUCH

Customers love the in-store locker rooms and six private work rooms, as well as the complete coffee and snack bar. For parties and crops the store even has full kitchen facilities available. Imagine That prides themselves on being able to personalize and cater to a variety of consumer needs, including parties, home delivery and a custom design team that can create tailored albums. Dene says she strives to go overboard in creating an experience that will bring people back to her store day after day. At Imagine That no one is just a customer; everyone is a part of a scrapbooking family and is treated that way!