

# FARMPARK GIFT SHOP

**BY ANDY BAKER, FARMPARK ADMINISTRATOR**

Hopefully, by now all of the Almanac's readers have had the opportunity to see the Farmpark Gift Shop in its new location. We have always considered the gift shop to be an important part of Farmpark's program. The purpose of the gift shop is to enhance a visit to Farmpark by providing items that reinforce a guest's interest or carry it to another level. The shop provides a tangible way to "take home a memory." Farmpark staff have always been concerned that the shop's previous location was perceived as "remote" by many visitors and not easily accessible for clientele that just wanted to stop in for a quick purchase. In the Visitor Center lobby, it is very convenient and easy to find!

Over the years a number of proposals for moving or altering the shop were suggested, but each required a capital expenditure that seemed excessive. The new co-managers of the shop, Sue Pestak and Aimee Kickel, along with their assistant Brenda Gaio, came up with a plan that we all felt would work and they were willing to help make it happen. Although the new shop has a little less square footage, the change in location seemed worth it.

The plan for the move and the exterior design and construction of the shop was developed between the gift shop and operations staff. The gift shop staff created the interior layout and decorative scheme.



With a lot of volunteer help, particularly from their spouses and Sue Demming who made the curtains, the new shop was laid out and the transfer was made. Since the shop has opened in its new location we have received many positive comments about the location and appearance. I hope that you, too, enjoy the new location! If you have any suggestions that can help the gift shop staff serve you better, please let us know.