



Memory Bound Scrapbook Store celebrates grand re-opening!

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ANKENY, Iowa (April 20, 2011) – Memory Bound Scrapbook Store in Ankeny has several good reasons to celebrate its Grand Re-Opening Saturday, April 30! The store just underwent a total remodel and update, it's a national scrapbooking holiday, and owners Dawn Johnson and Kellie Gould recently signed a contract to work with a national company to help develop a "model" store for their new affiliate program.

A recent store remodel that included paint, carpet, new walls, and even more space for product gives Memory Bound a new updated look. Since the store opened nine years ago, it's become known as one of the premier scrapbooking and paper crafting stores in the Midwest. Customers travel to central Iowa, just to experience the store's product selection and friendly inspirational atmosphere. "Every time I come here, the staff is ready to help me with whatever I need," said LaNora Krenc. "I especially like that the store is always packed with lots of ideas and examples, I always leave here so inspired!"

Another reason for the celebration is National Scrapbook Day, which is a national holiday for scrapbookers to celebrate their love of the hobby that preserves their family memories and stories. Memory Bound celebrates for a whole week and is kicking off the week with the grand re-opening on Saturday, April 30 with free re-usable Memory Bound bags, many door prizes and free pizza and pop at lunch.

Memory Bound has been noticed by more than just customers. Others businesses have taken note of Memory Bound's success and want to learn how they do it. Last fall, Gould and Johnson got a call from John Morgan, Chairman and CEO of Archivers, a national scrapbooking chain. The first thing Morgan told Gould and Johnson is that he thought Memory Bound could be an example of how independent stores are "doing it right." He offered them an opportunity to partner with him to develop an affiliate program for independently owned scrapbook and craft stores.

Simply put, the national chain and independent stores need each other to keep the industry strong and the manufactures developing new products. Memory Bound would have "a critical role in advising and testing different approaches" in the areas of collective buying, branding and marketing, inventory management and merchandising. The development agreement was officially signed and announced to the public in January 2011. Memory Bound is still owned and operated by Gould and Johnson; they will spend the next two years helping to determine how independent stores and a national chain can learn from one another.

Ten years ago Gould and Johnson were two friends thinking about starting a small business to do something together just for fun. They began working out of their homes doing imprinting that uses a machine to put titles on albums. For several years they organized the Iowa Scrapbooking Extravaganza that brought 3000 enthusiasts to Ankeny. They next added an online store, and finally opened Memory Bound in October 2001. "If we didn't try, we would never know if opening a store could be a success," said Johnson. "Kellie told me she didn't want to look back and say 'I wish we would have....' and I then knew it was the right decision."

And it was the right decision. They never expected it to take them where they are today or that they would provide Ankeny with a business that would be recognized nationally for its success. Looking forward, Gould and Johnson can say their original friendship is still strong, which is one of the reasons they feel so successful. "We're still having fun," said Johnson. "We'll know it's time to stop when this becomes work!"

Memory Bound Scrapbook Store is located at 641 N. Ankeny Blvd. in Ankeny, online at www.memorybound.com and on Facebook. The store is open 7 days a week: 9 a.m. to 8 p.m. Monday through Thursday, Friday - 9 a.m. to 9 p.m., Saturday - 9 a.m. to 5 p.m. and Sunday noon – 5 p.m.

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