



NOEL KELLY,
president, CSNA

IMRO implementing 'double taxation' on retailers

Members should be aware that IMRO has, for many years, collected royalties from a large variety of outlets that play recorded music. You may also be aware that PPI, the company representing the owners of the copyright music, also collects royalties.

What members may not be aware of is that if your business plays music via a radio station then that music is already subject to very substantial royalties paid to IMRO and PPI by the radio station.

The Controller of Patents agrees



the tariffs based on the audited listenership of the radio stations (it obviously varies). However it is not lost on us that our members (and their customers) are counted amongst this listenership. Surely

this is another example of double taxation and the main reason that these rules regarding royalty payments are not in force in the Land of the Free, Home of the Brave - the USA.

CSNA Affinity Partner: Smart Bits

Smart Bits supplies phone accessories for all Apple products and Androids to retailers. The company currently supplies over 1,000 stores nationwide, with risk free products, sold at competitive prices.

Smart Bits has recently been selected to provide CSNA member Applegreen with its range. If you do not already sell Smart Bits products, contact operations and development manager, James Fitzpatrick, on +353 85 284 8953 with your store details to secure your order today.



Hewn from the greats

David and Thelma Hewett explain how they continue to retain their loyal custom base in Monkstown, Co. Dublin, and how for them, their membership of the CSNA is "a lifeline", operating as a sole trader

How long are you in the convenience newsagents sector?
68 years.

Can you share one tip that you have used in your store?

Take time and effort with the display of all daily newspapers and magazines. They draw customers and have a good profit margin. We encourage customers to recommend new titles and we always text or email the arrival of reserved copies.

How do you ensure your customers continue to shop in your store?

We place a great emphasis on customer service and competitively priced, well displayed products. We provide a listening ear and where possible become involved but always promote local activities and events.

Can you please tell us one benefit you see of being a member of the CSNA?

The CSNA is a lifeline for us as a sole trader. The association's new publication, 'Directory of Services' is a wonderful reference book for us. It has helped keep us up-to-date and comply with the many legal and policy requirements the retail trade demands.



Thelma and David Hewett outside their newsagents' store in Monkstown, Co. Dublin

MEMBER PROFILE:

Name: David and Thelma Hewett
Store: Monkstown, Co. Dublin
Store size: 550 sq ft
Number of employees: Three



Save the Date -



CSNA Conference sneak peek

This year the CSNA is holding a newly structured AGM. The association will launch the new CSNA Conference in Clontarf Castle on 30 May which will consist of an all-day event. A trade show, keynote speakers, workshops, lunch and the very important retailer-focused conference will all be part of the newly structured occasion.



The CSNA AGM offers a host of advantages for retailers with a trade show, keynote speakers, workshops, lunch and the retailer-focused CSNA conference

The workshop topics will consist of newspapers and magazines, advice on shop security, insurance matters and more! The trade show will allow members of the association to see products and offers from Affinity Partners of the CSNA.



Plenty of value and great offers can be found at the event's trade show

Please let Laura in the office know your intention of attending by emailing info@csna.ie or calling 045-535050.

Lorraine strikes again!

We have to hand it to Lorraine Carey - she certainly knows how to create a buzz about selling Lottery products.

You may recall that we witnessed her ability to stretch out the interest in her store after last year's huge Lotto win. Well she's done it again - featuring on Mayo local radio and printed up by national and regional papers; the clever hitch this time is that the number of wins for her and her extended family bestows on them the title of "Ireland's luckiest family". Wouldn't you be silly not to buy a ticket from her!

Well done Lorraine - keep it up. ■



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