**From:** carol doig <cddoig@comcast.net>
**Subject:** **your book pick!**
**Date:** October 31, 2013 8:56:06 AM PDT
**To:** Pennie Clark Ianniciello <pianniciello@costco.com>



Hi, Pennie. Glad to see you picked Burial Rights in this month's Connection. (Thanks for reconnecting us to the magazine.)

Quick story about Hannah Kent. I was on a terrific panel at the Northern California Indies fall show with her (and Wally Lamb and Kim Stanley Robinson) and she talked about her time in Iceland on a Rotary Fellowship, way up north where it was dark and cold and gloomy at first. Once she was walking through the little town and a huge black SUV pulled up alongside at the same pace. Its darkened windows were rolled up, and she was kind of spooked as it folllowed her. She stopped and it stopped. Slowly the windows rolled down and in the vehicle was an entire Icelandic family, kids, elders and all. Never saying anything to her, they started talking among themselves: "Yah, that's her. That's that Hannah, the Rotary girl. That's what people from Australia look like." Then they rolled up the windows and drove away.

Yours for all kinds of stories.

Ivan

**From:** carol doig <cddoig@comcast.net>
**Subject:** **Buyers' Pick**
**Date:** August 13, 2013 3:44:39 PM PDT
**To:** Pennie Clark Ianniciello <pianniciello@costco.com>



Pennie, hi. Just caught up with Scott's pick of The Bartender's Tale. Terrific! Thanks all around.

Pub date next Tuesday for Sweet Thunder -- supposed to be a review in USA Today on that date.

Best,
Ivan

PS
We can't seem to straighten out whatever circulation problem that keeps us from getting Costco Connection, so we've relied on a neighbor. We'd love to get our own.

**From:** carol doig <cddoig@comcast.net>
**Subject:** **Re: HAPPY HAPPY NEW YEAR!!!**
**Date:** January 1, 2013 8:59:54 AM PST
**To:** Pennie <pennie_book@msn.com>



And happy new one to you, too, Pennie. Good advice not to be cumbered, and we shall strive to produce new wonders -- like the next book, Sweet Thunder, (it's Shakespeare, not Ralph Waldo) coming in September! And meanwhile, we must savor old friendships. See you in '13.

All best,
Ivan and Carol

On Jan 1, 2013, at 8:50 AM, Pennie wrote:

> "Tomorrow is a New Day. You shall begin it well and serenely and with too high spirit to be cumbered with your old nonsense..." Ralph Waldo Emerson
>
> Welcome 2013!!!
> Much LOVE OX!
>
> Sent from my iPhone, please excuse any typing errors - PCI

**From:** carol doig <cddoig@comcast.net>
**Subject:** **Re: Bestsellerdom**
**Date:** September 9, 2012 2:04:12 PM PDT
**To:** Pennie Clark Ianniciello <pianniciello@costco.com>



Hey, what a good idea to postpone our visit until a better time, Pennie. Sure, we'll take a raincheck until Ivan's next novel can be involved. He hopes that can come out next August, though that's for the powers at Penguin/Riverhead to decide.

Yes, we are having fun and are glad to hear that you are, too. We're frantically busy with the book tour until mid-October, but let's get together after that.

Best
Carol

On Sep 7, 2012, at 5:22 PM, Pennie Clark Ianniciello wrote:

> hello... nice to see your photo in some many MEDIA!!! I hope you are happy with the success of the new book! We are :)
>
> I realized that Penguin is not selling any new Doig book... do you still want come by and meet the Penguin crew who sells to Costco? 9/13 at 10-2pm???
>
> John Latham - VP sales rep cloth
> Mark McDiaimid - rep
> Don Redpath - VP sales rep paper
> Lee Swanka - rep
>
> Pennie Clark Ianniciello, Book Buyer
> Costco Wholesale
> 999 Lake Drive
> Issaquah WA 98027 USA
> 425/313/8524 Fax 425/313/2067
> Submission Guidelines 866/678/9390
>
> When people ask me "Do you collect books?
> I always say, "No, they collect me".
> ~Nicholas Barker
>
> On Fri, Aug 31, 2012 at 8:41 AM, carol doig <cddoig@comcast.net> wrote:
> Carol came back from our local Costco grinning, with news that you are underselling Amazon on The Bartender's Tale. She thinks they must be going like hotcakes, since after she bought several for us, there

**From:** carol doig <cddoig@comcast.net>
**Subject:** **Bestsellerdom**
**Date:** August 31, 2012 8:40:03 AM PDT
**To:** Pennie Clark Ianniciello <pianniciello@costco.com>



Carol came back from our local Costco grinning, with news that you are underselling Amazon on The Bartender's Tale. She thinks they must be going like hotcakes, since after she bought several for us, there were only a few left.

She noted there were bestseller labels on our copies and the book is really living up to that -- a week from Sunday, it's on the NYT extended bestseller list. Meanwhile, as you've probably noticed, it started right off as #13 on the national Indie list, at #3 on Mountains and Plains, and #2 on the PNBA.

So we're going to be in a good mood when we come visiting on September 13. Let us know where to show up.

Meanwhile, enjoy the Labor Day holiday.

Best,
Ivan

From: Pennie Clark Ianniciello <pianniciello@costco.com>
Subject: **Re: great to see you**
Date: July 13, 2012 5:20:16 PM PDT
To: carol doig <cddoig@comcast.net>

hello...
**LOVED our lunch... and great news with your book - congratulations!!! our meeting with Penguin is Sept 13th at 10am... you are SO welcome to come sit with us the whole 2 hrs or even 1/2 hr of it - it would be fun for you to see how we buy or how they sell!**
**and yes, we need to see each other then once a year!**

**Pennie Clark Ianniciello, Book Buyer**
**Costco Wholesale**
**999 Lake Drive**
**Issaquah WA 98027 USA**
**425/313/8524 Fax 425/313/2067**
**Submission Guidelines 866/678/9390**

On Thu, Jul 12, 2012 at 10:23 AM, carol doig <cddoig@comcast.net> wrote:

> Hi, again. Just wanted to pass along a couple of news bits since our book biz conversation last Sunday. The PW profile of me is now online, pretty damn good it seems to me. And this morning, The Bartender's Tale was chosen as an Indie Pick for September. As my editor says, "All is good." Do keep us in mind to sit in on the sales session you mentioned. We'll even cross the water to Issaquah! (UnlikeTom Wolfe, many years ago, who would not go to the Bellevue U Book Store when Lee Soper wanted him to--I can still hear Lee saying in his wonderful aristocratic way, "Tom Wolfe would not cross the bridge.")
>
> Wow, Sunday lunch was a lot of fun, wasn't it? Let's keep it up.
>
> All best,
> Ivan

From: carol doig <cddoig@comcast.net>
Subject: **great to see you**
Date: July 12, 2012 10:22:29 AM PDT
To: Pennie Clark Ianniciello <pianniciello@costco.com>



Hi, again. Just wanted to pass along a couple of news bits since our book biz conversation last Sunday. The PW profile of me is now online, pretty damn good it seems to me. And this morning, The Bartender's Tale was chosen as an Indie Pick for September. As my editor says, "All is good." Do keep us in mind to sit in on the sales session you mentioned. We'll even cross the water to Issaquah! (UnlikeTom Wolfe, many years ago, who would not go to the Bellevue U Book Store when Lee Soper wanted him to--I can still hear Lee saying in his wonderful aristocratic way, "Tom Wolfe would not cross the bridge.")

Wow, Sunday lunch was a lot of fun, wasn't it? Let's keep it up.

All best,
Ivan

From: carol doig <cddoig@comcast.net>
Subject: **Re: White Ctr poets name again? Thx**
Date: July 16, 2012 3:09:20 PM PDT
To: PENNIE L CLARK IANNICIELLO <pennie_book@msn.com>



It's Richard Hugo. In his collected poems, Making Certain it Goes On, his poem "White Center" is on page 373, and you might get a kick out of some of the pieces in his autobiography, The Real West Marginal Way. In the selection, The White Line, he talks about the old White Center theater, and so on. There are also pictures from his growing up there. Happy reading.

Now remind us, who will be the cast of characters when we come to Costco on September 13?

Ivan

On Jul 15, 2012, at 9:00 PM, PENNIE L CLARK IANNICIELLO wrote:

> Sent from my iPhone, please excuse any typing errors - PCI

**From:** carol doig <cddoig@comcast.net>
**Subject:** **Re: ARC? Lunch?**
**Date:** May 15, 2012 9:32:59 AM PDT
**To:** Pennie Clark Ianniciello <pianniciello@costco.com>



Pennie, hi. Really appreciated the feedback on The Bartender's Tale. My publisher says there is buzz; I have a PW interview coming and ShelfAwareness, too. So far so good.

Yes, let's not let the summer get away from us. After you go to BEA, probably, and Carol and I are back from a plum speaking gig in Portland, maybe we can cash in on nice summer weather and get you here to see the place for real, or at least have one of those Ballard lunches.

I know you had good friends at Houghton Mifflin Harcourt, where I have six of my books as well as friends, so let me pass along what I've heard from my editor, Becky Saletan, who used to be publisher there. Becky says HMH's structured bankruptcy should have one of two effects -- shedding enough debt for the company to stagger on and maybe get healthy, or make it easier to sell the outfit. One way or another, they've maybe bought themselves some time to keep turning out pretty good books.

All for now. See you when we can.

Ivan

On May 14, 2012, at 3:01 PM, Pennie Clark Ianniciello wrote:

> LOVED... LOVED Ivan's new book... took it to Chicago two weeks ago and I so enjoyed it and even stayed one night at the hotel to read! Think I drove by your place yesterday... the last few years I have spent Mom's day driving around Seattle neighborhood with a dear friend... and yesterday was a great day to see some beautiful homes and enjoy our beautiful sound/mtns... let's not have the summer get away from us, xo
>
> Pennie Clark Ianniciello, Book Buyer
> Costco Wholesale
> 999 Lake Drive
> Issaquah WA 98027 USA
> 425/313/8524 Fax 425/313/2067
> Submission Guidelines 866/678/9390
>
> On Thu, Apr 12, 2012 at 1:11 PM, carol doig <cddoig@comcast.net> wrote:

**From:** Pennie Clark Ianniciello <pianniciello@costco.com>
**Subject:** **Re: ARC? Lunch?**
**Date:** May 14, 2012 3:01:13 PM PDT
**To:** carol doig <cddoig@comcast.net>

LOVED... LOVED Ivan's new book... took it to Chicago two weeks ago and I so enjoyed it and even stayed one night at the hotel to read! Think I drove by your place yesterday... the last few years I have spent Mom's day driving around Seattle neighborhood with a dear friend... and yesterday was a great day to see some beautiful homes and enjoy our beautiful sound/mtns... let's not have the summer get away from us, xo

**Pennie Clark Ianniciello, Book Buyer**
**Costco Wholesale**
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**Issaquah WA 98027 USA**
**425/313/8524 Fax 425/313/2067**
**Submission Guidelines 866/678/9390**

On Thu, Apr 12, 2012 at 1:11 PM, carol doig <cddoig@comcast.net> wrote:

> Ivan will send you an ARC promptly, Pennie. And we'll try for lunch again some time. Or, if the stars align, please give us a call at 206-542-6658. (Ivan lost track of your home phone number -- not like him at all. Please send it along if you've a mind to.)
>
> Best,
> Carol
>
> On Apr 12, 2012, at 12:47 PM, Pennie Clark Ianniciello wrote:
>
> > oops... sorry, we have a new email system - GOOGLE and well, not working so well... I'm sorry I'm not available this Saturday... but would love to read the new book!!!
> >
> > 1509 NW 59th Street
> > Sea 98107
> > hm 206/782/0488
> > cell 206//947/7134
> >
> > you free the 21st?
> >
> >
> >
> >
> > Pennie Clark Ianniciello, Book Buyer
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> > Issaquah WA 98027 USA
> > 425/313/8524 Fax 425/313/2067
> > Submission Guidelines 866/678/9390
> >
> >
> >

12 April '12

Pennie, hi--

Sorry lunch didn't work out, but that gives us that much more to talk about --if not munch on--next time, hmm? I hope the cover looks okay to you; Riverhead was nuts about it, Carol and I thought it was better than my last two or three, it at least captures what the story is about--never expected to have a black book, but here 'tis!

All best,

www.VistaPrint.com



to Winter
Dinner soon!

Jennie

PS - the cover is my photo from my Italy vacation this year!

Hi - 10/11/08
I'm off to 2008 Frankfurt Book Show and wanted to say hope the new Book is off to a great start! and I'm looking forward to



8/2/09

Ivan & Carl

Just a quick note to say Hello! Hope you are enjoying the HOT weather (it makes me a little cranky!) and that your garden is happy too! Hope to see you this year!

Denise

# *Grilled Radicchio with Bagna Cauda*

*Bagna cauda—"warm bath" in Italian—is olive oil warmed with garlic, lemon, and anchovy. This fragrant oil enhances the smoky, slightly bitter, grilled radicchio.*

*1 medium-sized head of radicchio*
*2 tablespoons light olive oil*
*2 tablespoons balsamic vinegar*
*1/2 teaspoon salt*

**Bagna Cauda:**
*1/4 cup light olive oil*
*1/2 clove garlic, thinly sliced*
*1 teaspoon lemon zest*
*2 anchovy filets, finely chopped*
*1/4 cup chopped fresh parsley*

Trim the outer leaves off the radicchio and cut the head into wedges, no thicker than 2 inches. Make sure each wedge has some core to hold it together. Marinate the radicchio in the oil, vinegar, and salt for at least 15 minutes before grilling.

Prepare the bagna cauda: Combine all the ingredients in a small pan and warm over very low heat to infuse the flavors. Grill the radicchio over a hot fire for 8 to 10 minutes, or until it is cooked through and soft. Serve with a spoonful of the warm bagna cauda and some chopped parsley. *Serves 4*

Photograph © 1993 Deborah Jones; Recipe © 1993 Sibella Kraus from *Greens: A Country Garden Cookbook*
Collins Publishers San Francisco

COSTCO WHOLESALE

**PENNIE CLARK IANNICIELLO**

*Buyer*
*Books*


*425/313-8524*
*Fax 425/313-8343*
*pianniciello@costco.com*
*www.costco.com*

*999 Lake Drive*
*Issaquah, WA 98027*

7 Feb. '10

Pennie, hi--

Hey, we haven't marked the new year by getting together and swapping stories. Any chance Carol and I can catch you for lunch at, say Chinook's, some soon Saturday? The 20th, 27th, March 6? Let us know, okay?

Everything seems to be perking okay with my new publisher (same old beloved editor, Becky Saletan), Riverhead in the Penguin Group. They're doing a good job of bringing out *Work Song* for this June, and I'm at work on the second book in the contract. So it goes.

All best,

# The BIG LITTLE bookstore

By Pat Volchok




## BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this column to: ***buyingsmart@costco.com.***



**More in archives:**
On costco.com enter "connection"
At Online Edition, search "buyingsmart"

## Costco book table offers great reads, great prices

THE HUNT IS DEEMED successful—the treasure found whenever an avid reader encounters the next great read. I've come upon memorable books while pawing through garage sales, visiting friends or lazing in neighborhood shops. However, what continues to delight and amaze me are the riches found at the little bookstore tucked inside my Costco warehouse.

It's an area that feels unique, pairing the volume sales and incredibly low prices of a mega bookstore with much of what is appealing about a small bookshop. This is a place where things slow down. "The Table," as it's known in Costco circles, is a gathering place for the whole family, with colorful stacks of hardback and paperback bestsellers, children's selections, coffee-table books, health and fitness how-tos, reference books, cookbooks and audio books. Browsing is not only welcomed, but encouraged. Authors appear periodically for signings.

But I've always been curious: How do all these wonderful books end up at Costco? Who picks them? How on earth can anyone figure out what books will be available and what will not? What's the story behind this unique part of Costco?




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*The Medak Family, Snohomish, WA*

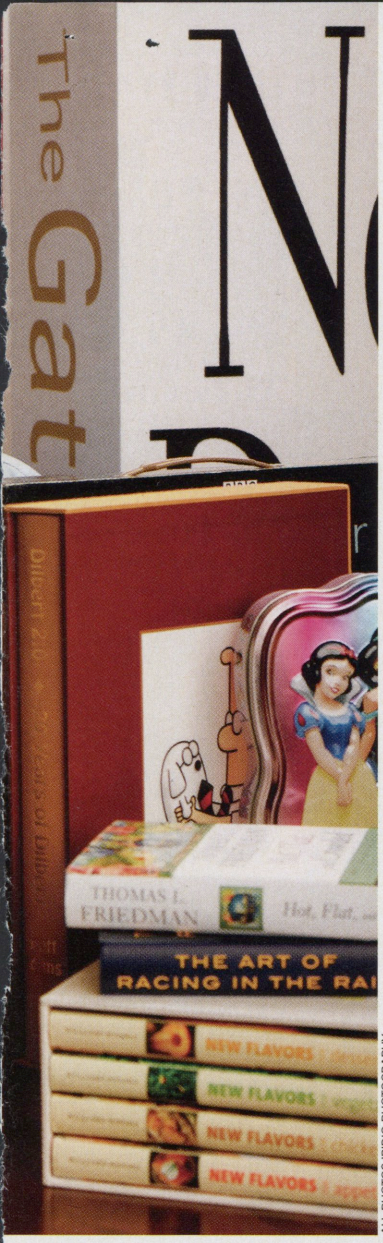
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08EX1326 9/08




ALL PHOTOS IRIDIO PHOTOGRAPHY

**Book buyer Pennie Clark Ianniciello (favorite book of all time: Wallace Stegner's *Angle of Repose*) predicts that the big holiday seller in 2008 will be the 20th-anniversary cloth box set of *Dilbert 2.0* with DVD by Scott Adams. (For more about Scott Adams and *Dilbert*, see October's *Connection* cover story on costco.com.)**

## CHAPTER 1

### A tale of four buyers

Every title that graces The Table is hand-selected by just four buyers—head buyer Pennie Clark Ianniciello and assistant book buyers Shana Rawers, Wendi Wamboldt and Melissa McMeekin, all of whom are astute, voracious and passionate readers.

Pennie has been Costco's book buyer for almost 20 years. Together, the team of Shana, Wendi and Melissa bring another 26 years of publishing experience into the mix.

Things have changed considerably since Pennie first began in the department in 1989. Although Costco is now one of the top five booksellers in the United States, Pennie says, "I remember when publishing houses considered Costco's book business ancillary fluff."

In those days, a good week in Costco meant selling hundreds—occasionally a thousand—books, and only a limited selection of bestsellers were kept in stock. Today, Costco moves tens of thousands of books per week, brings in all the bestsellers—and select other titles the team chooses—and carves out some of the deepest savings in the industry for readers.

"There's no doubt the department adds spice to the Costco shopping experience, but our primary focus has always been on savings," Shana says. "We never lure members in with a handful of short-lived specials. Every book at Costco is sold with savings between 30 to 60 percent off the suggested retail cover price."

## CHAPTER 2

### Decisions, decisions, decisions

Similar to the way Costco offers merchandise throughout the warehouse, book selection is limited to about 200 titles at a time. And because the team considers books perishable commodities that can quickly lose flavor, The Table is a rainbow of constantly changing colors. Space is always left for last-minute drop-in treasures.

Make no mistake: The team is all over The Table every day. They consider themselves information maniacs, reading oodles of book reviews daily, tapping their sources in the publishing trade for hot tips, reviewing sales data, working their way through (literally) stacks of books to read and visiting other retailers—as well as standing in the warehouse to hear what members are saying.

"One of our favorite things is to help create a level of local and then national excitement for a previously unknown book and help propel the author to a bestseller list," says Pennie. "This is what occurred with *Memoirs of a Geisha* by Arthur Golden and Charles Frazier's *Cold Mountain*."

**Assistant book buyer Shana Rawers (her must-read: *The Shack*) predicts that members will love *The Snowball: Warren Buffett and the Business of Life* by Alice Schroeder.**

Selections are skewed toward slightly more upscale readers, befitting Costco's membership demographics. In fact, due to members' savvy, trend-setting habit of selecting authors and subjects still under the radar, the buyers consider them their secret weapon. For example, if vegetarian cookbooks begin selling rapidly, the buyers notice, get a jump on other retailers and bring in more.

Magazines sold at Costco have a similar storyline. "We knew there was a savings for members, but major magazine publishers and distributors gave us this blank stare, like 'Costco wants to sell what?'" says Wendi. "But that look didn't stay around for long." Magazines are now one of the top-selling categories in the department.

When I mention how the book section at Costco reminds me of smaller, independent neighborhood bookstores rather than the mega giants, Pennie jumps in with a few words about small bookshops: "I am a big fan of independent bookstores; we can't survive without them. They many times start groundswell. Or sometimes we generate author excitement and our members visit bookshops to purchase additional titles. Also, if they're running low on their own stock, bookshops are known to buy off The Table and still make a profit."

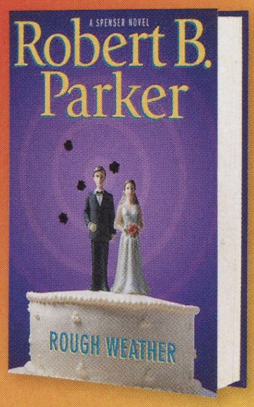
## CHAPTER 3

### The art of buying books

Over the years, Costco's book buyers have developed deep and respectful relationships with all the major publishing houses, including HarperCollins, Random House and Penguin Group, as well as hundreds of smaller publishers under consideration. Independent authors are also highly regarded.

I recently sat in on an intense, six-hour HarperCollins book-buying meeting, going over the hundreds of potential titles for 2009. Of course, bestselling author Michael Crichton and others were discussed and orders placed. But it was the amount of time spent on regional and local authors, sleepers and literary works that other retailers might pass over that pleased me the most. If the team likes



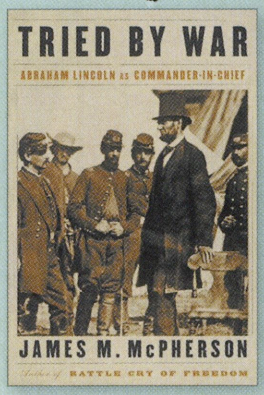


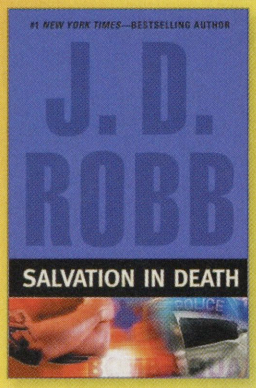

A nemesis from the past, known as the Gray Man, sends Spencer on a desperate search for answers in ***Rough Weather***.

**PUTNAM**/HARDCOVER
**On sale now**

The bestselling historian of the Civil War turns his sights and talents to Abraham Lincoln and his leadership during the country's most trying period.

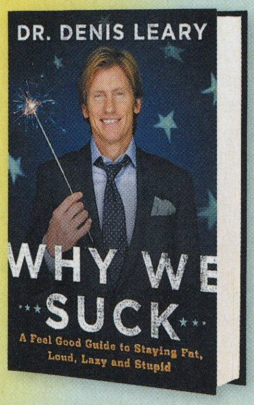
**PENGUIN PRESS**/HARDCOVER
**On sale now**




When a priest is poisoned with his own communion wine it sets Lieutenant Eve Dallas on a case that will make her question all that is holy in ***Salvation in Death***.

**PUTNAM**/HARDCOVER
**On sale November 4**



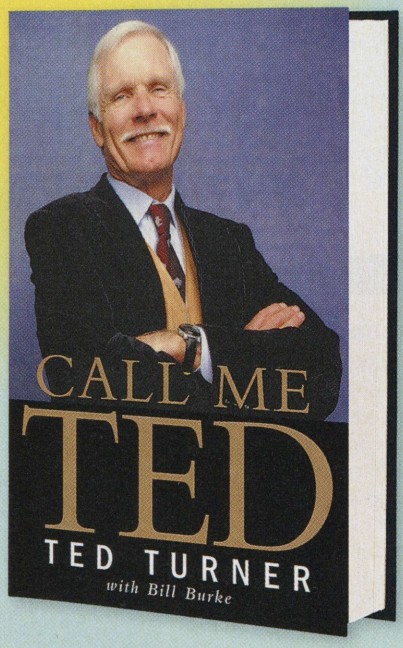

The comedian's sardonic wit supplies hilarious, irreverent social commentary about our crazy world and its crazier inhabitants.

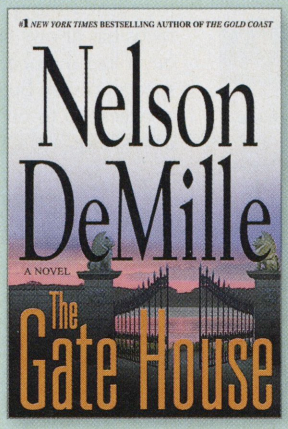
**VIKING**/HARDCOVER
**On sale November 18**

# HOT reads for COOL nights

For the first time, living legend Ted Turner tells his own personal story, from his lonely childhood to the launch of his media empire, in his inspiring and entertaining autobiography, ***Call Me Ted***.

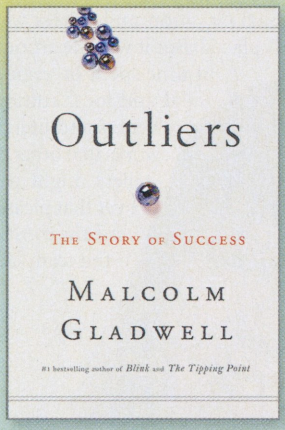
**GRAND CENTRAL PUBLISHING/**
HARDCOVER
**On sale November 10**



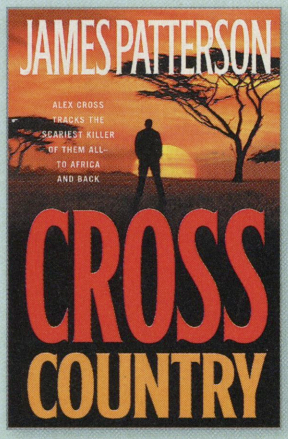

Nelson DeMille gives fans what they've been waiting for in ***The Gate House***, the long-awaited follow-up to his classic *The Gold Coast*.

**GRAND CENTRAL PUBLISHING/**
HARDCOVER
**On sale now**



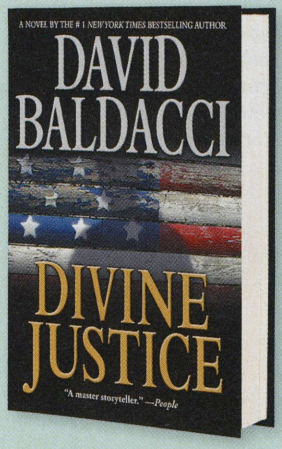

What makes high achievers different? In ***Outliers***, Malcolm Gladwell explains that success is all in the upbringing.

**LITTLE, BROWN & COMPANY/**
HARDCOVER
**On sale November 18**




Oliver Stone is back, but someone wants him dead. The Camel Club will risk everything to save him in David Baldacci's latest.

**GRAND CENTRAL PUBLISHING/**
HARDCOVER
**On sale November 4**




Alex Cross is back in a stunner that takes him from the streets of D.C. to the shores of Africa on the heels of an elusive and diabolical murderer.

**LITTLE, BROWN & COMPANY**/HARDCOVER
**On sale November 17**

a story, the previous work or sales history of an author, the category, the cover price or cover art or if the buyers just have a "gut feel," they buy. It's not uncommon for Costco to purchase 20 to 25 percent of a new book's first printing.

Such farsightedness pays off. Last fall Costco placed the largest single retail order for *The Last Lecture* by Randy Pausch. Today, Costco is the number-one retailer in the country for this very moving 21-week *New York Times* bestseller (as of September 10, 2008) and will have copies available for the holidays. Less savvy retailers will most assuredly run out.

"This team knows what they are doing," comments Jeff Rogart, HarperCollins vice president of sales. "Despite the limited selection of books [compared to industrial-size bookstores], Costco is consistently one of our top retailers for total sales and frequently ranks number one or number two on individual titles."

As with all passionate book seekers, the buyers have new and old titles they've discovered and wish to share with members. Pennie notes, "Eventually, all of our favorites end up on The Table. This is also the impetus behind my Pennie's Picks column in *The Connection*. It's my way to resurrect old favorites, share new discoveries and personalize the table."

Focusing on trade paperbacks, Pennie and her staff meet, propose titles, sometimes have heated debates and narrow the choice down to one must-read recommendation a month. The column is wildly successful. (Pennie's Picks, listed under Book Buyer's Pick, are also available on costco.com.)

In fact, many times Pennie's Picks become new bestsellers. Such is the case with *Mr. Lincoln's Wars* by Adam Braver after it was favored by Pennie—warehouse sales surpassed in one month what had been sold nationally in the last three years.

## Pennie's Pointers

- To find an updated list of author signings, go to costco.com, click on "In the Warehouse" and then on "Author Signings."
- For submission guidelines, phone 1-866-678-9390 or e-mail *books@costco.com*. (Follow the guidelines precisely.)
- New titles are often released on Tuesdays.

Pennie's Pick is just one example of how the book department has worked closely with *The Connection* over the years to widen members' awareness of books. For instance, the book department's relationships with publishers have helped the magazine gain access to exclusive interviews with such authors as Wally Lamb, Patricia Cornwell, David McCullough, Nicholas Sparks and many others.



**Assistant book buyers Melissa McMeekin, left, (favorite book: *Me & Emma*) and Wendi Wamboldt (scariest book: *Intensity*) predict members will be buying *YOU: Being Beautiful* by Drs. Michael Roizen and Mehmet Oz.**

## EPILOGUE

In every warehouse, no matter the time of day, people are always gathered around The Table. I've always found something interesting there, something I want to pick up and read.

I'm really in book heaven during a book signing. Many times tickets are handed out the morning of an author's visit, and lines snake around aisles and out the front door. Rumor has it that Presidents Clinton, Carter and Fox (Mexico) had a blast at their warehouse appearances. Upcoming signings include Tony Curtis (*American Prince: A Memoir*) and Mike Huckabee (*Do the Right Thing*).

"Do you realize we have many members, some of whom are now authors themselves, who have grown up with The Table?" asks Pennie. "Thanks to Costco, members can afford to be voracious readers and take a chance on a book or author they know nothing about. Our members just keep coming back for more."

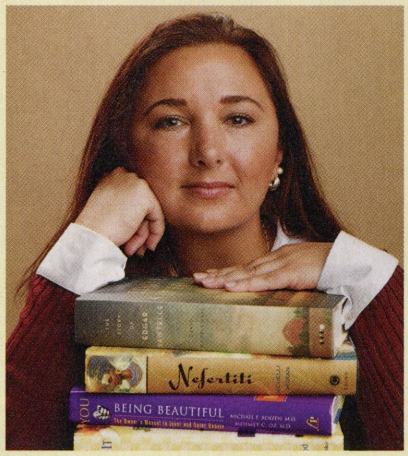
No matter if you're a dignitary, a *Costco Connection* columnist or a casual reader, Costco books let you read happily ever after.

# Books on costco.com

MANY TIMES MIRRORING The Table's offerings, costco.com also carries an expanded and broader selection of books, some of which are never offered in the warehouse.

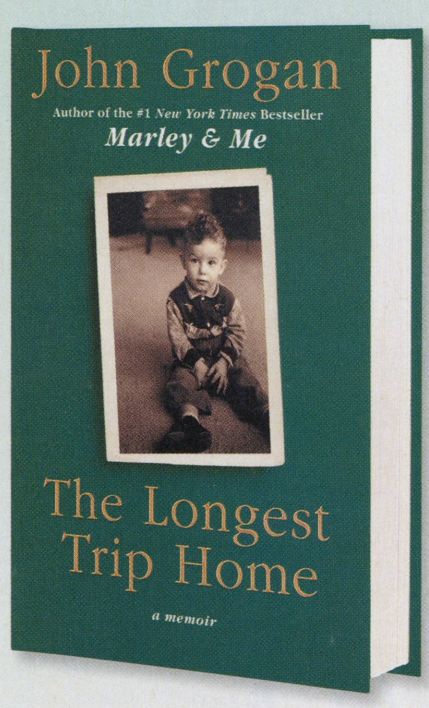
While the site's book buyer, Donde Anderson, typically focuses on titles with more than 100,000 copies in print and a position on the *New York Times* bestseller list, because of its nimbleness costco.com can quickly bring in books and authors that suddenly receive a lot of press. Presales of upcoming releases are a member favorite. Costco.com offers book excerpts and discussion questions for the monthly Pennie's Pick, and the ability to purchase in bulk, invaluable tools for book clubs.

Extras occasionally include signed books or a personal note from an author. "J.A. Jance added a note in her latest book to those members who purchased on our site," says Donde. "Jance revealed she's a Costco member and shared how much she likes her books being sold at Costco. Members loved this bonus."—*PV*



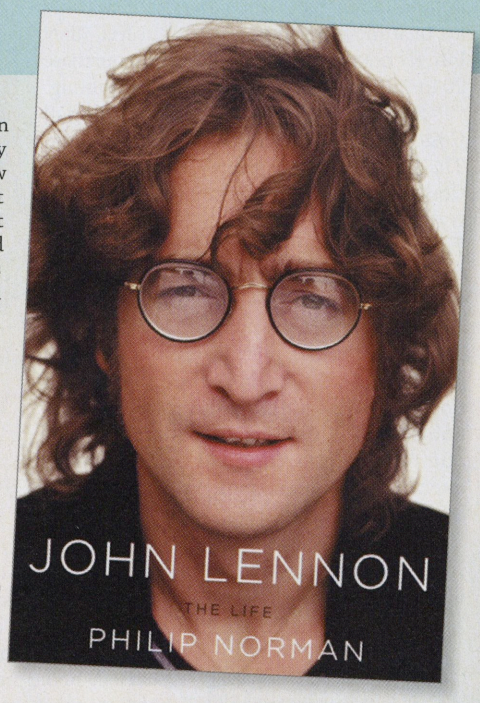

**Costco.com book buyer Donde Anderson says *The Tao of Pooh* and *The Te of Piglet* are the books she would rescue from her burning house.**

# Curl up with a good book.



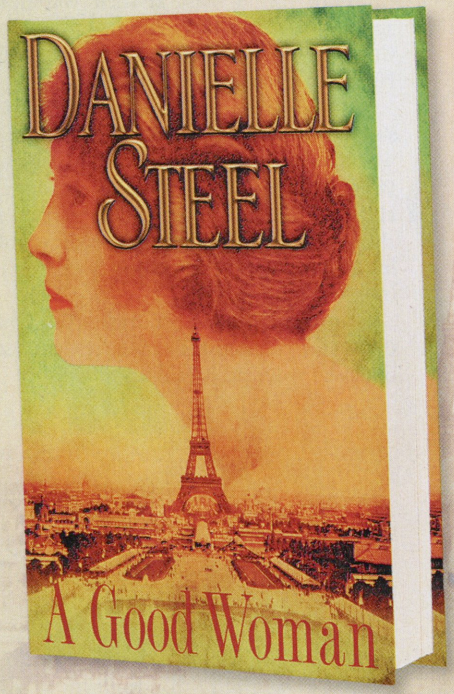

Philip Norman's *Shout!* has been known as the definitive Beatles biography for more than a quarter century. Now Norman sets his sights on the most beloved Beatle in a revealing portrait of John Lennon. With unprecedented access to all of the major characters in Lennon's life, including Sir Paul McCartney and a very candid Yoko Ono, this is the most revealing portrait of John Lennon yet.

**HARPERCOLLINS**/HARDCOVER
**Available now**



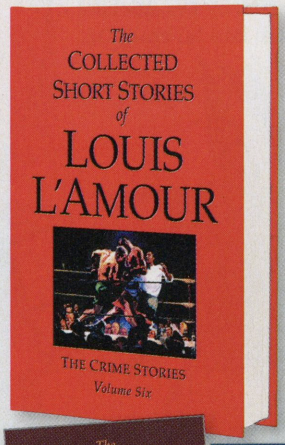

*Marley & Me* won the hearts of readers and put John Grogan on bestseller lists for months. Now, in his highly anticipated follow-up, the author brings fans the story of what came first, before Marley. With his trademark blend of wit and sorrow, Grogan recounts his own journey—the journey to find his place in the world.

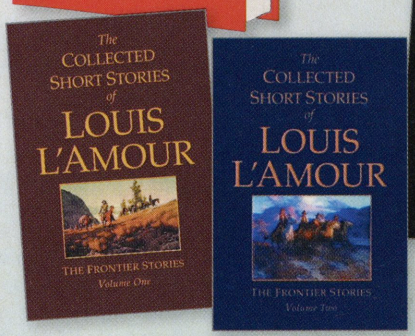
**HARPERCOLLINS**/HARDCOVER
**Available now**




**A remarkable woman** leaves her privileged life in Manhattan to work as a medic during World War I. Infused with historical details and filled with unforgettable characters, ***A GOOD WOMAN*** is Danielle Steel at her best.

**DELACORTE PRESS**/HARDCOVER
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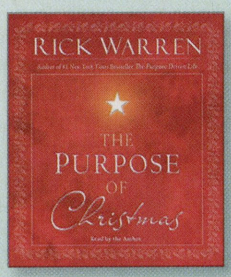




**Louis L'Amour's** incredible collection of short fiction will take readers back to the rugged days of the Old West. This treasure trove of frontier tales is sure to please his longtime fans and will most assuredly find him some new ones along the way.

**BANTAM**/HARDCOVER
**Available now**

The author of *The Purpose Driven Life* urges the world to "remember the real reason for the season" in ***The Purpose of Christmas.***

**SIMON & SCHUSTER**/AUDIO CD
**Available now**




Products may not be available in all locations or on costco.com. All book jackets are subject to change.

***Blessings be the inventor of the alphabet, pen and printing press! Life would be to me in all events a terrible thing without books.***

*LM MONTGOMERY*

Ivan & Carol

Thank you for
a wonderful
night! I look
forward to another
one
Jamie

***Blessings be the inventor of the alphabet, pen and printing press! Life would be to me in all events a terrible thing without books.***

*LM MONTGOMERY*

Beautiful summer!
I'm taking 2 weeks
off and staying very
close to Home :) and
enjoying my Home!
Annie

[Seattle, WA] 7/14/08

Ivan -

Thank you for
working w/ Taryn on
some dates for a Book
signing - we'd love to
have you! Hope that
you are enjoying this

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12 March '08

Dear Pennie--

Spring is coming in, finally. We ought to celebrate it with a dab of wine and a meal here at our place, while things are in bloom. Any chance we can get you here for dinner some Saturday night soon? March 29th? Or you nominate a date?

All is perking along here. I handed in my World War II novel, and Harcourt (and Laurie Brown particularly, whoopee!) likes it a lot. They're fast-tracking it, for ARCs for the BEA and probably an October pub date. Meanwhile, I have caught my breath and am starting on a sequel to *Whistling Season.* Carol says it ain't dull around here. Looking forward to catching up with you as soon as we can.

All best,

19 Jan. '07

one-page **fax** to Pennie Clark Ianniciello, Costco

Pennie, hi and happy new year--

I'm following up on that dinner date we talked about. Carol and I would like to take you to your favorite spot in swinging Ballard; the weekend of Jan. 27-28 is wide open for us, could be either dinner or lunch Saturday or Sunday, we're easy. Give a call when you get a chance--(206)542-6658--and we'll set something up, okay? Hope you're thriving.

All best,

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A lifestyle magazine for small business

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FAX 425-313-6718
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FAX 82-2-2630-2705

July 10, 2006

Ivan Doig
C/o Michelle Blankenship
Harcourt, Inc. 15 East 26th St
New York, NY 10010

Dear Mr. Doig,

On behalf of the staff at *The Costco Connection*, I would like to thank you for your participation in our book pick section, 'His house of sky' on page 39 of the July 2006 US issue.

Sincerely,

Anita Thompson
Managing Editor

AT/ds

Pennie Clark Ianniciello
Buyer, Books
Costco
999 Lake Drive
Issaquah WA 98027

Dear Pennie--

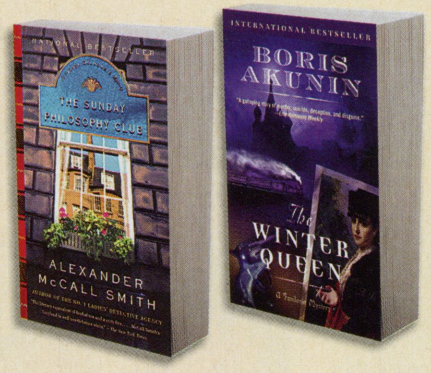
I have finished the two-month-long booktour at last, the finale in Billings last Saturday where I had a steady line of Costco customers for 45 minutes, many of them buying more than one copy of *The Whistling Season*, one person taking seven copies, another one with six. Impressive, and thanks again for your support of both the new book and *This House of Sky*. Harcourt is happy, I'm happy, and we couldn't have done it without you. The copy of *The All of It*, which I mentioned to you during our Red Robin lunch as a favorite book, is a small token of appreciation, and I hope you can pass along the signed copy of *This House of Sky* to Jim Sinegal with my compliments.

I have one more event left that you might be interested in, in store-stocking terms. I'll be the featured writer at the Montana Festival of the Book, in Missoula, Sept. 28-30. This is a literary doubleheader again, *The Whistling Season* featured in the prime evening slot on Friday, Sept. 29 (where I'm paired with Bill Kittredge in the thousand-seat Wilma Theater) but *This House of Sky* also with a session and balllyhoo of its own because the Festival sponsor, the Montana Committee for the Humanities, has chosen *Sky* as this year's statewide "community read." The Missoula Costco go-getter who was in charge of my signing there this month, Amy Hanser in Business Development, believes she can sell a bunch more of my books in the couple of weeks around the Festival if she has 'em.

Professionally and socially, let's keep in touch. Carol and I are game for trendy Ballard any time after Labor Day. And now, I go back to work on the next book.

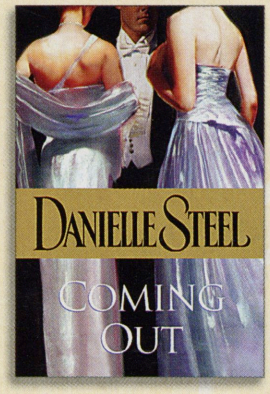
All best,

RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE
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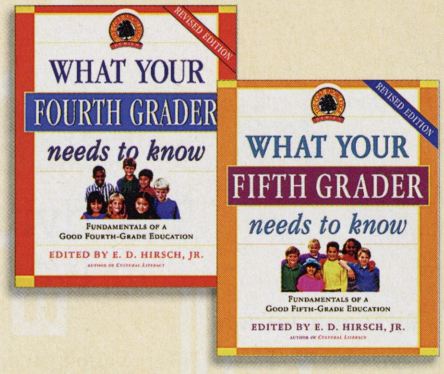

Don't miss sophisticated mysteries from two of the best—Alexander McCall Smith and Boris Akunin. Isabel Dalhousie, introduced in the *No. 1 Ladies' Detective Agency*, gets her own series with ***The Sunday Philosophy Club***. And after it looks like a student committed suicide in front of witnesses, it's soon discovered that he was murdered, in ***The Winter Queen***.

**ANCHOR / RANDOM HOUSE TRADE PAPERBACKS** / PAPERBACK
**Available early July**



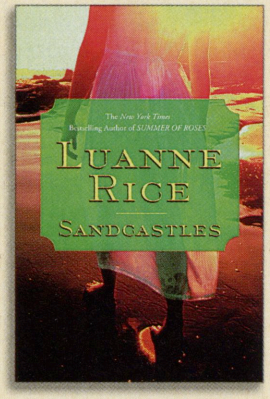

***Coming Out*** is Danielle Steel's moving tale about a blended family and a debutante ball that brings them together as it tears them apart.

**DELACORTE PRESS** / HARDCOVER
**Available now**




The phenomenally successful ***Core Knowledge Series*** is a respected tool used by parents and teachers alike. Before the student in your home heads back to the classroom, find out what he or she needs to know from kindergarten through sixth grade in E.D. Hirsch Jr.'s bestselling series.

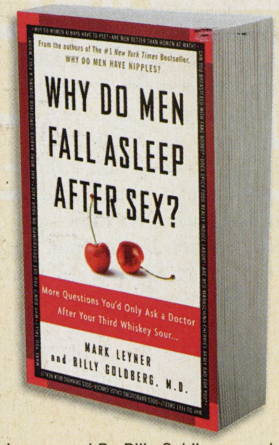
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When John Dillon is reunited with the family he abandoned more than 10 years ago, the old feelings of pain return in Luanne Rice's ***Sandcastles***.

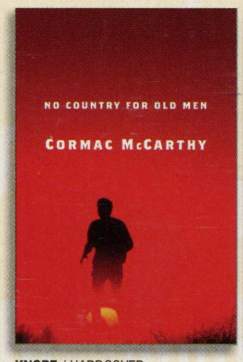
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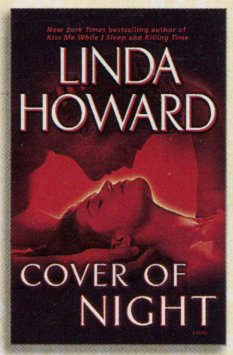



Mark Leyner and Dr. Billy Goldberg provide the questions you'd ask your doctor if you could only muster up the courage, in ***Why Do Men Fall Asleep After Sex?***

**THREE RIVERS PRESS** / PAPERBACK
**Available late July**



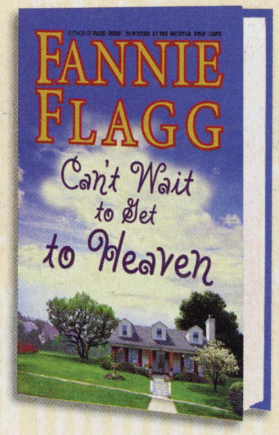

**KNOPF** / HARDCOVER
**On sale July 11**




**BALLANTINE** / HARDCOVER
**Available now**

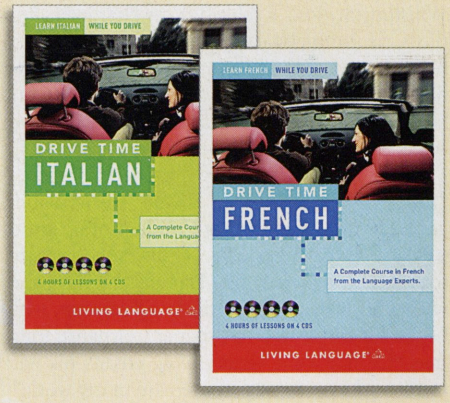
***No Country for Old Men*** is a powerful novel about the war society is waging on itself, from bestselling author Cormac McCarthy.

When thugs invade her bed-and-breakfast, Kate Nightingale turns to her handyman, Calvin, for help. In ***Cover of Night***, the mysterious Calvin turns out to be much handier and much manlier than she ever imagined.




With her original voice and signature wit, beloved author Fannie Flagg takes a hilarious look at the mysteries that surround the afterlife.

**RANDOM HOUSE** / HARDCOVER
**On sale July 4**




Put the time you spend commuting to good use and learn a foreign language with the new all-audio ***Drive Time*** series. Get four hours of audio instruction that will ease you into the new language. Choose from French, Italian, Spanish, German and Japanese!

**LIVING LANGUAGE** / PAPERBACK WITH CDS
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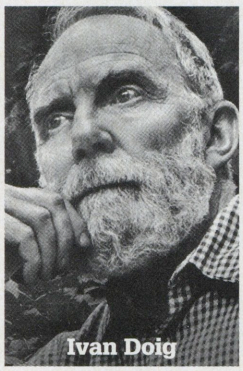
# His house of sky

## The dying West lives on in Ivan Doig's works

**By Diana Jordan**

"I AM BY PERSONALITY, but also by training, a person to whom details are sacred," Ivan Doig tells *The Connection*. "The telling detail, the crystallizing detail … those are vital to me, to the stories I've been telling." This is noteworthy in a journalist turned memoirist turned novelist.

For decades Doig has been jotting down details, poignant observations, intriguing phrases and words with a particular flair into 3-by-5-inch notebooks he stuffs into the well-worn front pockets of his shirts, later weaving them lyrically into magazine articles, two memoirs and eight books of fiction, to date.



MARION ETTLINGER

Ivan Doig

Despite his austere upbringing on Montana ranches, "my eyes were in love with words early on," Doig says. He had a clue his path would take a different direction from his classmates and fellow ranch hands during his junior year in high school, when he dropped out of Future Farmers of America and instead took typing and Latin.

The memoir for which Doig is most known, *This House of Sky*, this month's book buyer's pick, was years away yet, but the budding journalist came of age early. He credits the experience of being the "only child around adults—on ranches or the people I was living with in town to go to school while my father and grandmother were working and cooking on ranches—and I think it set the knack for standing back and eavesdropping with my eyes, [and] fed into my ultimate imagination as a writer."

As for his fiction, the latest of which is *The Whistling Season*, "I make up my characters and my plots as wholeheartedly as I can." Challenged recently to count the number of characters in his fiction, Doig figures he's approaching 450, and he has dossiers on each—what they look like, how they speak, how they wear their hats.

"I'm a writer in every pore of my being," says Doig, who now lives in Seattle. He applauds his good fortune of marrying Carol, another graduate of the Northwestern University School of Journalism, 41 years ago. Happily for him, she was willing to take a steady job, as a professor, while he began his career as a newspaper journalist, then as a freelance magazine writer. Doig credits his wife for inspiring him: "Strong women are in my work."

Casting about for freelance topics in the late '60s—and with Carol's support—Doig was propelled by two strong notions. First, he sensed that his father and grandmother were a vanishing breed. He dubbed his family "lariat proletariats," never far enough up in the world to own land, only to work it. So he pulled out his tape recorder and let his dad tell his stories and his grandmother let loose her "river of proverbs."

"You could tell, even then, that that generation, born on a homestead and growing up cowboying and sheepherding and general ranch work—that was vanishing, it was already vanishing," he says, "and I could feel it vanishing from beneath me by the time I was a summer ranch hand in Montana, piling bales of hay and doing other farm and ranch chores. Mechanization was going to do us in."

At the same time, another force propelled Doig to write his family's story: Watergate. It was a time, he rails, that "every Nixonian co-conspirator, indicted or otherwise, was getting a book contract." He wanted to show the world that "there are stories of common, more honorable families and individuals in this country who also deserve to have their own books." *This House of Sky*, his debut book, which was published in 1980, was a hit, praised for its unique brand of storytelling.

While writing, Doig says, he faces the corner of the room and reads passages aloud—an old broadcast journalist's trick—to hear how the rhythm sounds. He wants his books to have a lyrical expression while they tell a story. He also wants his readers to take away "the sense that the human story and the family story can be told in loving language that is also an art."

*Diana Jordan* (www.dianajordan.net) *interviews authors for TV, the Web, radio and print.*

**ONLINE BONUS!** News about scheduled book signings at Costco and a book giveaway can be found in "Book Look," only in the July *Online Edition* at costco.com under "Costco magazine."

## Pennie's pick



FRANCE FREEMAN

**Pennie Clark Ianniciello**
*Costco Book Buyer*

ORIGINALLY published in 1978, Ivan Doig's memoir—and this month's pick—*This House of Sky: Landscapes of a Western Mind* was immediately hailed as an example of masterful writing. I don't hesitate to call it an American classic.

Doig begins his story on his sixth birthday and leads readers through his youth in rugged Montana as he's raised by his father and grandmother—among sheepherders, ranchers and denizens of small-town saloons.

He explores how the landscape and early familial bonds can't help but shape people as they grow and begin their search for love, family and independence.

Doig's *This House of Sky* is available in most Costco warehouses and at costco.com.

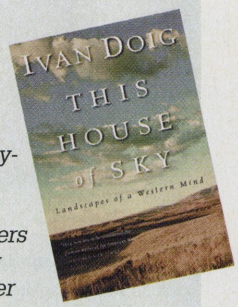
## Signed book giveaway

COSTCO HAS 10 signed copies of Ivan Doig's *This House of Sky* to give away.

To enter, print your name, membership number, address and daytime phone number on a postcard or letter and send it to: *This House of Sky*, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax it to (425) 313-6718.

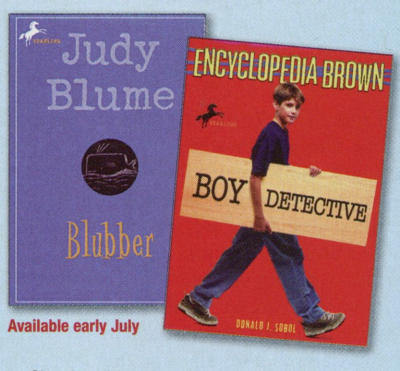
*No purchase is necessary.*

*Entries must be received or postmarked by midnight, August 1, 2006. Void where prohibited. Employees of Costco and their families are not eligible. Winners will be notified by mail. One entry per household.*




**Send your feedback on this month's book to: discussionquestions@costco.com**

# Let your kids explore the world.



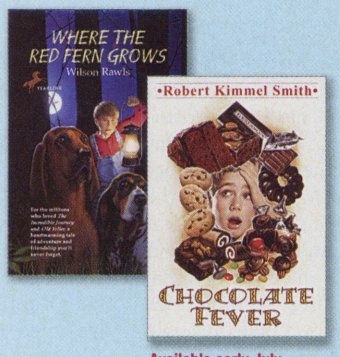

Available early July

Get your kids reading this summer with some favorites from Random House. Crack baffling cases with ***Encyclopedia Brown, Boy Detective***, take a look at cruelty in school and how one girl learns how to stand up to bullies in Judy Blume's ***Blubber*** and many more.

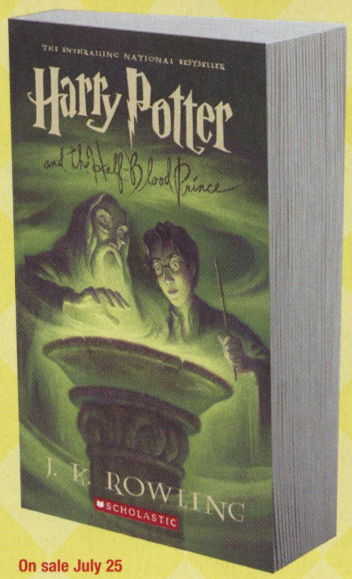
**YEARLING** / PAPERBACK

Classics old and new are now available in threes at Costco Wholesale. ***Where the Red Fern Grows*** is a heart-warming story of an unforgettable friendship. When Henry Green eats too much chocolate, he actually comes down with ***Chocolate Fever***. ***Johnny Tremain*** takes young readers back to 1776 Boston in an adventure straight out of history. And ***Island of the Blue Dolphins*** is an incredible story of one girl's survival. Pick up a 3-pack today!

**YEARLING** / PAPERBACK




Available early July




On sale July 25

Pick up Harry Potter in paperback! Hogwarts School of Witchcraft and Wizardry is back in session! And with a new school year comes a hailstorm of magic, mystery and confrontation more intense than ever before. ***Harry Potter and the Half-Blood Prince*** begins where the fifth book in J.K. Rowling's bestselling series left off, with the chilling announcement of Lord Voldemort's return to power.

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**The Learning Series collection teaches children how to write letters and numbers, as well as how to draw shapes and basic objects. Includes a 22-page board book and a magnetic drawing pad. Available this July.**



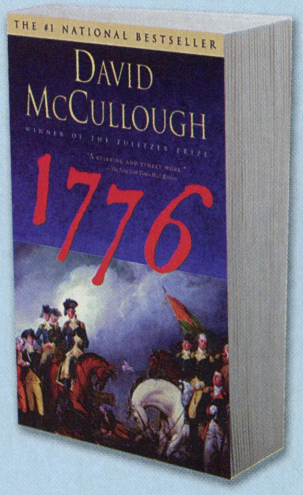

Available early July

The possibilities are endless with ***Storybook Paper Doll Kits***. Disney princesses Belle, Cinderella, Ariel, Sleeping Beauty and Snow White come to life with more than 500 play pieces and five miniature storybooks.

**PUBLICATIONS INTERNATIONAL, INC.**
ACTIVITY BOOK

From the Siege of Boston to the surprise victory at Trenton, ***1776*** draws on correspondence and diaries to paint a fascinating portrait of America's tumultuous infancy and miraculous achievement.

**SIMON & SCHUSTER** / PAPERBACK
**Available now**




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# Mysteries, adventures for all ages




JOHN EARLE

## FICTION

***The Messenger*, by Daniel Silva.** Gabriel Allon, art restorer and spy, is recovering from a showdown with a master terrorist when a figure from his past arrives in Jerusalem. Monsignor Luigi Donati, the private secretary to His Holiness Pope Paul VII, is a man as ruthless as he is intelligent. Now he has come to seek Allon's help. A Swiss guard has been found dead in St. Peter's Basilica, and although Donati has allowed the official inquiry to determine that it is suicide, his instinct tells him it is murder.

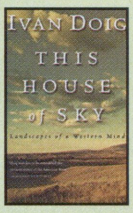
***Errors and Omissions*, by Paul Goldstein.** Michael Seeley is an intellectual-property litigator—and a man on the brink of personal and career collapse. When United Pictures demands that he fly out to Hollywood to confirm that it owns the rights to its corporate cash-cow *Spykiller* films, he has to comply. What he discovers plunges him headlong into the messy tangle of the blacklisting era and from there into the even darker world of Nazi-occupied Poland.

***Break No Bones*, by Kathy Reichs.** Archaeological field school is almost over when Temperance Brennan's students find a decomposing body in a shallow grave. It is a recent burial of a middle-aged white male. Who is he? Why was he buried there? And what does the vertical hairline fracture of the sixth cervical vertebra signify? Brennan is working on answering those questions when her personal life is suddenly thrown into turmoil: Her estranged husband is shot by a bullet possibly meant for her, and another body is discovered.

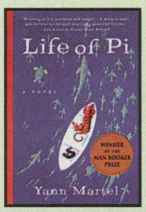
***Lights Out Tonight*, by Mary Jane Clark.** For film and theater critic Caroline Enright, angry calls from producers and agents are one thing, but murder is quite another. While in the rolling Berkshire Mountains to do a piece on a prestigious summer acting festival, Enright discovers that someone in the quaint college town has a secret worth killing for. She must now use her journalistic skills to unmask a murderer before she and her stepdaughter become the next victims.

***Peter and the Shadow Thieves*, by Dave Barry and Ridley Pearson.** In this follow-up to *Peter and the Starcatchers*, young readers discover Peter leaving the relative safety of Mollusk Island for the cold, damp streets of London. On the journey, he encounters Lord Ombra, who has the ability to make shadows disappear. When Peter reaches London, he sets out to find Molly, and together they combat Ombra's powers to protect the magical, treasured starstuff and rescue Molly's mother.

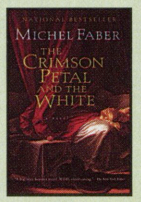
*—Valerie Ryan*




**This House of Sky: Landscapes of a Western Mind**
*by Ivan Doig*
Doig's life among the shepherds and other denizens of small-town saloons and ranches of the West.
**Trade Paper. Feb. 1980. Harvest Books**

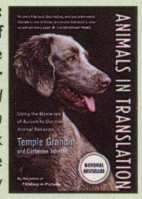


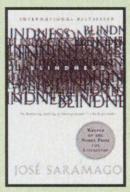

**Life of Pi**
*by Yann Martel*
**Trade Paper. May 2003. Harvest Books**



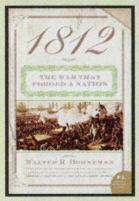

**The Crimson Petal and the White**
*by Michel Faber*
**Trade Paper. September 2003. Harvest Books**

**Animals in Translation: Using the Mysteries of Autism to Decode Animal Behavior**
*by Temple Grandin and Catherine Johnson*
A groundbreaking book that revolutionizes the understanding of how animals think and feel.
**Trade Paper. Jan. 2006. Harvest Books**

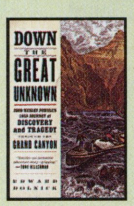


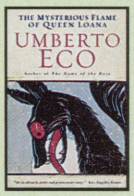

**Blindness**
*by José Saramago*
**Trade Paper. October 1999. Harvest Books**



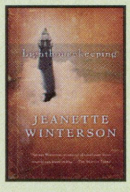

**1812: The War That Forged a Nation**
*by Walter R. Borneman*
This sweeping narrative emphasizes the War of 1812's importance to America's development as a nation and its subsequent westward expansion.
**Trade Paper. October 2005. Harper Perennial**




**Down the Great Unknown**
*by Edward Dolnick*
**Trade Paper. September 2002. Harper Perennial**

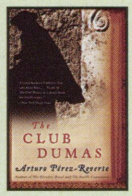



**The Mysterious Flame of Queen Loana**
*by Umberto Eco*
A fascinating, abundant novel—wide-ranging, nostalgic, funny, full of heart.
**Trade paper. June 2006. Harvest Books**




**Lighthousekeeping**
*by Jeanette Winterson*
**Trade Paper. April 2006. Harvest Books**

**The Club Dumas**
*by Arturo Pérez-Reverte*
Part mystery, part puzzle, part witty intertextual game—a wholly original intellectual thriller.
**Trade Paper. May 2006. Harvest Books**



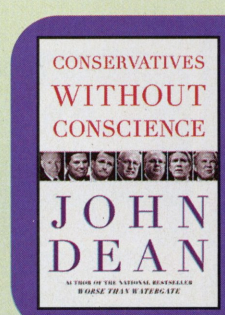




**The Children's Blizzard**
*by David Laskin*
An account of the blizzard of January 12, 1888, which killed some 500 settlers in Nebraska, the Dakotas and Minnesota—many of whom were children trying to get home from school.
**Trade Paper. October 2005. Harper Perennial**




**April 1865: The Month That Saved America**
*by Jay Winik*
**Trade Paper. April 2002. Harper Perennial**




**Conservatives Without Conscience**
*by John Dean*
Former White House legal counsel John Dean paints a vivid picture of what's happening at the top levels of the Republican Party.
**Hardcover/Viking Books**
**On sale July 11, 2006**

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RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE

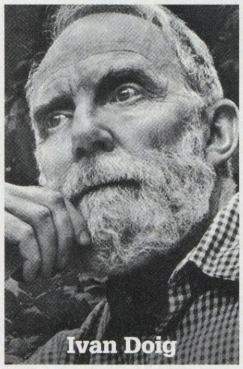
# His house of sky

## The dying West lives on in Ivan Doig's works

**By Diana Jordan**

"I AM BY PERSONALITY, but also by training, a person to whom details are sacred," Ivan Doig tells *The Connection*. "The telling detail, the crystallizing detail … those are vital to me, to the stories I've been telling." This is noteworthy in a journalist turned memoirist turned novelist.

For decades Doig has been jotting down details, poignant observations, intriguing phrases and words with a particular flair into 3-by-5-inch notebooks he stuffs into the well-worn front pockets of his shirts, later weaving them lyrically into magazine articles, two memoirs and eight books of fiction, to date.



MARION ETTLINGER

Ivan Doig

Despite his austere upbringing on Montana ranches, "my eyes were in love with words early on," Doig says. He had a clue his path would take a different direction from his classmates and fellow ranch hands during his junior year in high school, when he dropped out of Future Farmers of America and instead took typing and Latin.

The memoir for which Doig is most known, *This House of Sky*, this month's book buyer's pick, was years away yet, but the budding journalist came of age early. He credits the experience of being the "only child around adults—on ranches or the people I was living with in town to go to school while my father and grandmother were working and cooking on ranches—and I think it set the knack for standing back and eavesdropping with my eyes, [and] fed into my ultimate imagination as a writer."

As for his fiction, the latest of which is *The Whistling Season*, "I make up my characters and my plots as wholeheartedly as I can." Challenged recently to count the number of characters in his fiction, Doig figures he's approaching 450, and he has dossiers on each—what they look like, how they speak, how they wear their hats.

"I'm a writer in every pore of my being," says Doig, who now lives in Seattle. He applauds his good fortune of marrying Carol, another graduate of the Northwestern University School of Journalism, 41 years ago. Happily for him, she was willing to take a steady job, as a professor, while he began his career as a newspaper journalist, then as a freelance magazine writer. Doig credits his wife for inspiring him: "Strong women are in my work."

Casting about for freelance topics in the late '60s—and with Carol's support—Doig was propelled by two strong notions. First, he sensed that his father and grandmother were a vanishing breed. He dubbed his family "lariat proletariats," never far enough up in the world to own land, only to work it. So he pulled out his tape recorder and let his dad tell his stories and his grandmother let loose her "river of proverbs."

"You could tell, even then, that that generation, born on a homestead and growing up cowboying and sheepherding and general ranch work—that was vanishing, it was already vanishing," he says, "and I could feel it vanishing from beneath me by the time I was a summer ranch hand in Montana, piling bales of hay and doing other farm and ranch chores. Mechanization was going to do us in."

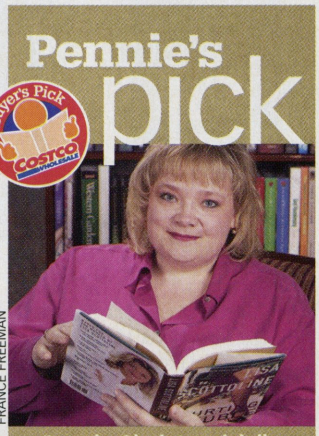
At the same time, another force propelled Doig to write his family's story: Watergate. It was a time, he rails, that "every Nixonian co-conspirator, indicted or otherwise, was getting a book contract." He wanted to show the world that "there are stories of common, more honorable families and individuals in this country who also deserve to have their own books." *This House of Sky*, his debut book, which was published in 1980, was a hit, praised for its unique brand of storytelling.

While writing, Doig says, he faces the corner of the room and reads passages aloud—an old broadcast journalist's trick—to hear how the rhythm sounds. He wants his books to have a lyrical expression while they tell a story. He also wants his readers to take away "the sense that the human story and the family story can be told in loving language that is also an art."

*Diana Jordan* (www.dianajordan.net) *interviews authors for TV, the Web, radio and print.*

**ONLINE BONUS!** News about scheduled book signings at Costco and a book giveaway can be found in "Book Look," only in the July *Online Edition* at costco.com under "Costco magazine."

## Pennie's pick




FRANCE FREEMAN

Pennie Clark Ianniciello
*Costco Book Buyer*

ORIGINALLY published in 1978, Ivan Doig's memoir—and this month's pick—*This House of Sky: Landscapes of a Western Mind* was immediately hailed as an example of masterful writing. I don't hesitate to call it an American classic.

Doig begins his story on his sixth birthday and leads readers through his youth in rugged Montana as he's raised by his father and grandmother—among sheepherders, ranchers and denizens of small-town saloons.

He explores how the landscape and early familial bonds can't help but shape people as they grow and begin their search for love, family and independence.

Doig's *This House of Sky* is available in most Costco warehouses and at costco.com.

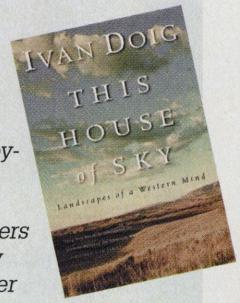
## Signed book giveaway

COSTCO HAS 10 signed copies of Ivan Doig's *This House of Sky* to give away.

To enter, print your name, membership number, address and daytime phone number on a postcard or letter and send it to: *This House of Sky*, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax it to (425) 313-6718.

*No purchase is necessary.*

*Entries must be received or postmarked by midnight, August 1, 2006. Void where prohibited. Employees of Costco and their families are not eligible. Winners will be notified by mail. One entry per household.*




**Send your feedback on this month's book to: discussionquestions@costco.com**




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# *Selling Literature Like Dog Food Gives Club Buyer Real Bite*

* * *

## Pennie Ianniciello Picks Books For Costco Wholesale, Where Stacks Go Fast

By Matthew Rose

ISSAQUAH, Wash.—When executives at Viacom Inc.'s Simon & Schuster were planning a new series of Williams-Sonoma cookbooks, they made sure to ask Pennie Clark Ianniciello for her opinion. The covers were too dark, Ms. Ianniciello told them: They won't stand out on the book table.

Simon & Schuster's response was simple. "We made it lighter," says Carolyn Reidy, president of Simon & Schuster's adult publishing group.

Working from a cramped cubicle in this rainy town on the outskirts of Seattle, Ms. Ianniciello has quietly become a heavy hitter in book publishing. She picks the books to be sold at steep discounts in 285 of Costco Wholesale Corp.'s cavernous warehouse stores, alongside vats of peanut butter and cut-rate flowerpots. Costco—along with Wal-Mart Stores Inc.'s Sam's Club and BJ's Wholesale Club Inc.—is emerging as a major new sales channel for the book industry. The clubs can't match the market share of Barnes & Noble, the nation's biggest book retailer, but they do move a lot of books very quickly in a generally sluggish market.



*Pennie Clark Ianniciello*

The clubs' wholesaler says it took 28% of the first printing of Patricia Cornwell's "The Last Precinct." Advanced Marketing Services Inc., which distributes mostly to the clubs, said it also took 25% of John Grisham's "A Painted House." David McCullough's biography "John Adams" has more than 1.5 million copies in print. At one point it was selling as many as 10,000 copies a week at Costco, according to Simon & Schuster, making the club one of the biggest outlets for the book. "That one went on and on," recalls Ms. Ianniciello.

As a result, the clubs are starting to reshape the economics of publishing. Book companies now say they can't sell a million copies of a title—one benchmark of a big success—without help from the

*Please Turn to Page A14, Column 4*

# U.S. Expands

By Greg Jaffe
And Anne Marie Squeo

WASHINGTON—The U.S. is pressing forward to forge closer military contacts with Taiwan, in moves that are certain to anger China—but could please defense contractors.

Deputy Defense Secretary Paul Wolfowitz hinted at the closer ties in a recent speech—closed to reporters but released yesterday in response to a Freedom of Information Act request—in which he said Taiwan's extreme isolation from other militaries of the world had been the biggest barrier to its building an effective fighting force.

In particular, Mr. Wolfowitz said Taiwan needed help with training and organizing its forces, as well as developing a professional officer corps. "We are eager to help. Just as important as


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focuses exclusively on strategic
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# Costco's Ms. Ianniciello Buys Books That Sell

*Continued From First Page*

clubs. So publishers consult the clubs about what books to publish and, mindful of their suggestions, modify cover designs and marketing plans.

But publishers are only warily embracing this new outlet because its rewards come at a price. The clubs stock significantly fewer titles than traditional bookstores. Like soured milk, books that don't sell well are quickly dumped. Traditional bookstores, by contrast, might keep a title around for months, waiting for late bloomers.

Ms. Ianniciello, the doyenne of warehouse book buyers, is a 40-year-old Seattle native. Her monthly "Pennie's Pick," which is sent to millions of Costco customers, moves books faster than a forklift. She has been at Costco since 1989, and in the book industry ever since she graduated with a degree in social work from the University of Washington in 1984. She had earlier worked for a book wholesaler that served Costco.

Her tiny work space and Seattle home, which she shares with a black retriever, are bursting with books. She reads two books a week, preferring first novelists and "powerful women" such as Anne Rice and Anita Shreve. The coffee table in her living room is constructed of piles of coffee-table books. Ms. Ianniciello, who dresses casually and speaks bluntly, once said in the Costco newsletter, "I have hundreds of little books floating in my blood."

Although the clubs specialize in brand-name fiction and bestsellers, Costco also sells more literary fare. Picking up Ian McEwan's latest book, "Atonement," from the book table at the Issaquah store, Chris Eiche, a Costco assistant general merchandise manager, says, "I'm amazed he's here. He's very literary."

"Hello?" responds Ms. Ianniciello, pointing at herself and rolling her eyes.

Publishers got an early taste of her clout in 1996, when Ms. Ianniciello chose as her monthly pick a favorite novel, Wallace Stegner's "Angle of Repose," published in 1971. Her pick was published in Costco Connections, which goes to about four million of the store's 35 million members world-wide. Costco sold 6,000 copies, about a third of what the book was then selling per year in 1996. Encouraged, Ms. Ianniciello bought four other old Stegner titles, published by Penguin, each of which sold 2,000 copies at Costco. Ms. Ianniciello says she treats her monthly pick as an opportunity to "hand-sell" books the way independent bookstores do.

"She can move the needle pretty far, there is no question," says Dick Heffernan, president of adult-hardcover and young-reader sales at Penguin Putnam, a unit of Pearson PLC. Publishers estimate that Costco has been the biggest single seller of Stegner books since Ms. Ianniciello began to push his books.

Costco has had to prod Manhattan's sometimes snooty publishers into being more cooperative. In 1998, the company invited 250 book executives to its Long Island City store across the East River in Queens. HarperCollins arranged a bus to transport staffers from Manhattan. To show the executives how much product Costco can move and that highbrow literature was a product like any other, the store arranged a mountain of toilet paper equivalent to three days' sales. At the same time, Costco showed how ruthless it can be. One executive told the astonished publishers he'd happily replace books with dog food if it sold better, Costco executives say.

In 2000, Ms. Ianniciello selected "Ahab's Wife," a complex novel by Sena Naslund, a retelling of Melville's "Moby Dick." Neither Costco nor HarperCollins, the News Corp. unit that published the book, will talk numbers, but Ms. Ianniciello says, "we did really well with it." The publisher's spokeswoman, Lisa Herling, says, "It showed us that Costco can really sell serious fiction."

> Jane Pugel was shopping for a ham but hovered over the book table at Costco.

Certain books wouldn't be published at all if it weren't for Ms. Ianniciello, such as Random House Inc.'s "The Complete Tightwad Gazette." A practical guide for saving money, the book is a compilation of earlier editions of the bestselling series. Random House and Ms. Ianniciello say they can't remember whose idea it was, but both say the concept was developed and approved in a series of meetings. Both agree that Random House wouldn't have put the book out were it not for Ms. Ianniciello.

Overall book sales have been flat at best for years. But club sales are growing. Between 1997 and 2001, unit sales rose 12%, according to Ipsos BookTrends, a market-research organization.

Shopping in the clubs, where members pay an annual fee to get the benefit of low prices, is unlike most retail experiences. A limited number of items—around 3,600 products, compared with 40,000 at an average supermarket—are piled high and quickly rotated if something else is deemed likely to sell faster. Along with their usual household staples, the clubs have expanded into luxury items, such as Prada handbags and Dom Perignon champagne.

At Costco, books are treated like any other commodity. No more than 200 titles are piled high on an 85-foot-long table. A typical Barnes & Noble superstore carries 200,000 titles. At Costco, big-name fiction is a huge category, as are cookbooks, how-to books and children's titles. Discounts are among the deepest around, often more than 40% on standard fiction and higher for glossy coffee-table books. In the late 1990s, both Barnes & Noble and Amazon.com Inc. competed fiercely to offer similar discounts, but both have scaled those back.

The clubs' increasing clout gives Barnes & Noble fits. Its chairman, Leonard Riggio, complains that the clubs get better discount rates from publishers and has been loudly demanding that publishers reduce their cover prices and give him better discount rates. "Publishers have long-established policies which allow them to favor non-bookstores," Mr. Riggio says. "The top five publishers are all owned by media conglomerates, so no one's accountable for anything."

Pushing a mammoth cart around a Costco store on the outskirts of Seattle, Jane Pugel was shopping for a ham but hovered over the book table. Putting down "A Beautiful Mind" and picking up "The Hobbit," the retired teacher said the prices are too hard to resist. "I always pick one up," she said.

Publishers say the clubs return fewer books than traditional bookstores, helping control the significant cost of unsold inventory. AMS, the clubs' distributor, returns around 26% of books to publishers, compared with an industry average of 30% to 35%.

Every Monday, Ms. Ianniciello and her bosses meet to check sales data from stores around the country and unceremoniously ditch anything that isn't meeting its revenue goal. Each spot in the store has a sales target. Costco won't say what that number is for books.

Costco says it stocks books for an average of six weeks. Sometimes, a book can be zapped in a week if it isn't moving.

Publishers dread getting that call. It can sometimes take as long as two months for the books to wend their way back to the publisher through various middlemen and wholesalers. If the clubs have snapped up a third of the print run, which isn't unusual, the publisher won't be able to reship copies to other stores before the marketing buzz has faded. Moreover, a failure or an over-hyped book can taint the publisher in Costco's eyes.

In 1999, Costco bet big on Bill Gates's book "Business @ the Speed of Thought," thinking it would suit its clientele. It didn't. Of the 70,000 copies Costco ordered—around 10% of the total print run—only half were sold, says Jamie Raab, publisher of Warner Books, even though the title sold briskly elsewhere. Costco didn't immediately dump the title, but the returns from the store were costly.

"There is a lot of pain associated with failure," says Laurie Brown, until recently senior vice president for sales and marketing at Farrar Straus and Giroux, a unit of Germany's Verlagsgruppe Georg von Holtzbrinck GmbH. "None of us makes frivolous calls to Pennie, as we can't afford to be wrong."

# How Companies Dodged Efforts to Rein In Off-t

*Continued From First Page*

promised, the company that originated them sometimes found itself on the hook for the shortfall.

Enron explicitly guaranteed the performance of its SPEs, so it had to pay up last year when they began to hit the skids. But many companies implicitly guarantee their SPEs, coming to their aid if failing to do so might hurt the company's standing in the nation's capital markets. So, critics reasoned, if a company might have to intervene to support an SPE, didn't shareholders deserve to be warned of that risk?

Few companies seemed to think so. Among those that have pelted the FASB and regulators over the years with pleas to spare SPEs from tougher accounting rules are General Electric Co., Bank of America Corp., Bank One Corp., Capital One Financial Corp., Citigroup Inc., Household International Inc. and MBNA Corp.

Their arguments often echoed those of Enron. "The additional disclosures required by the [proposal] present practical implementation issues and administrative burdens," Joan Amble, controller of GE Capital wrote in response to the FASB's 1999 proposal. "As such, we challenge whether the benefits derived from these disclosures outweigh their costs."

In the wake of the Enron affair and criticism from investors, the GE unit recently began voluntarily to make additional SPE disclosures. Phil Ameen, GE's corporate controller, said his company has supported most other efforts by the FASB to enhance SPE disclosure rules.

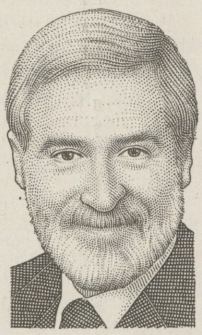
Last month, at the Bond Market Association's New York headquarters, officials of the association's newly formed American Securitization Forum told reporters that Enron's troubled SPEs shouldn't be equated with those of other companies. Like automobiles, said George Miller, the group's general counsel, SPEs are tools that can be used "properly or negligently." Most are used properly, he said.

The Bond Market Association, along with Chicago law firm Mayer, Brown, Rowe & Maw, form the core of the pro-SPE lobby. Mayer Brown's clients include most of the nation's big accounting firms and many big SPE users. The firm has lobbied policy makers regarding SPEs on behalf of at least two finance-industry clients—PNC Financial Services Group Inc. and Metris Cos.—that have recently had to restate their earnings because of the way they accounted for their securitizations.

Mayer Brown partner Jason H.P. Kravitt has led the firm's lucrative securitization practice for more than a decade. While assembling securitization deals for clients such as Bank of America, the 54-year-old Mr. Kravitt has spent much of the past 10 years lobbying to keep regulators away from SPEs.

Mr. Kravitt didn't invent SPEs or securitization, but he has been their leading popularizer. In 1991, he edited the standard treatise on the subject, the 2,000-page "Securitization of Financial Assets." He says he started to grasp securitization's potential in the late 1980s. "I got tired of leveraged buyouts," he [illegible]

reverse the trend, the FASB proposed that, if a company retained control over the assets or had other substantial involvement in an SPE, it would have to disclose the entity in its consolidated statements regardless of how few of the assets it technically owned.



*Jason H.P. Kravitt*

Before long, the FASB was deluged with 161 letters from companies opposed to the proposal. Only a handful favored it. In his letter, Mr. Kravitt said it would be "grossly misleading" for companies to be required to disclose SPEs on consolidated financial statements because the companies weren't legally responsible for them even if they had set them up. To think otherwise, he wrote, "is a mistake of logic." Then-Enron Chief Accounting Officer Jack Tompkins said the rule would make for "nonsensical accounting results."

In February 1996, the FASB held public hearings on the issue. Mr. Kravitt testified that the odds that a securitization deal would unravel were so low that "we would have a very strange accounting standard that was focused on the outcome that is a 1-in-a-100 chance, as opposed to the outcome that is 99-out-of-100 chance."

After the hearings, Enron ratcheted up its criticism. In a new letter, it bore down on part of the proposal that would bar companies from counting gains on transfers of assets to SPEs as part of net income.

Acknowledging the link between disclosure and his company's stock price, Enron's Mr. Tompkins wrote the FASB that "it is logical that the trading price of Enron's common stock would be lower than it otherwise would be including the gains." A $15 million reduction in Enron's gains would cause Wall Street analysts to react negatively, he predicted, cascading "into aggregate losses to Enron shareholders of nearly $250 million."

More than 40 other companies wrote the FASB to criticize the measure, including Merrill Lynch & Co. and Lehman Bros. Holdings Inc. The FASB shelved the project. Dennis Beresford, the board's chairman at the time, says he opposed the proposal in part because the new standards seemed too broad.

"I didn't think the board did a good job spelling out what 'control' meant," he says. "Consolidation would have occurred even though there was little or no benefit flowing to the parent."

Tim Lucas, the FASB's research director, says it was clear that companies were structuring SPEs to "escape the financial statements," but the solution wasn't obvious. "If we had just gone ahead and done something on control, it would not have made things better," he adds. As for the letters, "I understand it looks like pressure, but we learn a lot through that," he says.

In the mid-1990s, bank regulators also [illegible] after prob-

ance sheets and inconsistencies in reporting across entities," Mr. Kravitt wrote on behalf of his bank clients. Andersen, KPMG LLC and other accounting firms restated their opposition, as did Enron, the Bond Market Association and others. All told, the FASB got 113 letters. Again it tabled the issue.

In 1999, the FASB sought to require more disclosure of SPEs in footnotes to corporate financial statements. This, too, met with heavy opposition. The Bond Market Association objected that the proposal was "overreaction to a few widely publicized events," and not an "appropriate remedy."

Enron didn't respond to requests for comment on its lobbying of the FASB. Andersen said it criticized only a few of the FASB proposal's provisions. Mr. Miller of the Bond Market Association said his group deemed the new rules unnecessary because companies already disclose a great deal of information about SPEs in other SEC filings, such as securities registrations.

Mr. Kravitt petitioned the board on behalf of such SPE users as Bank One, Capital One, and Household; underwriters of SPE deals, such as Barclays Capital Inc., Bear Stearns Cos., Chase Manhattan and Morgan Stanley Group; and law firms that set up SPEs, including Mayer Brown itself. The group said it sympathized with



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# Vacation home companion

page 22



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"Sense"-ible decorating 32 European cruises 45 Insurance assurance 46

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A lifestyle magazine for Costco members

SPECIAL SECTION: FOR YOUR HOME

# After Costco, the *rest* is easy 22

**Costco is not only the best place to shop for your primary residence, but savvy members have discovered creative ways to furnish, decorate, accessorize and otherwise outfit every room (and outdoors, too!) of their homes away from home.**

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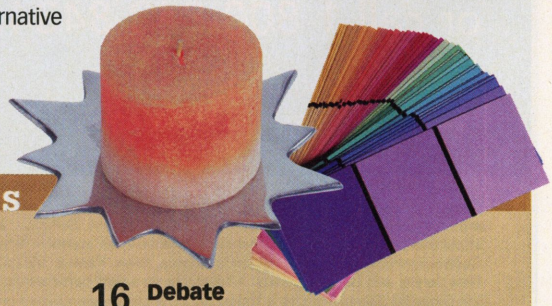
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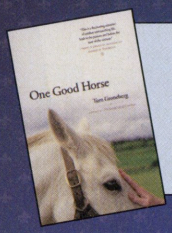
# There's a lot at steak...

We've got a first with this month's *Online Edition*. As bonus content for the "Buying Smart" column on Costco beef, you'll find 12 pages of excerpts from two of PBS chef Steven Raichlen's cookbooks, *How To Grill* and *The Barbecue! Bible*.

Other exclusive content in the *Online Edition* this month includes:

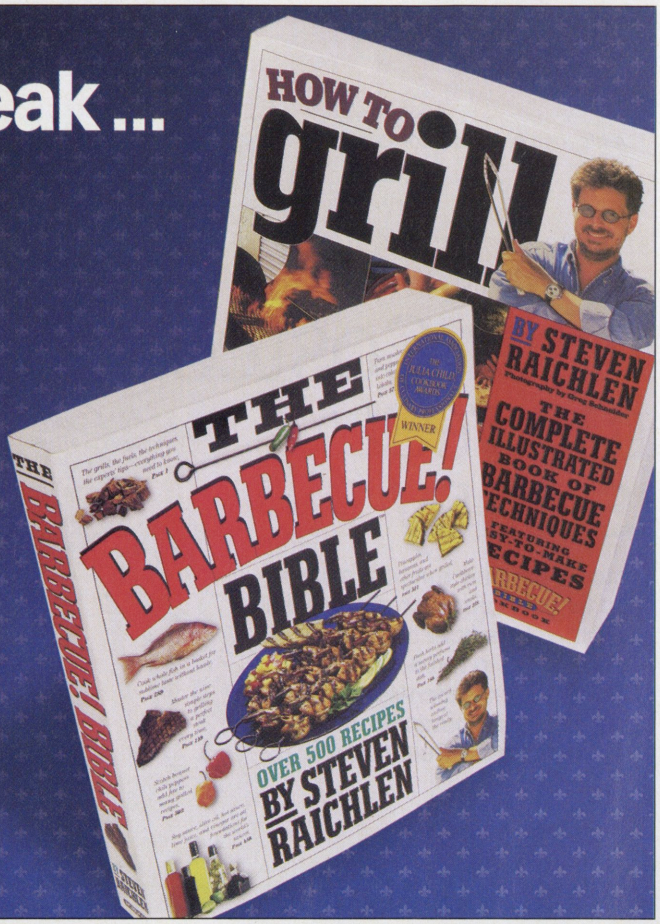
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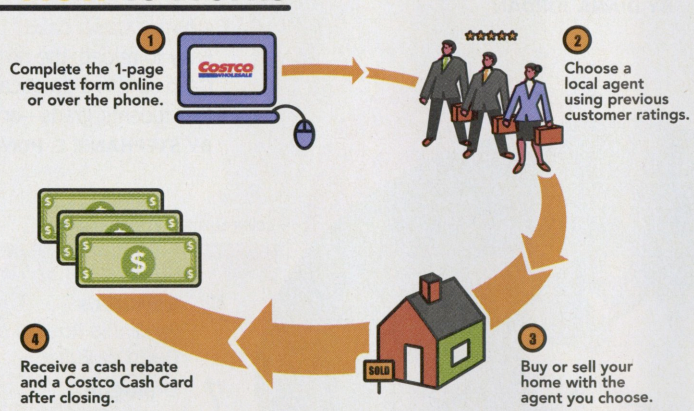
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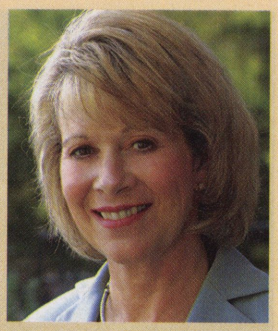
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# from the publisher's desk

Ginnie Roeglin



**Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of *The Costco Connection*.**

JULY IS MY FAVORITE month of summer. It gets off with a bang with the Fourth of July celebration and is filled with long sunny days and balmy nights that just require a vacation!

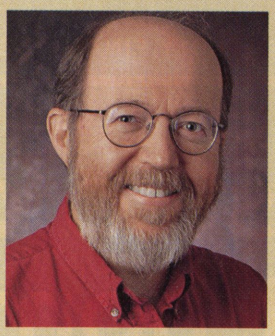
Like a million other people last year, my husband and I purchased our first vacation home, on a lake a few hours away. Like other Costco members described in this month's cover story, beginning on page 22, we quickly realized that we were now faced with furnishing an entire house in a fairly remote area, with the closest Costco warehouse nearly an hour away. Even more overwhelming than deciding and purchasing what we needed to buy was how we were going to get it all there.

Of course, we visited Costco and stocked up on sheets, pillows and blankets, bath and beach towels, cookware and knives, dishes, glasses and silverware. We purchased everything that we could squeeze into our car and trunk and headed out to our new vacation getaway.

But what about all those big items that we couldn't squeeze into the car, or even physically lift, such as a leather sofa and love seat for the living room, dining table and chairs, televisions, bedroom sets and mattresses, washer and dryer, patio furniture and a stainless steel barbecue grill? Our answer was costco.com.

With literally a few clicks on my computer, we managed to order all of those items on costco.com and had them delivered directly to our new door! With the white-glove delivery service, drivers carried the goods into our new home, unpacked them, set them up and even removed the cartons. *Voilà!* Our new vacation getaway was completely furnished and ready for us to enjoy. We will also enjoy the Executive Membership 2% Reward and Costco American Express rebate checks that we earned on our purchases!

Whether you have a vacation home or not, you'll be pleased to know that our annual Passport to Summer Savings is well under way. If you haven't already done so, be sure to pick up a coupon booklet in your local warehouse. This month, you'll save on flooring, Dyson and Eureka vacuums, Philips LCD TVs, Dell computers, an HP all-in-one printer, a pool–table tennis table, and more. Happy July from all of us at Costco!



**David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.**

# from the editor's desk

David W. Fuller

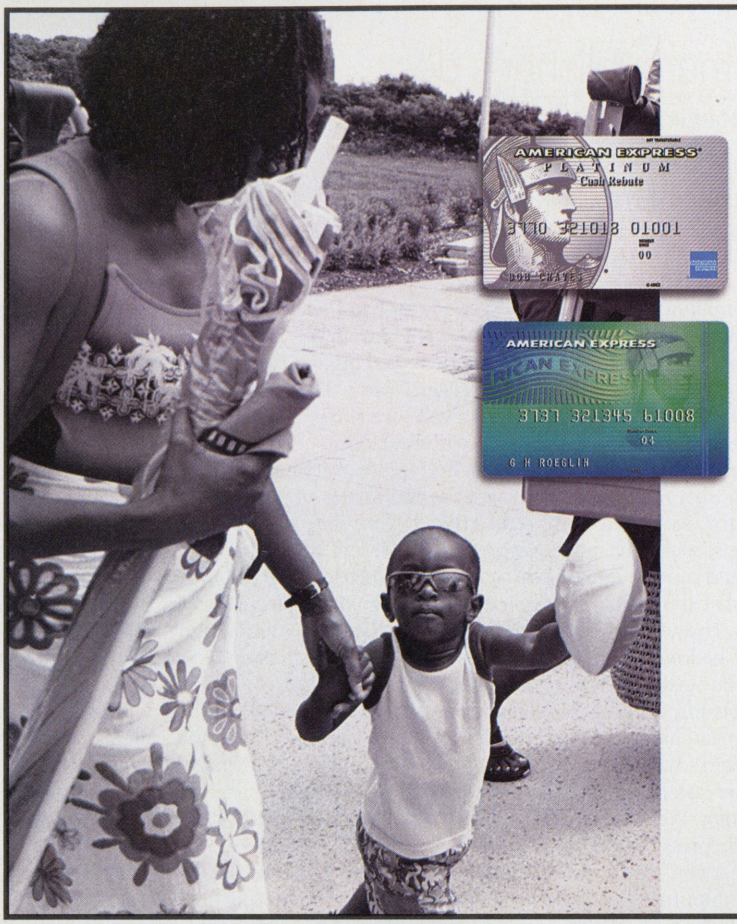
READING FREELANCER Diana Jordan's interview with author Ivan Doig (page 39) has given me pause to think about the importance of thoughtfulness. Doig notes he is a lover of words and that he aspires to express his stories "in loving language that is also an art." He is a thoughtful writer.

It is interesting that in this age when the subject of "values" often comes up, we seldom, if ever, hear thoughtfulness being considered as a value. Yet this value underlies so many others. Without thoughtfulness, how can we possibly value family or community? Without thoughtfulness, courage becomes rashness and charity becomes habit. Without thoughtfulness, we can slide down a slope of self-interest that can isolate us from success, no matter how we define that elusive goal.

So, what is thoughtfulness? It is a slowing down of our usually staccato lives. It is a pause to reflect, to consider options and impacts. Impacts on ourselves, on those to whom we are close, those we may not know. Many would extend this consideration beyond humanity into the entire animate and, in some cases, inanimate world.

Increasingly, we see businesses adopting codes of ethics that suggest a greater emphasis on thinking of the consequences of corporate actions. But putting such codes into practice is a daunting challenge, mainly because of the element of the reflective pause I mentioned. A pause in business is generally interpreted as "downtime," "inactivity," or even "lost productivity." In reality, used to implement the practice of a corporate value, a pause is none of these things.

Yes, because business is business, a pause (which takes time) will always equate to an expense. But any thoughtful cost-benefit analysis will always render such a pause time well spent.




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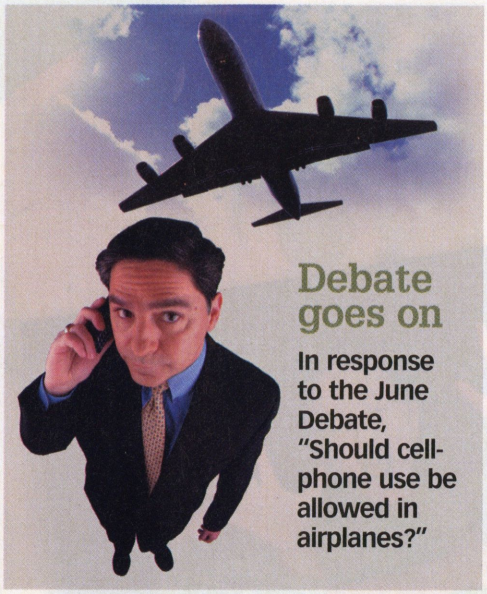
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## Debate goes on

**In response to the June Debate, "Should cell-phone use be allowed in airplanes?"**

**YES.** Cell-phone use should be allowed on planes. However, people should learn which calls to make and which to wait on. Chuck Underwood argues that since people do not know how to behave, it should not be allowed. That is absurd! People have learned cell-phone etiquette for other situations, They can learn how, and when, to use cell phones on airplanes.

*Joaquin Quiroz Jr., Escondido, California*

**NO.** Having recently returned from a cross-country flight on which I endured passengers' cell-phone conversations before and after the flight, I can't image enduring such banter while in the air. I already know all about a neighboring passenger's old house, how to reprogram his garage-door opener, who the good neighbors are, where to find the touch-up paint, etc. He was apparently talking to the new owner (and to everyone else on the plane, given his loud voice). I also know about all his business meetings, who needs to get fired at his company (I can't remember her name, but she's getting the ax this week!) and lots of other trash I would just as soon not know about.

*Tom Mason, Oregon City, Oregon*

**YES.** I think cell-phone use should be allowed. Maybe the cell-phone users could be put in a separate cordoned-off section since they don't seem to be bothered by the lack of privacy and noise. When they make their reservations, they'll specify that they want to be in the cell-phone area.

*Jennifer Bean, via e-mail*

**NO.** I am a frequent business traveler (I flew more than 100,000 miles last year). At present, if you absolutely have to make a call, there are phones on the plane, although they are relatively expensive, which is wonderful because it keeps the use down. I can't imagine trying to work or sleep on a plane with myriad needless conversations going on around me. Let's face it, many people are oblivious to those around them and will talk loudly and long just to pass the time. If you don't believe me, just sit on a train one morning.

*Christine Lewis, Normandy Beach, New Jersey*

# Odds and ends

### Costco crooner

We are faithful Costco members and always look forward to getting *The Costco Connection*. After reading "Long live the King" in the May issue about an Elvis Presley tribute artist, I decided to write you about my husband, Bob Mario.

Bob volunteers his time to croon old standards at assisted-living facilities, nursing homes and specialized hospitals. When Bob sings at these venues, I often observe seniors in the audience, many of whom are physically ailing, singing along, dancing, smiling and, at times, crying. The songs he performs bring back special memories for them.

He practices songs by such artists as Dean Martin, Hoagy Carmichael, Frank Sinatra and Al Martino every day without fail. We are always picking up blank music CDs at Costco so he can record his practices. He says practice makes perfect. As for me, I always get a little nervous when he drags me up at one of his performances for a quick fox trot across the dance floor during an instrumental.

*Karen Mario, Warren, New Jersey*

### Kudos for Kirkland Signature

I enjoyed the article "The Sign of Value" (June, 2006) and of course, I enjoy buying the Kirkland Signature brand of so many items. I appreciate all the research and hard work that goes into making the items the highest quality on the market.

My question is: How can we, as members, give you feedback on particular items? Is there a form at the store or online that we could use? What's more efficient for you?

Keep up the good work.

*Phyllis S. Taylor, via e-mail*




*You can provide feedback on any Costco product to the Member Services Department at 1-800-774-2678 or fill out a form and put it in the suggestion box at your local warehouse.—Ed.*

Your article on Kirkland Brand Products prompted me to write. Everything you say is true!

Several years ago a friend of mine started giving me a case of commercial-quality tuna as a hostess gift for the use of my ski condo. When she was no longer able to get the tuna, I went into "tuna shock!" Everything that I bought labeled "white albacore tuna" was awful. I even threw many cans away.

Then several years ago while shopping in Costco, I sampled your Kirkland Signature tuna. This was the great stuff that I remembered. Needless to say, I've converted anyone I saw looking at tuna. I am a solid Kirkland Signature brand buyer now, and yes, everything is 'as good as or better'!

*Pat Baglietto, Stockton, California*

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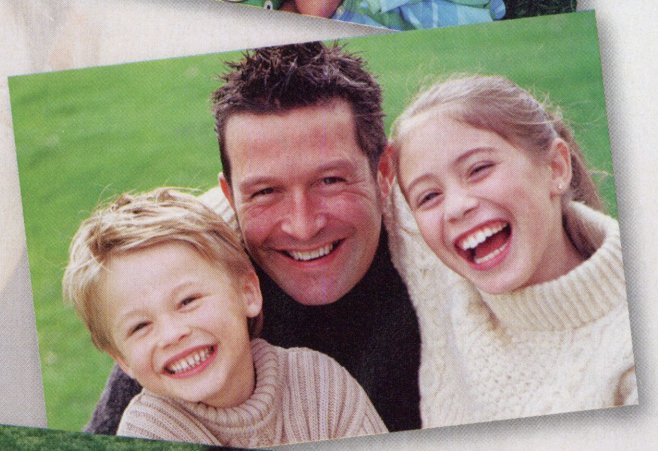
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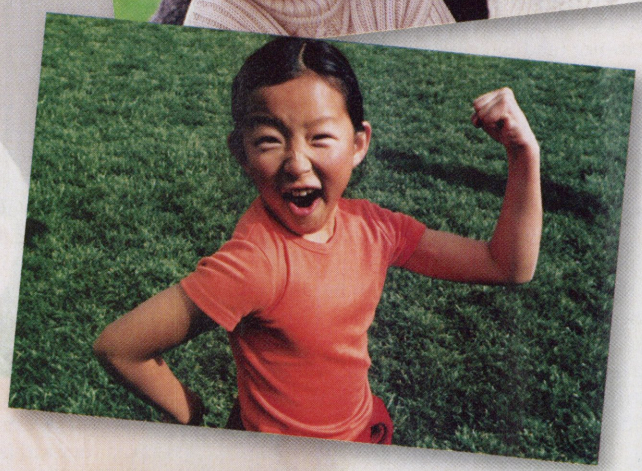
Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send all letters to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; fax to (425) 313-6718; or e-mail to *dialogue@costco.com*. The editors reserve the right to edit letters for publication.

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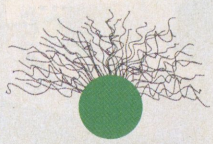
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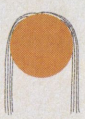
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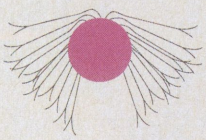
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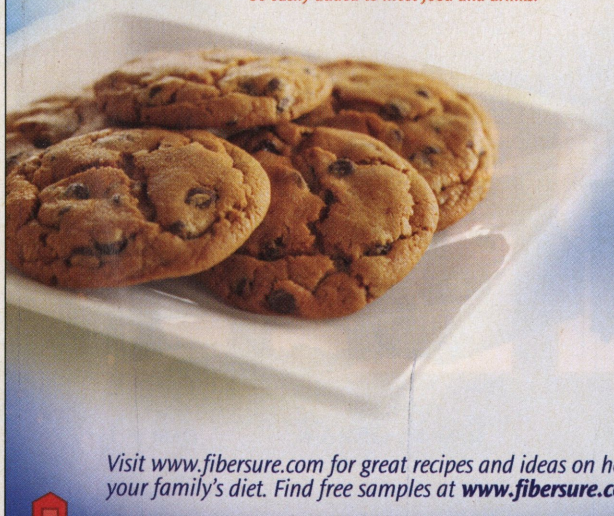
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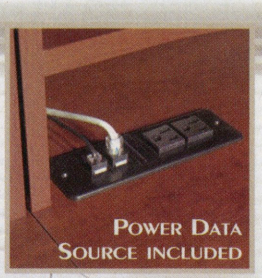
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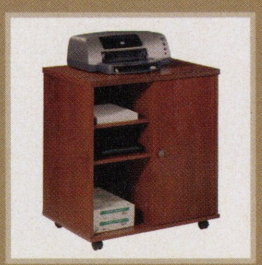
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# Victory, without victims

YEARS AGO, I LEARNED an important lesson I remember whenever I'm involved in a negotiation or dispute: "Settle for victory."

Sometimes, in the midst of a conflict, we become so obsessed with defeating the other guy that we lose sight of what constitutes a win for ourselves. We're angry or hurt, so we want to inflict pain on the source. That's rarely the best route to our own future happiness.

Instead, learn how to focus on getting a positive outcome for yourself rather than punishment for the other guy.

I learned the importance of settling for victory when I was involved in a major business dispute. The other party had violated the terms of an important contract. I was furious. I wanted him to pay—and pay big!

Fortunately, my attorney asked me an important question, one that changed my life. "What would be a good outcome regardless of what happened to the other guy?" As a result, even though I was the wronged party, I ended up paying.

It was one of the best decisions I've ever made. I came away with my victory. So what if the miserable guy on the other side walked away with some of my money?

How do you learn to settle for victory? First, in a dispute, keep an open mind and think of different options that might work for you. If you have only one position, you're not negotiating, you're demanding.

Next, communicate. Once you stop talking, there's no hope of a positive outcome. Things don't get better just because you're ignoring each other. Try hard not to take things personally. The other party may suggest approaches you find insulting. Remember to look for what works for you in the long run, even if it hurts your pride today.

Finally, look for win-win solutions, where both sides leave with something. Remember, for you to come away with a victory doesn't mean the other guy has to suffer a defeat.

# Take the work out of networking



PHOTODISC

FOR MOST OF US, making small talk at business and social events is about as pleasant as a paper cut. But these encounters don't have to be so dreaded, advises Debra Fine, a professional speaker and business trainer.

Instead, small talk is a chance to make a good first impression, which can lead to deeper, more productive relationships, says Fine, a Costco member based in Denver.

"Acquiring this skill will help you develop rapport with people and leave a positive impression that lasts longer than an exchange of business cards," she says.

Fine, who wrote a book on the matter, *The Fine Art of Small Talk* (Hyperion, 2005), offers these tips for improving small-talk skills.

- Be the first to say hello and introduce yourself. Act as if you're the host and introduce new arrivals to your conversational partner or partners.
- Smile first and always shake hands when you meet anyone.
- Get somebody to talk about why they're attending the event and you are on your way to engaging them in conversation.
- Listen carefully for information that can keep the conversation going.
- When asked, "How's business?" or "What's going on?" answer with more than "Pretty good" or "Not much." Tell more about yourself so that others can learn more about you.
- Be prepared. Spend a few minutes before an anticipated event preparing to talk easily about three topics.
- Have exit lines. You need to move around and meet others.
- Make a positive impression by shaking hands and saying goodbye as you leave.

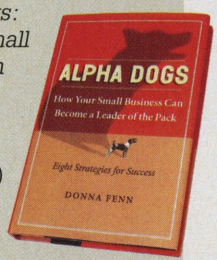
*For more from Fine, or to order the book, visit her Web site at* www.DebraFine.com.

BUSINESS BOOK PREVIEW

# Running with the big dogs

ABOUT A MILLION new business ventures are launched each year in this country. In such a fiercely competitive environment, how does one business set itself apart from the pack?

The ways that successful companies succeed where others fail are highlighted in *Alpha Dogs: How Your Small Business Can Become a Leader of the Pack* (Collins, 2005) by Costco member Donna Fenn (*www.donnafenn.com*). Fenn has profiled entrepreneurs and covered business trends for 20 years as a journalist.




She spotlights eight "Alpha Dog" small businesses that have pursued a specific strategy to become a market leader.

These Alpha Dogs have excelled in customer service, tapped technology, developed a strong brand, formed alliances and taken other creative steps in building their businesses, Fenn writes.

Take, for example, Zane's Cycles in Branford, Connecticut. In a time when independent bike dealers are being pushed out by national chains and online dealers, Zane's Cycles has managed not only to survive but to become one of the largest dealers of Trek bicycles in the world. The key to this Alpha Dog's success is a rabid customer-service philosophy.

The most important point that Fenn makes in her book is this: Alpha Dogs have a lot to offer any business owner. Sure, it's a dog-eat-dog world out there. But some smart steps can help make sure you don't go home hungry.

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KIETH LATHROP

# Use Roth for retirement accounts

**My tax preparer again this year advised me to set up a Roth IRA. Please tell me again the benefits of setting up these accounts and the parameters. Also, can I transfer money from an existing IRA to a Roth account?**

*—Hayward Ludens, via e-mail*

HAYWARD, YOUR TAX preparer couldn't be more right. As far as I am concerned, anyone who is eligible to invest in a Roth should do it.

Let's walk through the basics: If you are under 50 and single with modified adjusted gross income (MAGI) of $95,000 or less, or if you are a married couple filing a joint return with MAGI of $150,000 or less, you can invest the maximum of $4,000 per person in 2006. If you are over 50 the maximum annual contribution rises to $5,000.

The main difference between a Roth and a traditional IRA is that money you put in a Roth has already been taxed—there is no tax break on your initial investment. With the traditional IRA, you typically invest pretax money, which produces an immediate tax break.

But with a Roth you can end up with a lot more in your pocket. That's because after the age of 59 1/2, as long as you have owned the Roth for at least five years, all your withdrawals will be completely tax-free. Compare that to a traditional IRA or 401(k), where every dollar you withdraw will be hit with income tax.

Also, there are no required "minimum distributions" once you reach 70 1/2. Unlike a traditional IRA, with a Roth the IRS does not require that you make withdrawals; you can pass along the entire account to your heirs, and they, too, will not have to pay tax. Any traditional IRA assets you leave to your beneficiaries will be hit with income tax.

The money you originally contribute to a Roth has no strings attached; you can withdraw that money at any time no matter how old you are or how long the money has been in the Roth, without any taxes or penalties. It's only the earnings on your contributions that have to stay in the Roth for at least five years and until you are 59 1/2 to be free of a 10 percent penalty and income tax.

For example, let's say you are under 50 and invest $4,000 in each of the next three years, earning an average of 8 percent a year. After three years your Roth is worth $14,024. The $12,000 you invested is yours to withdraw at any time, without tax or penalty.

As for transferring an existing IRA into a Roth, you can do so, but only if your MAGI is below $100,000 (for both single people and married couples). Note that you will have to pay ordinary income tax on whatever amount you convert. So you might want to check with that tax preparer and decide if it makes more sense to convert smaller sums over a few years to dampen the tax bite.

**I am retired and have concerns about the American dollar continuing to lose value. I have been considering moving a portion of my funds into precious metals as a hedge against the dollar. Would this be wise?**

*—Ron Markwood, Fort Collins, Colorado*

I ALWAYS GET concerned when people tell me they are considering making a big move in any one direction. I am a believer in diversification; the best long-term approach is to spread your assets among a variety of different types of asset classes.

I bet part of your motivation comes from the fact that precious metals have been on an absolute tear recently. The price of gold hit a 25-year high in early 2006. Geopolitical concerns, the weakening dollar you refer to and a spike in demand from industrializing nations such as China are all mentioned as factors in the precious-metal rally.

I agree with you that precious metals look smart right now, but we can't overlook the fact that they have already had a big run. So consider placing just a portion of your assets in precious metals; as much as 20 percent seems reasonable to me. You will get the hedge you want while remaining diversified.

**I owe $88,000 and have seven years remaining on my mortgage. My interest rate is 6.9 percent. I also have a balance of $75,000 on a home equity line of credit at an elevating rate of 7.5 percent. Should I refinance and combine both loans into one?**

*—Vilma Basco, via e-mail*

THE PAINFUL lesson you are learning is that home equity lines of credit (HELOCs) are dangerous when interest rates are rising, as they have been for the past two years. That's because HELOC rates are not fixed; they pretty much move in lock step with every change in short-term interest rates.

Assuming you aren't planning to move soon, and if your FICO credit scores are good, you should be able to refinance both loans into one fixed-rate loan with a rate below 6 percent. Since you have only seven years left on your primary mortgage, you should consider a 10-year mortgage—15 years at the most. That should give you plenty of time to pay off the combined balances.

Your total payment on the fixed 10-year would be just under $1,800 a month. This is a few hundred dollars more than your current combined payments, but the HELOC could keep rising. Locking into a fixed rate will buy you a lot more security.

## Ask Suze Orman

Send your personal-finance questions to:
**Q&A with Suze Orman**
***The Costco Connection***
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**Seattle, WA 98124-1088,**
or fax to **(425) 313-6718**
or e-mail to
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Please include "Suze Orman Q&A" in the subject line. Suze will answer selected questions in this bimonthly column. She regrets that unpublished questions cannot be answered individually.

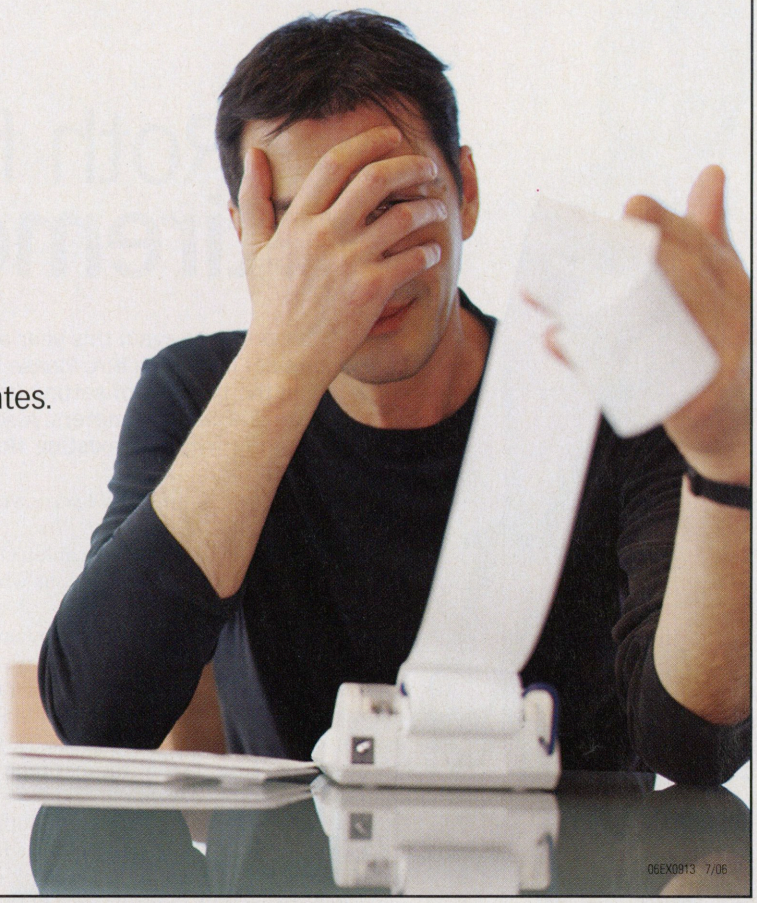
**Suze Orman's latest book is *The Money Book for the Young, Fabulous & Broke.* *The Suze Orman Show* airs Saturday nights on CNBC. Suze can be contacted at *www.suzeorman.com.***

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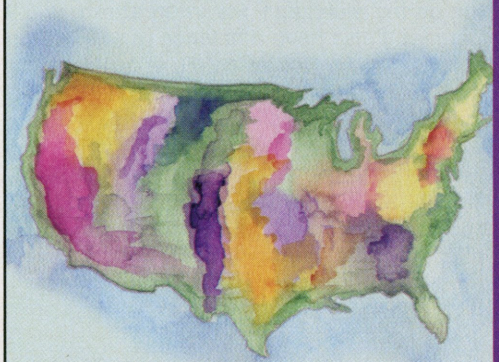
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# The Truth about the United States.



*Have you ever noticed that some United States coins have rough edges while others are smooth? Called "reeding," these grooves are found on 10¢, 25¢, 50¢ and $1 pieces. Originally minted from gold and silver, the rough edges helped deter filing of the metal and made the coins difficult to counterfeit. Today, none of the coins minted in the U.S. contain precious metals, but reeding has continued. This maintains the look and feel of each coin and helps visually impaired citizens differentiate the coins they are carrying by touch. The United States. Who knew? Brought to you by MCI. We shrink the globe.*

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# A hard look at title insurance

**Also:**
- PC recycling
- What's organic?
- Online sales tax

TITLE INSURANCE IS often a confusing home-buying requirement that costs buyers about $17 billion each year.

Lenders require title insurance when financing a home mortgage as protection against potential ownership claims or liens on the property. Premiums for this service can account for as much as one-third of the closing costs of escrow. The more expensive the property, the higher the premium.

Instead of comparison shopping, most home buyers simply use the title insurance agent recommended by the mortgage lender, real estate agent or lawyer. As a result, kickback schemes have proliferated, leading to vastly inflated costs of title insurance for many innocent home buyers.

In addition, title insurance companies are often fully or partly owned by real estate lenders and brokers. Such an arrangement, federal regulators say, can create conflicts of interest. That's why Congress, prompted by allegations of kickbacks and other abuses, is taking a hard look at how this industry is currently functioning.

## The toxic side of recycling

Computer companies are expanding take-back offers by offering U.S. customers free shipping and recycling of their outdated hardware, but there are still problems with the system.

The Silicon Valley Toxics Coalition says increasing numbers of computers are being recycled, and about 80 percent of the electronic waste slated for recycling in the United States is being shipped overseas. But when these products reach their destination, they are usually dismantled by low-wage workers who are exposed to the toxic chemicals and other electronic elements without any protection or oversight from U.S. or local governments.

Something needs to be done before this recyclable material is shipped out of the country to make sure that people who handle it abroad are protected.

## What's organic?

If you prefer to buy natural body-care products in the United States, be aware there is no definitive way to identify the "organic" nature of products that do not carry the U.S. Department of Agriculture (USDA) seal.

Instead, shoppers find an assortment of confusing labels on organic body-care products, which can mean any of the following definitions.

**USDA Organic.** This official seal guarantees that the ingredients in a product are free of antibiotics, synthetic pesticides and genetically modified organisms. Products containing the USDA seal contain at least 70 percent organic ingredients.

**Natural.** This is a "feel-good" word, but there is no firm definition for this category. However, the industry's consensus is that "natural" products must contain no artificial preservatives, sweeteners or coloring, chemical additives or hydrogenated oils.

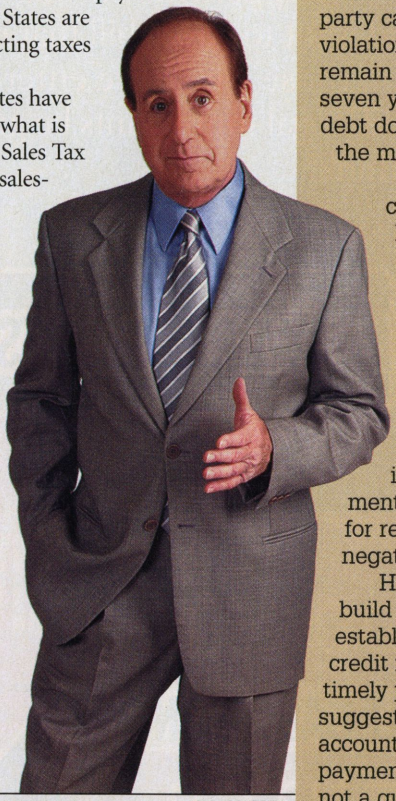
**Certified Organic Ingredients.** This indicates that ingredients are certified by the USDA as organic. However, the entire product is not "organic" because it may contain or use nonorganic materials and processes.

## Online shoppers due for shock

Shoppers who buy on the Internet or by mail order because they don't have to pay sales tax are due for a dollar shock. States are moving closer to collecting taxes on these transactions.

Nineteen more states have now agreed, as part of what is called the Streamlined Sales Tax Project, to remove the sales-tax difficulties of small and medium-sized businesses over the Internet. The project's proposals include tax-law simplification and more efficient administrative technologies as a way to reduce the burden of tax collection.

The bottom line is that 45 states and the District of Columbia will finally be able to collect out of consumers' pockets the mega-dollars due them in sales and use taxes.



AMY CANTRELL

**David Horowitz is a leading consumer advocate. His "Fight Back!" commentaries are heard daily on the Jones Radio Network. For stations and times, check the radio page at *www.fightback.com*.**

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## Ask David Horowitz

**MY DAUGHTER made credit mistakes in college. She's now paid off the bills, but needs to improve her credit rating. In order to erase the bad marks, the credit bureaus insist that her creditors contact them—but the creditors won't budge. Many companies advertise they can help us, but they charge a lot. What should she do?**

***Cheryl***
***Rancho Murieta, CA***

CHERYL, an outside party can't help. Credit violations can legally remain in the file for seven years. Paying off a debt does not mean that the mark will be erased.

Your daughter could ask again, but if an account has already been paid, there is little incentive for creditors to delete it. If it hasn't been paid, she might try to negotiate immediate payment in exchange for removing negative marks.

Her best bet is to build a new history by establishing favorable credit references, with timely payments. Experts suggest four active credit accounts with a clean payment history. This is not a quick fix, but recent history is the most important. The good references will eventually outweigh the negative ones.

## Do you have a question for David?

Just log on to *www.fightback.com* and "Ask David." He will personally respond to your problem if you follow the instructions printed on his Web site. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column with the permission of the contributor and will be posted on *www.fightback.com*.

# Should illegal immigrants be granted amnesty?

**With an estimated** 11 million illegal immigrants now in the United States, immigration, always an emotional subject, has become a hot-button issue. While those on both sides of the issue favor stronger border security, President Bush wants a law that would grant temporary work permits to illegal immigrants. Opponents say this would amount to amnesty, and want to pass a bill that imposes criminal penalties on those who have entered the country illegally. Should illegal immigrants be granted amnesty? What do you think?




## YES
### from members:

**Waleed Wynn**
**Chicago, IL**



Many illegal immigrants have family here and are a positive part of their communities.

**Richard Rodriguez**
**Yuma, AZ**



They deserve the opportunity to start a new life.

**Gladys Bobadille**
**Calexico, CA**



It's not right that they're here illegally, yet they contribute to the economy. In the long run, everyone will benefit if they're allowed to stay and work.

## NO
### from members:

**Joanne Tang**
**Phoenix, AZ**



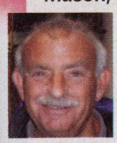
Legal Immigrants work very hard to become naturalized. If the illegal immigrants want this, let them do it legally like people are supposed to.

**Bill Gumbo**
**Vancouver, WA**



Granting illegal immigrants amnesty would not be fair to those immigrants who have followed the rules to become citizens.

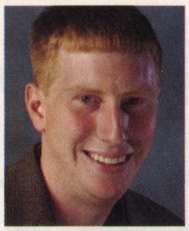
**Bob Altbaier**
**Mason, OH**



They are illegal. Why should they be given a free pass?

**Find out more about this topic on the Web:**
www.urban.org/immigrants/index.cfm
http://aila.org
www.immigration-usa.com/debate.html
www.nationofimmigrators.com

## from experts in the field:



**Benjamin Powell**, Ph.D., is the director of the Center on Entrepreneurial Innovation at the Independent Institute, an Oakland, California–based policy think tank.

ILLEGAL IMMIGRANTS perform valuable roles in the U.S. economy. Instead of being criminalized, illegal immigrants should be granted amnesty and more legal channels should be opened so that future immigrants can migrate legally.

Illegal immigrants compose approximately 5 percent of America's labor force, and they are vitally important to a variety of industries. Approximately 24 percent of all farm workers, 17 percent of cleaning workers and 27 percent of butchery workers are illegal immigrants. The construction and textile industries are also heavily dependent on illegal immigrant labor. Reforms that risk losing these workers would cause a major disruption in the U.S. economy.

If migrants are deported, American workers won't automatically fill these jobs. Instead, many jobs will disappear because native-born workers refuse to take these low-wage jobs. It happened in Arizona in 2004, when increased border enforcement made it more difficult to attract migrant workers. The farmers suffered losses of nearly $1 billion and left approximately two-thirds of the fall lettuce crop in the ground to rot instead of hiring American workers at higher wages.

The number of jobs in the American economy is not fixed. When more migrants come we create more jobs. The massive entry of women into America's workforce over the last 60 years did not decrease employment opportunities or wages for men. Instead, more jobs were created and America's economy has grown. The same is true when immigration increases the labor force.

Immigrants increase America's productivity by performing jobs that wouldn't otherwise exist and by freeing up American labor to move into more productive jobs. The result is increased output and lower prices for American citizens. Even by conservative estimates, U.S. citizens benefit by more than $20 billion per year because of current levels of legal and illegal immigration.

Most tax, crime and social-services problems associated with immigrants stem from the illegal status of many of them. Criminalizing them and closing the border will not solve these problems. Legalizing current migrants and stemming the flow of illegal immigration by opening up more channels for legal migration would solve many problems and allow U.S. citizens to reap greater benefits from immigration.

## from experts in the field:



**Dan Stein** is president of FAIR (Federation for American Immigration Reform, *www.fairus.org*), a national, nonprofit organization.

PRESIDENT BUSH'S announcement that National Guard troops will be sent to patrol the border is but a baby step toward the type of comprehensive immigration enforcement strategy that the American public is demanding.

With American public opinion running overwhelmingly against President Bush's proposal to grant amnesty for 11 million or more illegal aliens and create a massive new guest worker program, the White House is clearly attempting to establish some measure of credibility for its promise that it will enforce immigration laws.

A real strategy to control illegal immigration to the United States, and to convince illegal aliens who are living here to leave, must have many more components to it. There needs to be a real effort to enforce laws against employers who hire illegal aliens, an end to nonessential services and benefits for illegal aliens and better coordination with state and local law-enforcement agencies.

Immigration enforcement with demonstrable results must be a prerequisite to any other policy changes. After years of government doing absolutely nothing to deal with this problem, the American public needs to see a real strategy implemented that results in illegal aliens getting discouraged and returning to their homelands in significant numbers.

Enforcement cannot be tied to amnesty for illegal aliens and a new guest worker program to satisfy the cheap-labor lobby. Amnesty is forever; immigration enforcement has been sporadic to nonexistent for too long for anyone to have confidence that the administration will carry through over the long haul.

If President Bush is serious about dealing with the illegal-immigration crisis, he will get behind the House of Representatives' enforcement bill, commit his administration to carrying out laws against illegal immigration and drop his call for granting amnesty to millions of illegal aliens. If he does that, polls show that he will have the support of the American people behind him. If all he is planning to do is send a few weekend soldiers down to the border for a few months, the American public will see it for what it is: an elaborate and expensive photo op.

What do you think?

**Should illegal immigrants be granted amnesty?**

☐ **YES** ☐ **NO**

Comments:

NAME

BUSINESS NAME

CITY/STATE/ZIP

E-MAIL

DATE

SIGNATURE

### Four ways to vote:

**1. Fax: (425) 313-6718**

**2. Mail: Debate**
*The Costco Connection*
P.O. Box 34088
Seattle, WA 98124-1088

**3. E-mail: *debate@costco.com***
(Be sure to include your mailing address and phone number in your e-mail message.)




**4. Online:** Go to costco.com, then click on "Costco Connection." The Debate is on pages 16–17.

**Results in the next issue**

### JUNE DEBATE RESULTS:

Should cell-phone use be allowed on planes?




Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.



# Park Avenue Executive Office Suite

## *Featuring Mahogany and Pomele Bubinga Veneers*



*All items feature a 12-step mahogany finish on a construction of mahogany and pomele bubinga veneers on birch solids with fluted pilasters and custom-designed hardware.*



**Executive L Desk with Hutch. Lateral File and Bookcase are sold separately.**

***Park Avenue Executive Desk with Hutch***

L-configured desk includes a *CPU storage compartment, three utility drawers, a fully extending file drawer, two lap/keyboard drawers and two pull-out writing boards.* All drawers feature commercial-quality drawer slides. Hutch features *open storage, two cabinets with two adjustable shelves* each and *center cabinet with curved glass doors, an adjustable shelf* and *canister light.* Item #190679

L Desk: 68" W x 26" D x 30" H Left Desk with a 48.375" W x 21" D x 30" H Right Return

Hutch: 70.5" W x 16.5" D x 50" H

***Lateral File***

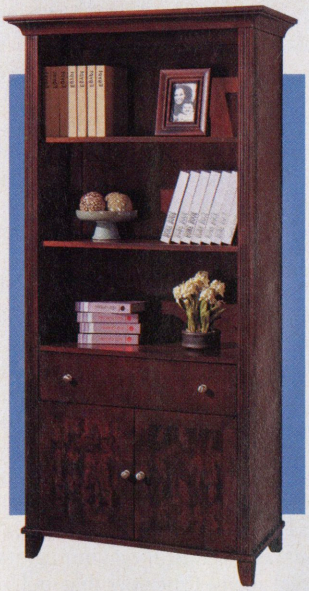
*Two commercial-quality, centrally locking* and *fully extending file drawers* accommodate letter and/or legal filing. *Anti-tip device* installed. Item #190499

36" W x 21" D x 30" H

***Bookcase***

*Two-door cabinet, utility drawer* and *open storage with two adjustable shelves.* Item #190509

36"W x 15"D x 76"H



**SHENANDOAH VALLEY FURNITURE**

A Flexsteel Company

= available at most warehouses




PHOTODISC

# Ease your hiring with an automated hiring system

# Hire-o-matic

**By Mel Kleiman**

MOST SMALL-BUSINESS OWNERS are far too busy handling everything from sales flyers to customer complaints to staffing schedules to become hiring experts.

Fortunately, help is at hand. Small-business owners can substantially lower the danger of making a bad hire by automating repetitive hiring tasks—and do it economically as well. Any business with a Web site and an answering machine can cost-effectively use automation to reduce hiring costs, increase applicant flow and eliminate unsuitable applicants. Automated systems work 24/7, saving time and money.

The first step in hiring better employees is spreading your job message to as many people as possible. The second is making it easy for people to apply when they can, which may well not be during your business hours, since the best employees usually already have a job. The third is eliminating applicants who don't meet your criteria.

## Set up a hot line

Even the smallest company can develop a 24-hour job hot line using an answering machine or voice mail. Start by putting a 24-hour phone number in your ads. Then put a message similar to this on your answering device: "Thank you for calling. We appreciate your interest in working with us. Please leave your name, phone number, the best time for contacting you and a brief message about why you're interested in working for us, and we'll get back to you right away."

Set up an employment page on your Web site with an application that can be filled out and returned online, and include a snail-mail address for résumés. While some applicants may want to e-mail their résumé, the formatting is often lost in the process.

Be sure to post your job openings on local online job boards such as *www.craigslist.org*, many of which are free, and include a link to your Web site. (If you don't have a Web site, you should seriously consider getting one—a Web site sends the message that your company keeps pace with the times.)

## Automate your criteria

Once you have established hiring criteria that match your hiring needs, automating those criteria is a cinch. It's also foolproof, since meeting them depends on verifiable facts, not candidate presentation. Asking applicants these questions in your application will save you time and energy, because the answers you get will determine whether or not you want to interview the applicant:

- What days and shifts are you available to work?
- What is your minimum salary requirement?
- Do you have a reliable way to get to work?
- How many days have you missed work in the last six months other than for being sick?
- How many times during the past year have you been late for work?
- Other than being personally sick, is there any reason you cannot be at work every single day on time?
- Are you on probation or preferred adjudication? Have you ever been convicted of a felony?
- If we offer you a job, are you willing to take a drug test today or no later than tomorrow?
- Are you willing to sign release forms that allow us to perform a criminal background check and verify all the references you provide?

If you hire more than 10 to 15 employees a year, consider adding interactive voice response, which can cost as little as $100 a month if you use an automated hiring service (see "Recruiter-in-a-box").

The fewer employees a company has, the more important it is to hire the best people. If you have five employees and one is bad, that's 20 percent of your workforce. The people who work for your company are critical to its success, so doing a good job of recruiting and hiring can make all the difference.

---

*Mel Kleiman is a consultant on strategies for hiring and retaining the best hourly employees. He is also the author of* Hire Tough, Manage Easy *(Humetrics, Inc.). You can reach him at 1-800-218-0930 or* www.melkleiman.com.

## Recruiter-in-a-box

COSTCO MEMBER Reena Jadhav asked local business owners why they weren't recruiting via electronic job boards rather than poster board. She was told that electronic job boards took too much time and more than 50 percent of hourly workers don't use them.

What she learned led Jadhav to create My Recruiter, a virtual "recruiter-in-a-box" that posts job openings, accepts applications and screens applicants 24/7/365.

Implementing this service is JobFlash (*www.jobflash.com*), Jadhav's automated recruiting service that provides clients with a phone number and a Web site they can use on business cards, in ads and in links to their company Web site. Applicants check job openings and apply over the phone or on the Web. The system then schedules interview appointments for applicants who meet the business owner's prescreening requirements and provides automated status checks.

JobFlash currently provides recruiting services for businesses in more than 100 locations nationwide. The service charges a $75-per-user monthly subscription fee plus an additional fee determined by the number of qualified applicants a business owner wants.

JobFlash is available for short time frames such as holiday hiring, but Jadhav says that subscribers become addicted because the system saves them an average of 10 to 15 hours a month. "Even when you're not hiring, people will still leave an application and ask to be notified when you have an opening," Jadhav says.

*—MK*

# VALUE. QUALITY. COMFORT.

Sealy Posturepedic®

Support you trust. Comfort you'll love.™

## FENWAY LIMITED

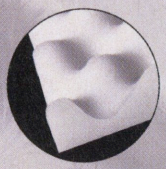
Queen Set

Item# 956004

California Item# 956011



***Silk & Wool Fiber***
A refined blend of natural high-quality fibers that balances the firm feel of wool with luxurious softness of silk.



***Convoluted SuperSoft SealyFoam®***
A luxurious, deeply contoured foam that provides exceptional comfort and support.

## HAMPTON COURT

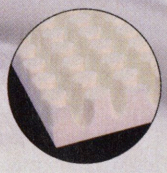
King Set & California King Set

Item# 956005 & 956006

California Item# 956013 (Cal King Only)



***Cashmere Cumuloft***
A luxuriously plush, high-loft fiber that supports and cushions your body in cloud-soft comfort with the added luxury of cashmere.



***Convoluted Memory Foam***
Pressure relieving SpaceTech™ materials giving you unsurpassed conformance and comfort.

## Fenway Limited Ultra Plush Features:

- PostureTech High Profile 782 (Q) Coil Unit
- Sealy Posturepedic Shock Abzzorber™ Plus Boxspring
- Sealy Posturepedic UniCased™ Edge and Base

## Hampton Court Ultra Plush Features:

- PostureTech High Profile 986 (K) Coil Unit
- Sealy Posturepedic Shock Abzzorber™ Plus Boxspring
- Sealy Posturepedic UniCased™ Edge and Base

*Available for Home Delivery at Special Order Kiosk or Costco.com*

*Qn #957629; Kg #957638; Cal Kg #957644  California Only Qn #957655; Kg #957659; Cal Kg #957666*

1705041

= available at most warehouses and costco.com

# INSPIRATIONS









- Queen Bed Item #958679
  93¼" L x 66" W x 56" H
- California King Bed Item #188379
  98" L x 78" W x 56" H
- Eastern King Bed Item #188409
  94" L x 82" W x 56" H
- Night Stand Item #958678
  28⅞" W x 22¾" D x 28½" H
- Armoire Item #958669
  47" W x 23¾" D x 74¼" H
- Dressing Chest Item #958656
  61⅞" W x 20" D x 52½" H

## *A perfect blend...*

of elegance and glamour creates the Inspirations bedroom collection, available through Costco. Featuring mahogany veneer in a rich cognac finish, soft feminine shapes and stylish brushed-nickel hardware, this warm traditional collection is a must-have for those who enjoy lazy weekends under the covers.

= available at most warehouses and costco.com

UNIVERSAL® FURNITURE | Broadmoore *Style that fits your life.*®

# The vacation-home store

## Members outfit vacation homes in style and on budget

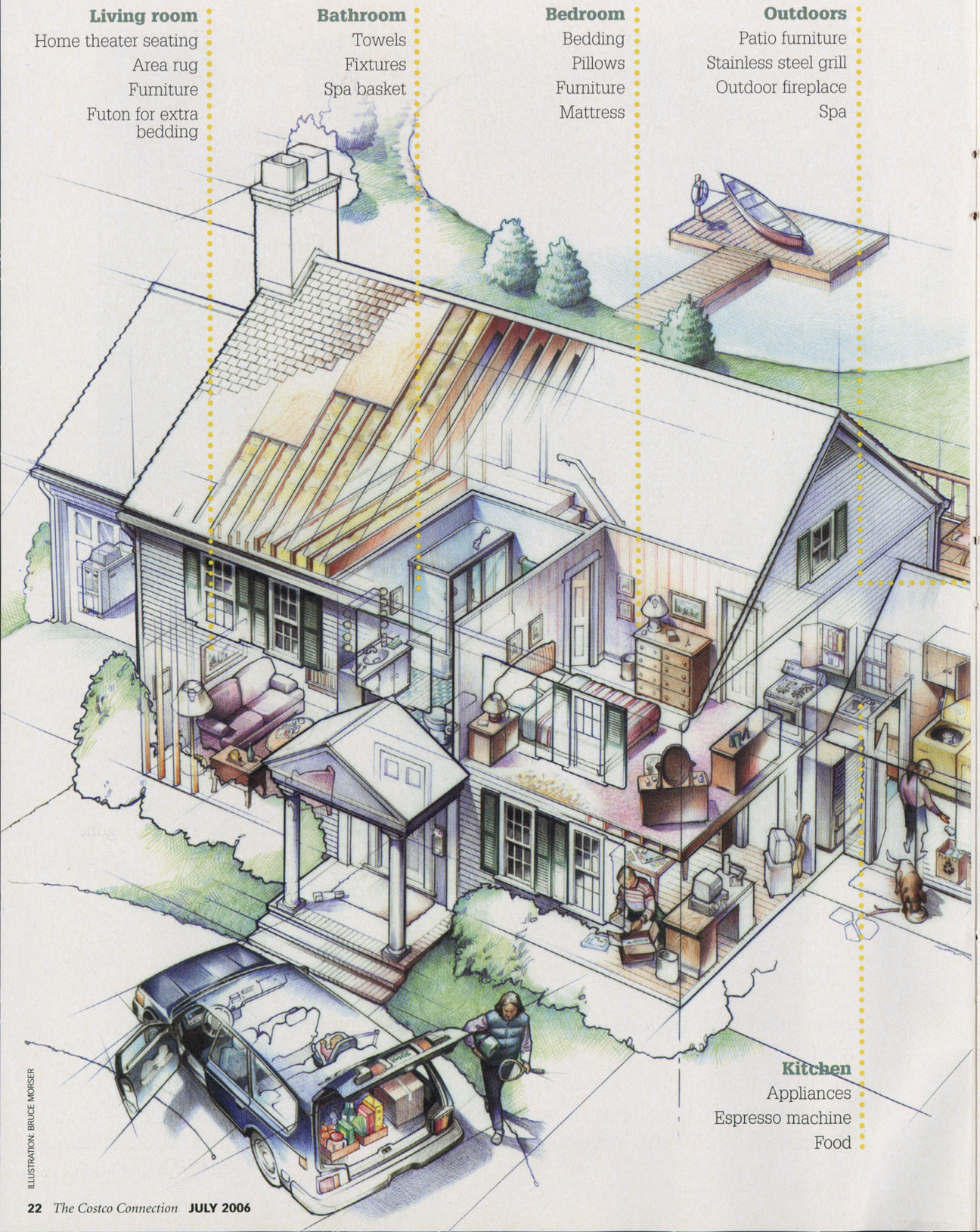



ILLUSTRATION: BRUCE MORSER

MORE THAN 1 million people purchased vacation homes last year, according to data from the National Association of Realtors. From seacoast to woodland sanctuary, families are looking for their own special place to get away from it all.

But once the papers are signed and anticipation builds for that first weekend getaway, reality hits. You're ready for fun, but realize you have no furniture!

That's what happened to Costco members Robert and Mary Ann Pencak of Clinton Township, Michigan. "Once the closing was completed," Mary Ann writes, "we were faced with a completely empty home." Their solution: a trip to Costco.

The Pencaks were one of many members who responded to our query earlier this year about their vacation homes. Randy Dunning is building a cabin in the woods near Bend, Oregon, and Julie Wiens is having a log home built in western New Mexico. Philip and Doreen Kearney have a vacation house in southern Pennsylvania and a condo in Santa Barbara.

Regardless of the style of their vacation homes, members relied on Costco warehouses and costco.com to equip their outposts. And their tales weren't just about budgets. Responses were often about special items, such as outdoor fireplaces and spas, that reflect how people like to relax.

On the following pages, we share a few members' experiences in turning to Costco to furnish their getaways that may inspire some ideas for your vacation home.—*Anita Thompson*

 Continued from page 23

# Home, sweet homes



PHOTO: DAVID JOHNSON

PHOTO ILLUSTRATIONS: DAVID SCHNEIDER

OPERATING A bed-and-breakfast inn in Chico, California, made pulling all the necessary elements together that much easier when David and Joan Johnson needed to create their own vacation escape.

"We knew right where to go," says Joan.

Perusing the local Costco in Chico, where the Johnsons shop to supply Johnson's Country Inn, Joan picked out all the items they'd need for their Gold Beach, Oregon, getaway—furniture for the living room, dining room, bedroom, kitchen and deck; appliances; cooking utensils; and linens and towels.

Then, shopping list in hand, with a truck and rented trailer, she and her husband drove 30 miles north to the Costco in Medford, Oregon, the warehouse closest to their vacation home, and shopped. And shopped. And shopped.

"People were looking at all our baskets and carts," says Joan. "We had bar stools and rockers, TVs, microwaves, a refrigerator, coffee makers and toasters, not to mention all the other items."

With the two vehicles absolutely stuffed, they made the four-hour drive to their new place, dubbed The Sandpiper, and lined their new vacation nest.

"Since then, we've also purchased lawn furniture," reports Joan, who says they stay at The Sandpiper about four times a year. "We bought it in Chico, strapped it on top of the truck and drove all the way to Oregon."—*T. Foster Jones*

**Regardless of how they outfitted their vacation homes, members said that Costco warehouses and costco.com saved them money.**



PHOTO COURTESY OF TIM AND JULIE BALES

# Destination anywhere

IN JULY 2004, Tim and Julie Bales of Jacksonville, Florida, bought Slow Lane, their dream vacation home—a 43-foot Hatteras double-cabin motor yacht. The Baleses say that, for now, they mostly enjoy their home on the water on weekends, often cruising 100 miles south to St. Augustine. But when they retire in a few years, they plan on visiting dry-land destinations between Slow Lane voyages.

"When we purchased her, she was docked in Fort Myers, Florida," explains Julie. "Before we made our 415-mile maiden voyage around the tip of Florida to a dock in Jacksonville, we visited the local Costco warehouse to equip our new home away from home with essentials such as a surround-sound stereo and television, swimwear, deck shoes, sunglasses and enough food for a small army."

After a week on the water, the Baleses arrived in Jacksonville, where they docked Slow Lane. "When we arrived home," Julie says, "we headed back to Costco to outfit our new haven with décor items such as area rugs, throw pillows and memory-foam mattresses." Through Costco, the Baleses furnished their yacht, which has two bathrooms and sleeps six, with nearly every convenience any other home has, plus some unusual staples such as foul-weather suits, an air compressor and a GPS system.—*Will Fifield*



PHOTO COURTESY OF DAVID AND TERRY CRUTCHFIELD

# Sweet home, Alabama

IN 2004, David and Terry Crutchfield began construction on their vacation home on Smith Lake, Alabama, about an hour-and-a-half drive from their residence in Birmingham.

"We became Costco members in 2005, just as our vacation home was being completed," Terry says. "The house has seven bedrooms, so we had a lot of house to furnish. We couldn't have been happier to discover the savings we get through Costco, and we save on the kind of products we wanted for the house. For example, nearly everyone who visits the house comments on how comfortable the beds are. In fact, we are planning on buying mattresses from Costco for our main home now."

When they're not on the lake in their boat or on waterskis, the Crutchfields enjoy watching movies on a plasma TV and entertaining guests. "My 12- and 6-year-old sons always have friends along, so we bring plenty of food," Terry says. "We recently served a large ham along with other gourmet breakfast foods for a group of friends at the lake house, and almost everything came from Costco.

"Though we have spent thousands of dollars at the Hoover [Alabama] Costco, we have saved lots of money equipping our lake house, from towels and kitchen items to cleaning supplies, with the kind of things that make vacations a real pleasure."—*WF*

## The Costco vacation-home shopping list

NEED HELP IN planning for your vacation home essentials? Listed below are just a few of the products and services available at Costco. Some items, such as patio furniture, are only in warehouses on a seasonal basis. At costco.com you'll find thousands of unique items available for home delivery with white-glove service, perfect for large, bulky items.

- Real estate services
- Home owners insurance
- Refrigerators
- Vacuum cleaners
- Leather furniture
- Dining furniture
- Flooring
- Lighting
- Generators
- Ceiling and floor fans
- Televisions
- Home audio systems
- Satellite radio and GPS
- Kayaks and pedal boats
- Water towables
- Water slides and trampolines
- Camping equipment
- Solar lights
- Live plants
- Home decor

# Cabin fever

BILL MAY, a Costco member in Seattle, knows a little about furnishing a vacation home.

In 1999, he and his family purchased a house on a popular lake in central Washington state. They decided to rent out the house when they weren't using it, and outfitted it with supplies and furniture from Costco.

That house worked out so well as a rental that May purchased several other vacation rental homes in Washington and in Hawaii. He also went into the business of sales and management services for other owners, building a portfolio of 100 homes through his Web site, *www.sunspots.info*.

"Outfitting a home from scratch can cost $10,000 to $30,000, and we estimated that we spent at least half of that at Costco," May says. "We even buy all our cleaning supplies, paper products and more there. It's a great one-stop shop for vacation homes."

Among the top items on his shopping list: beach towels ("We buy truckloads as we outfit the homes"), hot tubs and furniture, particularly futons, which can comfortably transform a living room into sleeping quarters.

"Yes, we could have done it all without Costco, but it would have cost more, taken longer and we would have to search high and low to match the quality," May says. "We'll be using Costco as we expand into other markets."—*Tim Talevich*

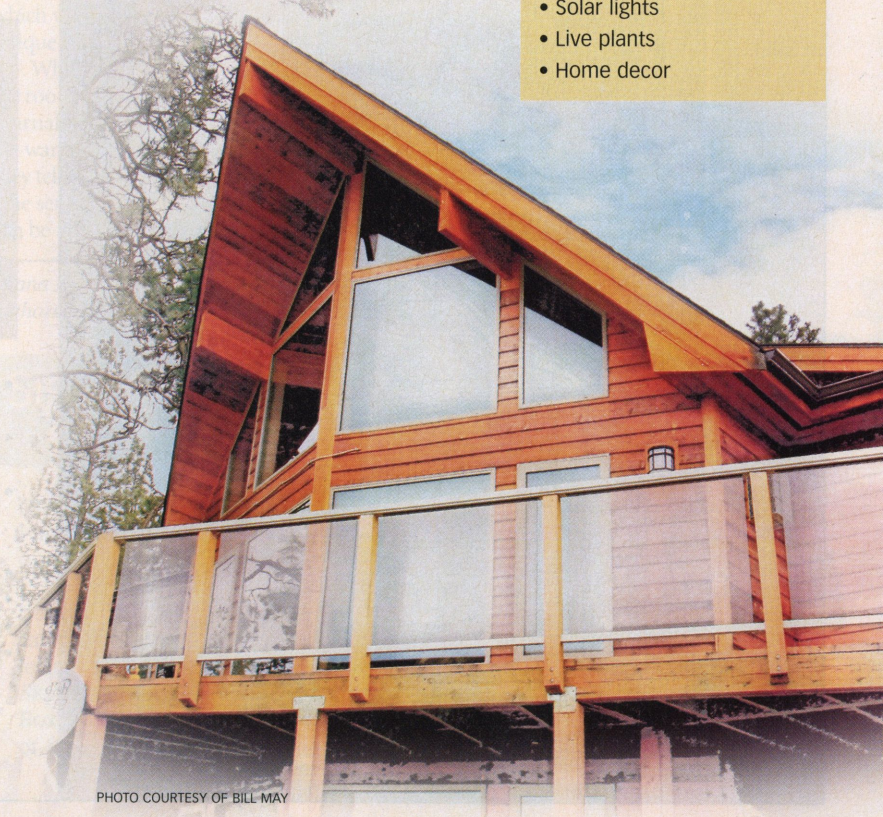


PHOTO COURTESY OF BILL MAY

## NORTH RIVER GALLERY
— CONTEMPORARY ART —

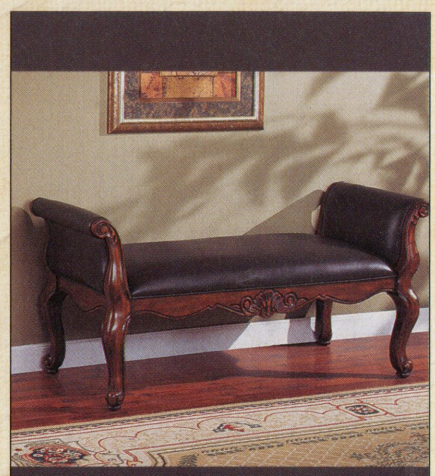


**Rich Dimensional Triptics.**
Create your own collection or buy individual pieces.
Item #934879

## as beautiful as it is functional



The Rodine armchair is hand carved with oversize proportions and is ideal for any den or library. Stately in design, it features a square back and intricate detailing, and luxurious genuine leather seating finished off with a custom nailhead trim. Item #930103



## accent your home.

The hand-carved solid wood Milano accent bench features top-grain leather, a hand-finished walnut stain and is fully assembled.

Item #945204



## Inspirations Mahogany Plasma/ LCD Lift Cabinet



- Rich mahogany finish with crotch mahogany veneer accents
- Constructed from hardwoods and premium veneers and protected by hand-applied 11-step finish
- Center storage compartment with wood or speaker-mesh door panels for surround-sound speaker placement.
- Ample storage for home theater components
- Store DVDs and videos in slide-out media trays
- Built-in curio-cabinet with accent lighting
- Interchangeable curio-cabinet door panels: wood, glass and speaker mesh (included)

Item #130639

= available at most warehouses




# Versailles Demilune Console

## *A Touch of European Refinement*

- Crafted from alder wood solids with primavera, olive ash burl and mahogany veneers.
- Beautifully designed decorative doors conceal adjustable shelves in each cabinet, allowing for a variety of storage options.
- Keeler solid brass hardware.
- Fancy face veneers in a beautiful pattern on the console top and drawer interiors with French dovetail construction.

**44" W x 20" D x 36" H**

**SHENANDOAH VALLEY FURNITURE**
A Flexsteel. Company

# Versatile style



## Florence Chaise Lounge

Sturdy wood frame | Walnut-inspired wood finish | Plush foam seat | Matching accent pillow | Non-marring foot glides | Easy to assemble–no tools required

Item #930078

# *Elegant and Comfortable*

## PALM BEACH ACCENT ARMCHAIR

Perfect for any setting, this elegant accent chair features tasteful traditional styling with gracefully curved cabriole legs and interlaced carvings. Constructed of select hardwood solids with a rich, warm cherry finish, this delightful chair is upholstered with a rich floral fabric on the seat back and 100% aniline-dyed natural leather on the seat, all accented with brass nailhead trim. Of equal importance, this beautiful chair features web construction for added comfort.
26"L x 28"D x 42"H



Item #930034

= available at most warehouses





acafe
By Chef André

*"...where you always know what's cooking!"™*

## Sonoma Steward Wine Barrister

*Keep your wine organized in Classic style, the Sonoma Steward wine barrister is a handsome cabinet that fits naturally into any wine connoisseurs decor.*

- Lift up barrister glass doors
- Removable bottle dividers
- Full width top drawer for added storage
- Lit upper cabinet with mirror
- Lightly distressed black rub through finish
- Stores up to 60 bottles of wine

kathy ireland HOME
Solution by MARTIN

Item #943229

Distributed by Kathy Ireland Home by Martin. Kathy Ireland HOME® by Martin Furniture is an authorized manufacturer for Kathy Ireland Worldwide.™

## Jamestown

**Leather Chair and Ottoman**

- Crafted of 100% genuine top-grain leather on all surfaces
- No vinyl or splits
- Large, well-padded arms and a deep seat
- Item #945203

**DIMENSIONS:**

**Chair:** 40" W x 38" D x 38" H
**Seat Height:** 20"; **Arm Height:** 27"
**Ottoman:** 24½" W x 21" D x 18½" H

UNIVERSAL FURNITURE | Broadmoore



## TOP GRAIN COWHIDE LEATHER

LAYERED COMFORT SELECT

- Supple Top Grain Blackberry Leather, featuring generous layered body cushions
- Ergo-Contoured lumbar form provides exceptional comfort and support
- Soft leather upholstered arm cushions are designed for comfort
- Ottoman with layered cushion construction for your greater comfort
- Recline mechanism adjusts and locks to fit your comfort needs
- Recliner swivels 360 degrees on a heavy duty Espresso finished wood base

Recliner and Ottoman shown are covered by the following U.S. Patent: D459,917

## True Comfort

*Soft Ergo-Layered Body Cushions for the ultimate in relaxation*

Deep, rich Top Grain Blackberry Leather recliner on a durable Espresso finished wood base



Item 932788

True Seating Concepts
Innovative Seating Solutions

= available at most warehouses

# Java Urban Loft 60" Console



- The console will fit up to 60" plasma, DLP or LCD TVs
- Interchangeable center door panels: Glass provides remote-control access to media components; speaker mesh creates integrated home-theater audio compartments; wood covers discreet storage cabinets.
- Slide-out media trays hold DVDs, CDs and VHS tapes
- Low-profile design positions TV at the proper height for optimum viewing and complements the wide styling of modern televisions.
- Fully assembled

Item #950401



**StyleCraft Home Collections**

"Revere" Silver Plated Finish

"Nadeen Red" Bell Shades

On/Off Switch

Glass Accents

Overall Height Approx. 36"

Item #927435

# "Veneto" Buffet Lamp 2-Pack

# BIRMINGHAM

## HAND PAINTED ACCENT TABLE



- Exquisite gold hand paint details on a rich rubbed black finish
- Solid wood top with maple veneers
- Curved door provides ample storage space while smaller wood drawer allows for little items to be safely tucked away
- Quality details such as fluted legs and delicately raised floral pattern throughout
- Item size: 17-5/8" W x 14-5/16" D x 32-1/8" H (44.8cm W x 36.4cm D x 81.6cm H)

ITEM #: 928436

= available at most warehouses

# Islands Hall Chest

Bring a touch of the West Indies to your home with this delightful hall chest. Constructed of hardwood solids and veneers, this beautifully shaped chest is highlighted by an intricate parquet veneer top and a rich, two-tone hand-painted finish with a distinctive "islands" motif. Designed with a 12" depth to require minimum floor space, this handsome chest features a spacious drawer above two large doors that open to provide access to an adjustable shelf.





Item #930933

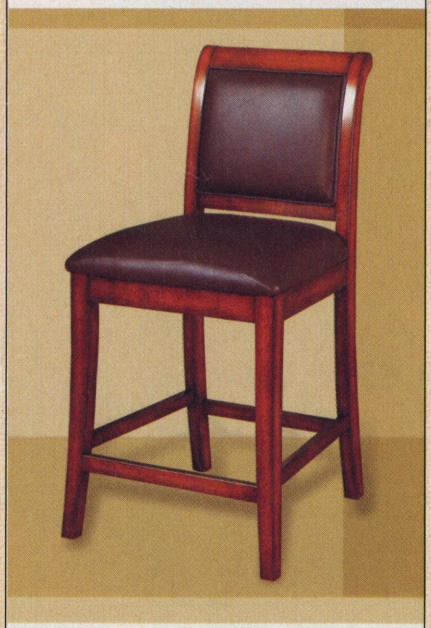


# Enjoy a life of comfort.

Enrich your life and your home with the Genoa leather collection. The dual reclining sofa and love seat offer unparalleled style without sacrificing comfort. This beautifully crafted furniture features hand-applied nailhead trim, decorative stitching, pub-style back and rolled arms. Item #962517 (sofa), #962522 (loveseat)

= available at most warehouses

## a touch of Tuscany



*Tuscany Counter Stool*

*• 24-inch (61 cm) counter height seat • 8-step hand-finish • Top-grain leather upholstery • Soft foam seat and back cushions • Metal scuff guard on footrest • Non-marring foot slides • Fully assembled • Item #994717*

## BUCKLEY OCCASIONAL TABLES




Individually handcrafted of solid hardwood, artisans employ an old-world technique of cross planing the tops to give the "Buckley" tables a uniquely honed surface. Finished in a dark oak stain, the tables feature a timeless style.







# The Santa Cruz Entertainment System

***Designed to accommodate plasma, LCD and DLP TVs up to 60"***



- Constructed of oak and oak veneers in a burnished finish with antique-style seeded-glass panels.
- Three cabinets, each with two adjustable shelves.
- Cable-accessible back panel.
- Mounting-capable back panel
- Item # 929456

**72" W x 20" D x 75" H**



**SHENANDOAH VALLEY FURNITURE**
A Flexsteel Company

= available at most warehouses



PHOTOS: PHOTODISC

# Realm of the senses

## Designing a room with more than just sight in mind







**By Gretchen Roberts**

YOU'RE FINALLY RENOVATING the family room and can't wait to get rid of the old saggy sofas and paneled walls from your just-married days and turn the space into something really special. You're dreaming of calm, serene colors and furniture that invites relaxation at the end of the day. Naturally, you're thinking about how the room will look.

People tend to think visually when choosing new furniture, painting the walls and coordinating accessories, says Chris Barrett, owner of Chris Barrett Design Inc. in Santa Monica, California.

But don't make the mistake of relying solely on the looks of a room. Human beings have five sophisticated senses, not just one. "When you're designing you want to create a feeling," Barrett explains. "It's not just a chair. It's your environment, the overall experience you have when you walk into a room."

Just as a good chef will use a variety of colors, textures and tastes in a signature dish, so should you think holistically when planning the ambience of your décor. Consider touch, smell, sound and taste in addition to sight when decorating and you'll have a beautiful, sensual room.

### Let there be sight

The color scheme is the most important and most personal aspect of a room. "Color preference is specific to the individual," says Sharon Hanby-Robie, a Pennsylvania-based interior designer and author of *Beautiful Places, Spiritual Spaces* (Northfield Press, 2004). "But we do have some basic formulas. Yellow is refreshing, red and orange make us hungry and certain greens and blues are calming."

Patterns and furniture lines are important visual elements. A striped cushion on an angular Mission-style chair conveys a modern, pared-down look compared to a pretty floral fabric on a cushy sofa reflected in an ornate mirror.

Two often-overlooked aspects of visual décor are light and clutter. "Natural light is really important, and at night you need several kinds of light—both overhead and ambient—to make a room successful. Bad lighting can ruin a room, but great lighting can make an ordinary room sing," Barrett says.

Clutter is a negative aspect that is barely noticed in day-to-day life. "One client told me her Christmas ornaments were still on the floor months later, but that she'd learned to just walk around them," Hanby-Robie says. "I take a photograph of the room for my clients, and they usually shriek. They have no idea how much has accumulated until they see it on paper."

### Tactile pleasures

"We are tactile by nature," Hanby-Robie says. "I noticed early in my career that when I gave clients fabric samples they would instinctively rub them on their cheeks."

Catering to the sense of touch means thinking about textures. From a silky throw in the bedroom to chunky tiles lining the shower wall, different textures and finishes have individual appeal. Hanby-Robie says closing your eyes and touching fabrics, the wood on a chair or the surface of a pillow will let you feel what's good by the sensation it evokes.

Barrett advises combining textures that contrast. "There are different scales of texture," she says. "A really big plant or a large woven fabric looks and feels different than a finely woven fabric or delicate plant. Putting them together is a nice contrast."

### The Costco Connection

During the month of July, Costco warehouses carry an array of furniture and décor items that appeal to all five senses. To see the furniture buyer's "Buyer's Pick," turn to page 35.

### Making scents of aromas

As with clutter, people rarely notice the smells in their own homes, so before you pull out the scented candles, make sure you're not just masking a bad odor. Hanby-Robie advises her clients to walk in their front doors (since most people come in through a garage or back door), stand there and smell the house as a visitor might. If there's an odor, whether it's cat litter or a musty closet, work on eliminating the bad smell before introducing aromatics.

Classic sources of scents include candles and flowers, but Barrett encourages you to get creative when planting scents—literally. "Plant a fragrant vine like jasmine outside a window, or use pots of herbs like rosemary and lavender throughout the house," she suggests.

Natural materials, such as a leather sofa or the naturally fragrant fibers in a seagrass rug, are perfect sources of scents.

Visual triggers help create scents in the mind, Hanby-Robie says. "Do something as simple as putting out a bowl of fresh lemons in the kitchen," she suggests. 'You may not actually smell them, but they will create a clean, fresh scent in your mind."

Make sure you tailor the scent to the room. "You wouldn't want lemons in the bedroom. Use something therapeutic or romantic in there, like lavender or spices," she says.

### I hear you

Many sounds in the home, from the humming refrigerator to the drone of cars outside, are subconscious. "I always talk about taking the time to listen to the sounds of your home," Hanby-Robie says. "Are they generally joyful? If not, how can we fix them?"

More people are using hard surfaces in décor, which creates reverberations. Barrett says whether or not you want that sound is an individual preference. "Some people like the sound of walking on stone floors, but if you don't, use pads under carpets to absorb the noise," she advises.

Barrett likes to use the outdoors to create sounds inside. "I've put fountains outside windows and made gravel paths so you can hear the crunching when someone walks up. It's a nice sound that creates a good feeling."

Wind chimes are another outdoor secret heard indoors, or you could try the newer solar chimes, which have a sun panel and work indoors.

In the house, music, aquariums, a collection of gently ticking clocks and tabletop water fountains do double duty by masking the noises of the house and providing pleasing sounds.

### In good taste

The sense of taste is the most difficult to accomplish in home décor. In her book *Interior Designing for All Five Senses*, Catherine Bailly Dunne uses what she calls the "candy dish theory," which is putting something in each room that tickles the taste buds (even if you don't actually eat it). From bowls of espresso beans to jars of lemon drops and groupings of olive oil and vinegars, each room in your home can contain something that evokes the sense of taste, even if you're not actually eating.

Hanby-Robie goes back to the bowl of lemons in the kitchen. "Just as you can smell the lemons by looking at them, you can taste them too," she explains. "You're not really eating your rooms, but you are savoring them."

*Gretchen Roberts is a Tennessee-based food, home and garden writer who recently redecorated her office in a soothing botanical green with prints of ripe grape clusters on the walls.*

## Putting it all together

CREATING A SENSUAL ROOM is more than just adding a ticking clock or a silky bedspread to otherwise blah décor, though that's a good start. "You have to decide from the beginning how you want it to feel," says Chris Barrett, owner of Chris Barrett Design Inc. in Santa Monica, California.

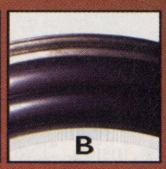
Pick a mood, like bright and exciting or calm and relaxing, and incorporate sensual details from there, says interior designer and author Sharon Hanby-Robie. "If you want to spice up the bedroom, get rid of the treadmill and use colors and items that elicit a passionate emotional response."

You don't have to have an element that appeals to each sense in every room, however. The kitchen is a natural haven for smells and tastes, while a home office is the perfect spot to integrate pleasing sounds and a visually stimulating environment. Silky, sensual fabrics are ideal in the bedroom, while the bathroom invites soothing sounds and scents.

Just don't get caught up in decorating for looks only. "The most appealing and aesthetically pleasing rooms appeal to all the senses, because we are sensual people," Hanby-Robie says. "Whether we're aware of it or not, we respond with all our senses, not just sight, so we should decorate with intent and purpose."—*GR*

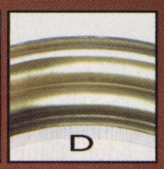











# Monaco Round Mirror

The ***Monaco Round Mirror*** is a transitional mirror designed to suit either a contemporary or a traditional living space.

Each mirror is hand-finished for a stylish look. This elegant design is enhanced by beveled glass and is available in four colors:

**A. Brown & Gold B. Black & Silver**

**C. Dark Cherry D. Champagne Silver**

All hanging hardware is included.

Designed in the U.K.

Overall size: approx. 36" diameter

***Item #111269***

Gallery™



This sturdy bar set features numerous architectural highlights, including dramatic molding, hand-carving and striking starburst veneer, all hand-finished in a meticulous 11-step process that creates a real lasting beauty.

- Durable construction features birch solids and cherry veneers
- Polished brown marble top
- Hanging storage for glasses
- Locking liquor cabinet
- Built-in wine rack
- 5 utility drawers
- Hand-carved leather seats
- Easy to assemble

Item #989726



Entertain in rich

Mediterranean style

with the Sevilla Bar Set

= available at most warehouses

# Buyer's pick



FRANCE FREEMAN

**Deirdre Bondarev**
**Costco furniture buyer**

EVER WONDER WHY everyone gravitates to the kitchen during a party? I think it has to do with the counters: They're good for leaning on and provide a place to set a plate or glass.

To draw people out of the kitchen and into a more spacious area of your home, I'd like to suggest a gathering table. The hottest trend in dining, these counter-height tables are the perfect place to gather for dinner, a game night or working on crafts and hobbies.

Another advantage of gathering tables is that their height—the one I've selected is 36 inches tall—allows people to sit down and get up from the table with less effort.

The Buyer's Pick dining set, which includes a table and six chairs, comes from one of the first makers of gathering tables. The tabletop measures 48 by 48 inches and expands to 66 inches with a self-storing butterfly leaf. The table features a cherry-finish top and an antique black finish on the legs.

The seven-piece set is currently available in most Costco warehouses.





## Dalton Floor Lamp

- Wood and antique bronze metal base
- Adjustable arm and shade
- Overall height approx. 51.5"
- Some assembly required
- Item #929646

= available at most warehouses


Cafe Kid™

ERICA COLLECTION

For more information contact:
CafeKid.com or
info@cafekid.com

- For ages 3 to adult
- Constructed of solid hardwood and select veneers
- Rich hand-carved floral wood molding
- Full-extension drawer glides
- Dovetailed drawer construction
- Trundle can be used as a bed or a spacious storage drawer




= available at most warehouses and costco.com

Product may not be available in all locations.

GTIC GOLDEN TADCO INTERNATIONAL CORP.

# JAMESTOWN

## COUNTER HEIGHT DINING



TABLETOP MEASURES 66" X 48" WITH LEAF.
48" SQUARE WITHOUT LEAF.
TABLE HEIGHT 36-5/8". EASY TO ASSEMBLE

CHAIR DIMENSIONS
18-3/8" L X 20-3/8" W X 42-1/8" H
CHAIRS FULLY ASSEMBLED



* SEVEN-PIECE JAMESTOWN COUNTER HEIGHT DINING SET
* SELF STORING BUTTERFLY LEAF
* CHERRY & ANTIQUE BLACK FINISH
* SOLID HARDWOOD CONSTRUCTION
* METAL TO METAL FITTINGS

ITEM #832357

= available at most warehouses



# Pasta perfect

IRIDIO PHOTOGRAPHY

## It's good, healthful and easy to make

WHAT'S SO PERFECT about pasta? Where to begin ...

For starters, pasta serves as an excellent complement to so many other foods, whether they be garden-fresh sauces, fish, meat or poultry, cheese or even just a sprinkling of spices and extra virgin olive oil.

Then there's nutritional value. Pasta is a good source of complex carbohydrates (the "good" carbs), as well as B vitamins, iron and niacin. A half-cup serving of cooked spaghetti contains just 99 calories and barely any fat or sodium.

Last, consider price (low) and preparation (very easy), and the picture becomes clear: Pasta tastes great, and can be part of a healthful diet.

Find out for yourself. This recipe appeared in *Creative Cooking The Costco Way*, our latest cookbook. An electronic version of the cookbook can be found at costco.com, under "Costco cookbook."

*—Tim Talevich*

**ONLINE BONUS!** More recipes featuring products from Garofalo, McCormick and other Costco suppliers can be found in the July *Online Edition* at costco.com under "Costco magazine."

### Penne all'Arrabbiata

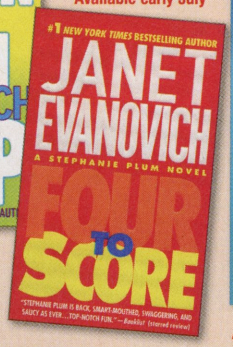
- 3 medium garlic cloves, divided
- 3 tablespoons olive oil, divided
- 2 tablespoons tomato paste
- 1 28-ounce can whole tomatoes in juice, chopped
- 1 McCormick* bay leaf
- 1 tablespoon McCormick* Gourmet Collection Organic parsley flakes, plus more for garnish
- 1 tablespoon McCormick* Gourmet Collection Organic basil leaves, plus more for garnish
- 1/2 teaspoon McCormick* crushed red pepper
- 1/4 cup white wine
- 1 teaspoon salt
- 1 pound Garofalo* penne rigate pasta, cooked according to package directions
- Freshly grated Parmesan cheese (optional)

1. Chop 1 garlic clove. Heat 1 tablespoon oil in a 3-quart saucepan over medium heat. Add chopped garlic and cook for 30 seconds.
2. Add tomato paste and cook, stirring, for 2 minutes. Add tomatoes in juice and bay leaf; simmer, uncovered, for 30 minutes.
3. Meanwhile, thinly slice remaining 2 garlic cloves. Heat 1 tablespoon oil in a 12-inch skillet over medium heat. Add garlic and cook for 30 seconds, until just beginning to turn pale gold.
4. Add parsley, basil and crushed red pepper; cook for 30 seconds. Add wine and boil for 30 seconds. Stir into the tomato mixture; add salt and simmer for 4 to 5 minutes.
5. Toss sauce with hot pasta in a large serving bowl. Drizzle with remaining 1 tablespoon oil. Serve with Parmesan and garnish with additional parsley and basil, if desired. Makes 4 servings.

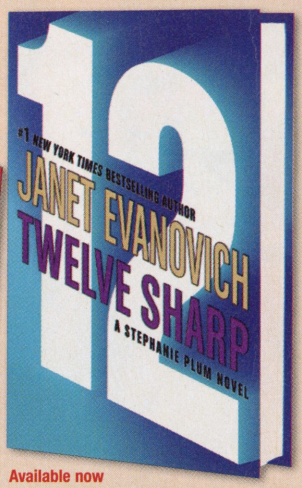
*Brands vary by region; substitute a similar product.




Available early July




Available now




Available now

America's favorite bounty-hunter heroine, Stephanie Plum, is once again struggling with her crazy love life and chaotic family in ***Twelve Sharp***, the latest installment in Janet Evanovich's bestselling series.

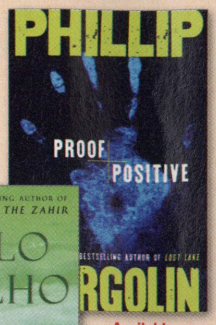
Don't miss ***Eleven on Top***, now in paperback. Stephanie has decided to quit her job as a bounty hunter and pursue a more normal life. And just when she thinks she's out, they pull her back in!

You can get pulled into all of the books in the immensely popular Stephanie Plum series, including ***Hard Eight, High Five*** and many more—now in paperback!

**ST. MARTIN'S PRESS/ST. MARTIN'S PAPERBACKS** / HARDCOVER/PAPERBACK

In Phillip Margolin's new thriller, ***Proof Positive***, he presents the idea that forensic evidence can be faked, especially in the hands of a coldhearted killer.

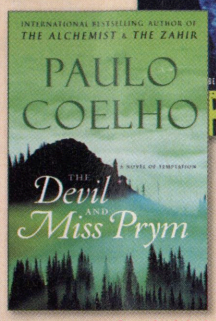
**HARPERCOLLINS** / HARDCOVER



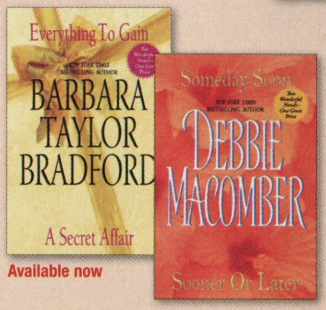

Available now

A stranger wanders into an isolated mountain town and exposes a community of greed and cowardice in Paulo Coelho's story of good versus evil, ***The Devil and Miss Prym***.

**HARPERCOLLINS** / HARDCOVER




On sale July 3

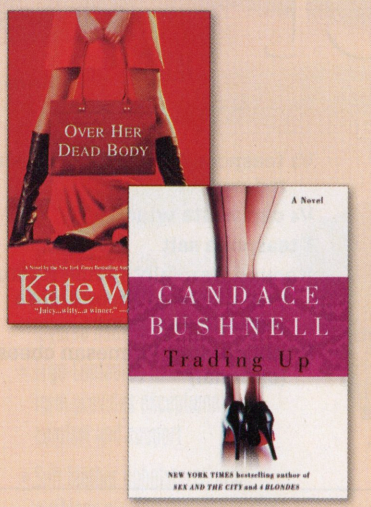



Available now

Now you can get two great novels inside one book, including ***Someday Soon*** and ***Sooner or Later*** by Debbie Macomber, ***Everything to Gain*** and ***A Secret Affair*** by Barbara Taylor Bradford and more.

**AVON** / PAPERBACK

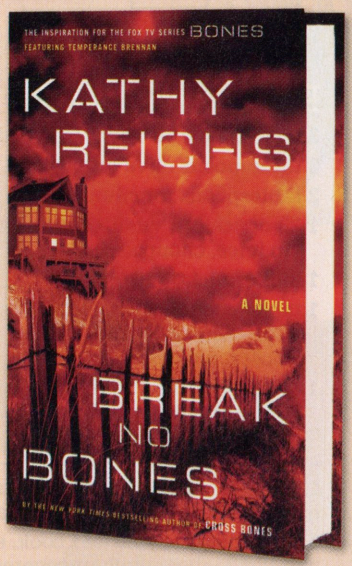
# Heat up your summer
## with these great books!




Available mid-July

Get a taste of the champagne lifestyle with these breezy chick-lit reads featuring characters in high society. You can always hire another housekeeper, but if you find a good colorist, you'd better hold on for dear life, in ***Beyond the Blonde***. The glamorous magazine biz can really be murder, in ***Over Her Dead Body***. And don't miss Candace Bushnell's ***Trading Up***. These titles and many more are now available in paperback.

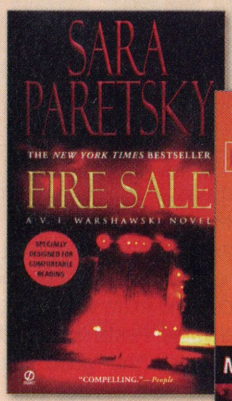
**HYPERION/WARNER** / PAPERBACK




On sale July 11

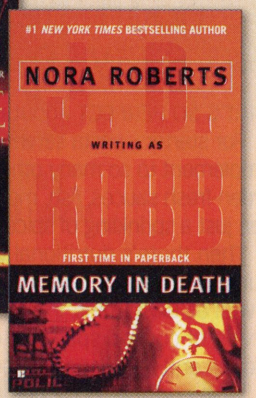
Kathy Reichs, real-life forensic scientist, bestselling author and the inspiration for the hit TV series *Bones*, heats up the summer with her highly anticipated new thriller, ***Break No Bones***.

**SCRIBNER** / HARDCOVER




**SIGNET, A MEMBER OF THE PENGUIN GROUP (USA), INC.** / PAPERBACK

Available early July




**BERKLEY, A MEMBER OF THE PENGUIN GROUP (USA) INC.** / PAPERBACK

Available now

When V.I. Warshawski turns to a big retail company in order to procure some much-needed funds for a girls' basketball team, she stumbles upon the chain's dark secrets—secrets they need kept quiet—in ***Fire Sale***.

Lieutenant Eve Dallas is a tough cop, but she walks a fine line between her grueling profession and her private demons. When someone from Eve's past attempts to blackmail her, she must put her personal feelings aside to get the job done, in ***Memory in Death***.

Products may not be available in all locations. All book jackets are subject to change.

= available at most warehouses

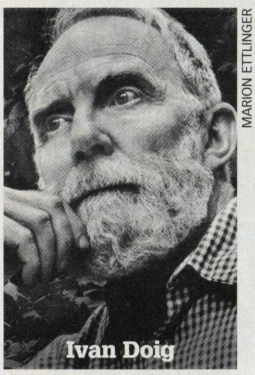
# His house of sky

## The dying West lives on in Ivan Doig's works

**By Diana Jordan**

"I AM BY PERSONALITY, but also by training, a person to whom details are sacred," Ivan Doig tells *The Connection*. "The telling detail, the crystallizing detail … those are vital to me, to the stories I've been telling." This is noteworthy in a journalist turned memoirist turned novelist.

For decades Doig has been jotting down details, poignant observations, intriguing phrases and words with a particular flair into 3-by-5-inch notebooks he stuffs into the well-worn front pockets of his shirts, later weaving them lyrically into magazine articles, two memoirs and eight books of fiction, to date.



MARION ETTLINGER

Ivan Doig

Despite his austere upbringing on Montana ranches, "my eyes were in love with words early on," Doig says. He had a clue his path would take a different direction from his classmates and fellow ranch hands during his junior year in high school, when he dropped out of Future Farmers of America and instead took typing and Latin.

The memoir for which Doig is most known, *This House of Sky*, this month's book buyer's pick, was years away yet, but the budding journalist came of age early. He credits the experience of being the "only child around adults—on ranches or the people I was living with in town to go to school while my father and grandmother were working and cooking on ranches—and I think it set the knack for standing back and eavesdropping with my eyes, [and] fed into my ultimate imagination as a writer."

As for his fiction, the latest of which is *The Whistling Season*, "I make up my characters and my plots as wholeheartedly as I can." Challenged recently to count the number of characters in his fiction, Doig figures he's approaching 450, and he has dossiers on each—what they look like, how they speak, how they wear their hats.

"I'm a writer in every pore of my being," says Doig, who now lives in Seattle. He applauds his good fortune of marrying Carol, another graduate of the Northwestern University School of Journalism, 41 years ago. Happily for him, she was willing to take a steady job, as a professor, while he began his career as a newspaper journalist, then as a freelance magazine writer. Doig credits his wife for inspiring him: "Strong women are in my work."

Casting about for freelance topics in the late '60s—and with Carol's support—Doig was propelled by two strong notions. First, he sensed that his father and grandmother were a vanishing breed. He dubbed his family "lariat proletariats," never far enough up in the world to own land, only to work it. So he pulled out his tape recorder and let his dad tell his stories and his grandmother let loose her "river of proverbs."

"You could tell, even then, that that generation, born on a homestead and growing up cowboying and sheepherding and general ranch work—that was vanishing, it was already vanishing," he says, "and I could feel it vanishing from beneath me by the time I was a summer ranch hand in Montana, piling bales of hay and doing other farm and ranch chores. Mechanization was going to do us in."

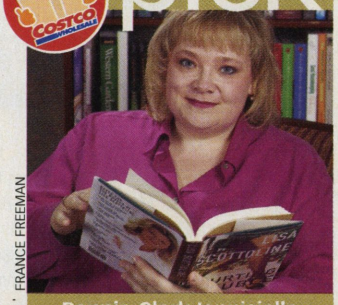
At the same time, another force propelled Doig to write his family's story: Watergate. It was a time, he rails, that "every Nixonian co-conspirator, indicted or otherwise, was getting a book contract." He wanted to show the world that "there are stories of common, more honorable families and individuals in this country who also deserve to have their own books." *This House of Sky*, his debut book, which was published in 1980, was a hit, praised for its unique brand of storytelling.

While writing, Doig says, he faces the corner of the room and reads passages aloud—an old broadcast journalist's trick—to hear how the rhythm sounds. He wants his books to have a lyrical expression while they tell a story. He also wants his readers to take away "the sense that the human story and the family story can be told in loving language that is also an art." ©

*Diana Jordan* (www.dianajordan.net) *interviews authors for TV, the Web, radio and print.*

**ONLINE BONUS!** News about scheduled book signings at Costco and a book giveaway can be found in "Book Look," only in the July *Online Edition* at costco.com under "Costco magazine."

## Pennie's pick




FRANCE FREEMAN

**Pennie Clark Ianniciello**
*Costco Book Buyer*

ORIGINALLY published in 1978, Ivan Doig's memoir—and this month's pick—*This House of Sky: Landscapes of a Western Mind* was immediately hailed as an example of masterful writing. I don't hesitate to call it an American classic.

Doig begins his story on his sixth birthday and leads readers through his youth in rugged Montana as he's raised by his father and grandmother—among sheepherders, ranchers and denizens of small-town saloons.

He explores how the landscape and early familial bonds can't help but shape people as they grow and begin their search for love, family and independence.

Doig's *This House of Sky* is available in most Costco warehouses and at costco.com. ©

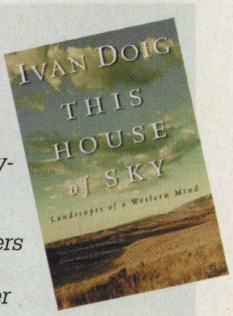
## Signed book giveaway

COSTCO HAS 10 signed copies of Ivan Doig's *This House of Sky* to give away.

To enter, print your name, membership number, address and daytime phone number on a postcard or letter and send it to: *This House of Sky*, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax it to (425) 313-6718.

*No purchase is necessary.*

*Entries must be received or postmarked by midnight, August 1, 2006. Void where prohibited. Employees of Costco and their families are not eligible. Winners will be notified by mail. One entry per household.*




**Send your feedback on this month's book to: discussionquestions@costco.com**

RANDOM HOUSE RANDOM HOUSE RANDOM HOUSE




JOHN EARLE

# Mysteries, adventures for all ages

## FICTION

***The Messenger*, by Daniel Silva.** Gabriel Allon, art restorer and spy, is recovering from a showdown with a master terrorist when a figure from his past arrives in Jerusalem. Monsignor Luigi Donati, the private secretary to His Holiness Pope Paul VII, is a man as ruthless as he is intelligent. Now he has come to seek Allon's help. A Swiss guard has been found dead in St. Peter's Basilica, and although Donati has allowed the official inquiry to determine that it is suicide, his instinct tells him it is murder.

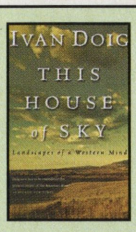
***Errors and Omissions*, by Paul Goldstein.** Michael Seeley is an intellectual-property litigator—and a man on the brink of personal and career collapse. When United Pictures demands that he fly out to Hollywood to confirm that it owns the rights to its corporate cash-cow *Spykiller* films, he has to comply. What he discovers plunges him headlong into the messy tangle of the blacklisting era and from there into the even darker world of Nazi-occupied Poland.

***Break No Bones*, by Kathy Reichs.** Archaeological field school is almost over when Temperance Brennan's students find a decomposing body in a shallow grave. It is a recent burial of a middle-aged white male. Who is he? Why was he buried there? And what does the vertical hairline fracture of the sixth cervical vertebra signify? Brennan is working on answering those questions when her personal life is suddenly thrown into turmoil: Her estranged husband is shot by a bullet possibly meant for her, and another body is discovered.

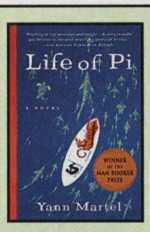
***Lights Out Tonight*, by Mary Jane Clark.** For film and theater critic Caroline Enright, angry calls from producers and agents are one thing, but murder is quite another. While in the rolling Berkshire Mountains to do a piece on a prestigious summer acting festival, Enright discovers that someone in the quaint college town has a secret worth killing for. She must now use her journalistic skills to unmask a murderer before she and her stepdaughter become the next victims.

***Peter and the Shadow Thieves*, by Dave Barry and Ridley Pearson.** In this follow-up to *Peter and the Starcatchers*, young readers discover Peter leaving the relative safety of Mollusk Island for the cold, damp streets of London. On the journey, he encounters Lord Ombra, who has the ability to make shadows disappear. When Peter reaches London, he sets out to find Molly, and together they combat Ombra's powers to protect the magical, treasured starstuff and rescue Molly's mother.

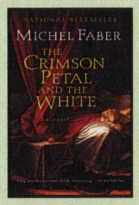
*—Valerie Ryan*



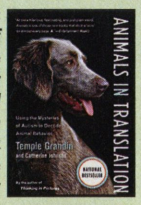

**This House of Sky: Landscapes of a Western Mind**
*by Ivan Doig*
Doig's life among the shepherds and other denizens of small-town saloons and ranches of the West.
**Trade Paper. Feb. 1980. Harvest Books**



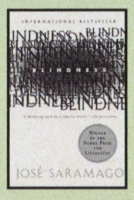

**Life of Pi**
*by Yann Martel*
**Trade Paper. May 2003. Harvest Books**



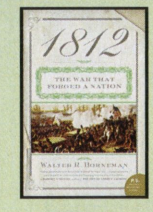

**The Crimson Petal and the White**
*by Michel Faber*
**Trade Paper. September 2003. Harvest Books**



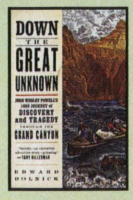

**Animals in Translation: Using the Mysteries of Autism to Decode Animal Behavior**
*by Temple Grandin and Catherine Johnson*
A groundbreaking book that revolutionizes the understanding of how animals think and feel.
**Trade Paper. Jan. 2006. Harvest Books**



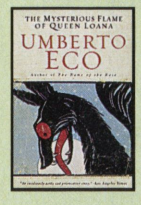

**Blindness**
*by José Saramago*
**Trade Paper. October 1999. Harvest Books**




**1812: The War That Forged a Nation**
*by Walter R. Borneman*
This sweeping narrative emphasizes the War of 1812's importance to America's development as a nation and its subsequent westward expansion.
**Trade Paper. October 2005. Harper Perennial**



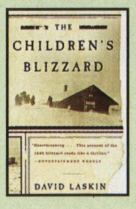

**Down the Great Unknown**
*by Edward Dolnick*
**Trade Paper. September 2002. Harper Perennial**



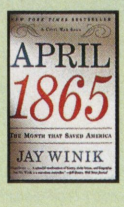

**The Mysterious Flame of Queen Loana**
*by Umberto Eco*
A fascinating, abundant novel—wide-ranging, nostalgic, funny, full of heart.
**Trade paper. June 2006. Harvest Books**



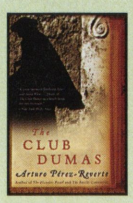

**Lighthousekeeping**
*by Jeanette Winterson*
**Trade Paper. April 2006. Harvest Books**



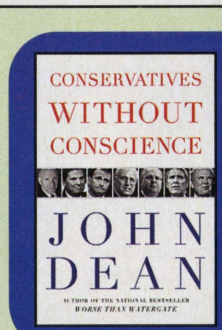

**The Children's Blizzard**
*by David Laskin*
An account of the blizzard of January 12, 1888, which killed some 500 settlers in Nebraska, the Dakotas and Minnesota—many of whom were children trying to get home from school.
**Trade Paper. October 2005. Harper Perennial**




**April 1865: The Month That Saved America**
*by Jay Winik*
**Trade Paper. April 2002. Harper Perennial**



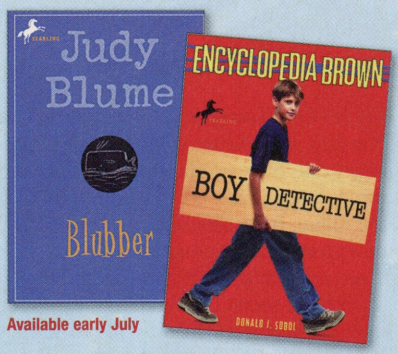

**The Club Dumas**
*by Arturo Pérez-Reverte*
Part mystery, part puzzle, part witty intertextual game—a wholly original intellectual thriller.
**Trade Paper. May 2006. Harvest Books**




**Conservatives Without Conscience**
*by John Dean*
Former White House legal counsel John Dean paints a vivid picture of what's happening at the top levels of the Republican Party.
**Hardcover/Viking Books**
**On sale July 11, 2006**

= available at most warehouses

# Let your kids explore the world.



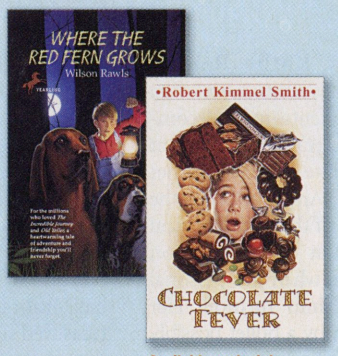

Available early July

Get your kids reading this summer with some favorites from Random House. Crack baffling cases with ***Encyclopedia Brown, Boy Detective***, take a look at cruelty in school and how one girl learns how to stand up to bullies in Judy Blume's ***Blubber*** and many more.

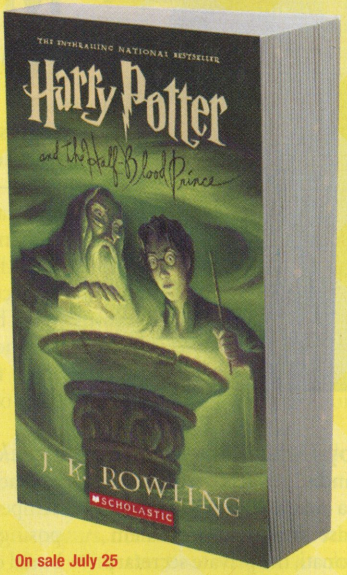
**YEARLING** / PAPERBACK

Classics old and new are now available in threes at Costco Wholesale. ***Where the Red Fern Grows*** is a heart-warming story of an unforgettable friendship. When Henry Green eats too much chocolate, he actually comes down with ***Chocolate Fever***. ***Johnny Tremain*** takes young readers back to 1776 Boston in an adventure straight out of history. And ***Island of the Blue Dolphins*** is an incredible story of one girl's survival. Pick up a 3-pack today!

**YEARLING** / PAPERBACK




Available early July




On sale July 25

Pick up Harry Potter in paperback! Hogwarts School of Witchcraft and Wizardry is back in session! And with a new school year comes a hailstorm of magic, mystery and confrontation more intense than ever before. ***Harry Potter and the Half-Blood Prince*** begins where the fifth book in J.K. Rowling's bestselling series left off, with the chilling announcement of Lord Voldemort's return to power.

**ARTHUR A. LEVINE BOOKS / SCHOLASTIC**
www.scholastic.com/harrypotter




www.phidal.com

**The Learning Series collection teaches children how to write letters and numbers, as well as how to draw shapes and basic objects. Includes a 22-page board book and a magnetic drawing pad. Available this July.**



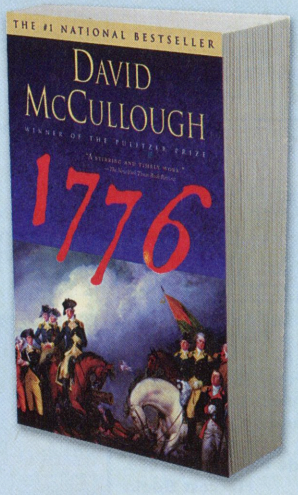

Available early July

The possibilities are endless with ***Storybook Paper Doll Kits***. Disney princesses Belle, Cinderella, Ariel, Sleeping Beauty and Snow White come to life with more than 500 play pieces and five miniature storybooks.

**PUBLICATIONS INTERNATIONAL, INC.**
ACTIVITY BOOK

From the Siege of Boston to the surprise victory at Trenton, ***1776*** draws on correspondence and diaries to paint a fascinating portrait of America's tumultuous infancy and miraculous achievement.

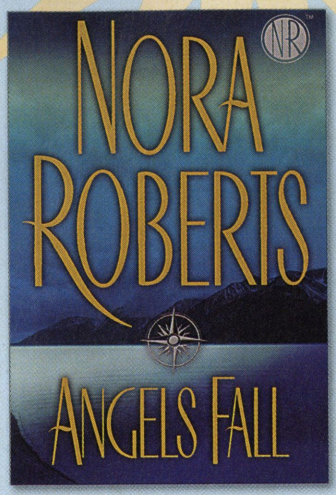
**SIMON & SCHUSTER** / PAPERBACK
**Available now**




Products may not be available in all locations. All book jackets are subject to change.

= available at most warehouses

# Summer is the perfect time to get the family reading.




On sale July 11

A murder. A witness. One woman's desperate search for the truth. They all collide in Nora Roberts' latest, ***Angels Fall***.

**G.P. PUTNAM'S SONS, A MEMBER OF THE PENGUIN GROUP (U.S.A.), INC.** / HARDCOVER

Dave Barry and Ridley Pearson team up again to write the follow-up to their popular *Peter and the Starcatchers*. This time around, Peter and his trusted friend Tinker Bell leave Mollusk Island for the dangerous streets of London. ***Peter and the Shadow Thieves*** provides nonstop action for Peter Pan fans of all ages.

**DISNEY/HYPERION BOOKS FOR CHILDREN** / HARDCOVER
Available mid-July

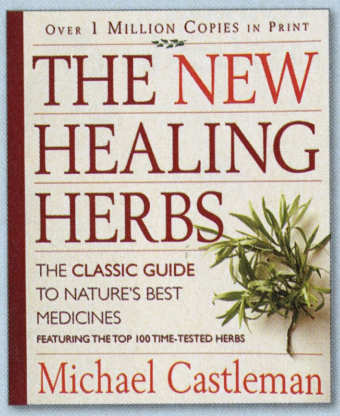






***First Chalk Drawing Books*** are interactive board books with reusable blackboard pages that will keep young readers entertained for hours, completing scenes and drawing objects. It's never the same book twice—just erase and start again! Choose from ***Doll***, ***Train***, ***ABC*** and ***123***.

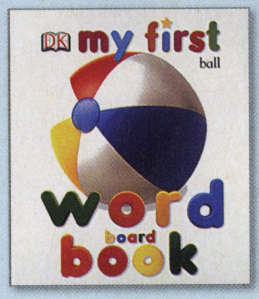
**PARRAGON PUBLISHING** / BOARD BOOK WITH CHALK
Available now




Available now

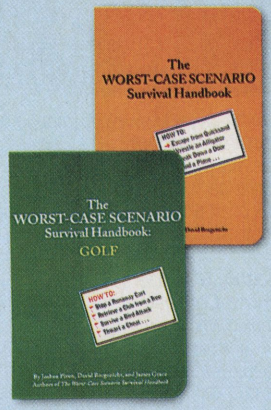
When it comes to your health, become your own best advocate with groundbreaking reference books that matter. Get the latest in herbal medicine in ***The New Healing Herbs***, successfully self-treat more than 160 health conditions with ***Alternative Cures*** and more.

**RODALE PRESS** / PAPERBACK



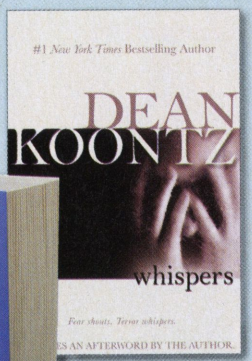

Help build your child's vocabulary and early literary skills with ***My First Big Board Book***. The series offers giant board books that feature beautiful, full-color photos of important items babies see every day.

**DK** / BOARD BOOK
Available early July

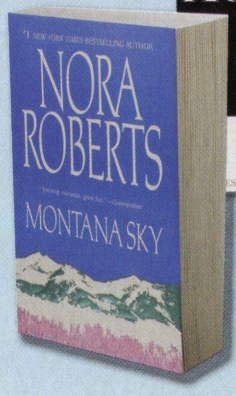



Life can be perilous, but ***The Worst-Case Scenario Survival Handbooks*** help when times are really tough. Hopefully, you'll never have the need to control a runaway hot-air balloon or get out of quicksand, but if you do, they have illustrated step-by-step instructions that will show you how do it successfully.

**CHRONICLE BOOKS** / PAPERBACK
Available early July

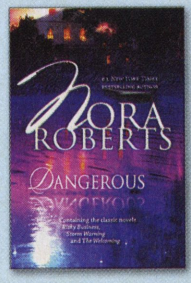



Even death can't keep a truly evil man down, in Dean Koontz's ***Whispers***.




Three sisters meet for the first time when they gather to hear the reading of their father's will, in ***Montana Sky***.

**BERKLEY, A MEMBER OF THE PENGUIN GROUP (USA), INC.** PAPERBACK
Available now




Love and murder are a dangerous combination. Nora Roberts brings you three classic novels, ***Risky Business***, ***Storm Warning*** and ***The Welcoming***, all in one book.

**SILHOUETTE BOOKS** / PAPERBACK
Available now

Products may not be available in all locations. All book jackets are subject to change.

= available at most warehouses

This year, entering the Costco International Photo Contest is easier than ever. You will be able to "Give Us Your Best Shot" online or in print form. For online details go to **www.costcophotocontest.com** Whether it's a photo you took hours to set up or one you grabbed in a second, it will take only a few minutes for you to send in your entry. So get snapping!

**Contest starts July 1, 2006.**

## International Grand Prize

**$2,500 Costco Cash card (or equivalent)**

## National Prizes

**First Prize:** $1,500 Costco Cash card
**Second Prize:** $1,000 Costco Cash card
**Third Prize:** $500 Costco Cash card
**All winners will also receive:** A Fuji QuickSnap Flash one-time-use camera and a scrapbook or photo album. (Honorable mentions to be awarded at judges' discretion.)

contest software powered by: omnisg

## Costco Photo Contest 2006 Official Rules

1. To enter, submit an unframed, unmounted black-and-white or color picture (4" x 6" or 5" x 7") with the entry form securely affixed to the back. Online entries should be in JPEG format. Save a high-quality print (which will be required) in the event you are a winner.
2. The theme of the contest is "Give Us Your Best Shot." Winning entries will be those that best reflect the theme. Decisions of the judges are final.
3. Photos will not be judged unless the entrant's name, address, membership number and telephone number have been written legibly on the entry form and attached to the back of the photo.
4. No purchase necessary. Must be 18 years or older to enter.
5. Entrant must be a current membership cardholder of Costco. No prizes will be awarded until entrant's membership status has been verified as current by Costco.
6. One entry per membership cardholder; additional entries will be disqualified. Previously published photographs are acceptable.
7. Odds of winning will depend on the total number of entries submitted.
8. Photos must be suitable for family viewing.
9. **Contestants must know the names and addresses of all identifiable people in their photographs.**
10. All entries become the property of Costco. Receipt of entries cannot be acknowledged and entries cannot be returned. Costco assumes no responsibility for submitted photographs.
11. Employees of Costco Wholesale Corporation and members of their immediate families (spouse/domestic partner and any children over 18 years old living with the employee and having a valid Costco card) are not eligible to enter. Employees of sponsoring companies or members of their immediate families are not eligible to enter. A separate contest will be held for Costco employees and their immediate families.
12. Entries must be postmarked by September 30, 2006. Award winners will be notified by December 2006. Winners will be notified by mail.
13. Mail entries to: Costco Photo Contest, P.O. Box 34088, Seattle, WA 98124-1088.
14. Contest is void where prohibited or restricted by law, where a license is required or where subject to tax (other than tax on prizes awarded). All federal, provincial, state and local taxes are the sole responsibility of the winners.
15. All fees and personal expenses incidental to redemp-tion of prizes (as deemed necessary) will be the sole responsibility of the winners.
16. Prizes must be claimed within 30 days of notification. If not claimed by this date, the prizes will be forfeited. All claims thereto following this date will be null and void.
17. No substitution or transfer of prizes except at the sole discretion of the sponsor. All restrictions apply.
18. Each winner must agree in writing that his or her name,likeness, city, winning photo and negative may be used by Costco for promotional and publication purposes without additional compensation. Prior to receiving prizes, each winner will be required to sign a release provided by Costco to this effect and obtain a release or permission from anyone with proprietary rights in the winning photograph (such as artwork, trademarks or a person's likeness). Refusal or inability to provide such releases or permissions will result in entrant's disqualification in this photo contest, and any prizes will be forfeited.
19. Costco reserves the right to cancel or suspend the contest should any cause beyond the control of Costco affect the administration, security, fairness, integrity or proper operation of the contest, or for any other reason it deems appropriate, at its sole and absolute discretion.

# Give us your best shot.

## Costco International Photo Contest 2006

Submit online at *www.costcophotocontest.com* or cut out and tape this entry form to the back of a 4" x 6" or 5" x 7" photo and mail to:

**Costco Members Photo Contest**
Costco Wholesale
P.O. Box 34088
Seattle, WA
98124-1088

Member Name

Address

City State Zip Code

Home Phone

Membership No.

Location of Photo

Please sign that you have read and understand the contest rules.

**All entries must be postmarked or submitted online by September 30, 2006.**

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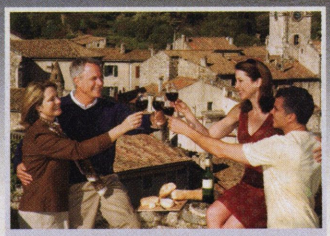
# Savoring *la belle* France




PHOTO: UNIWORLD

**By Pat Volchok**

A VISIT to beautiful Provence and Burgundy is a heady experience. These side-by-side French regions hold ancient walled cities; early-morning markets; sweeping, lavender-scented fields; bouillabaisse, tapenades and rich cheeses; Roman ruins; the glorious grapes of Côte du Rhône and Côte d'Or; and the smell of chocolate in the air.



**River-cruise guests enjoy wine and other regional riches, along with Old World sights, such as the St.-Bénézet bridge over the Rhône River in Avignon, France.**

This is the beautiful France many travelers dream of. Thanks to Costco Travel and Uniworld Grand River Cruises, such a French adventure is available for Costco members joining me from October 1 through 11.

"River cruising is a hot travel trend," reports Costco Travel cruise buyer Lauren Anderson. "It's as if you're traveling the secret waterways of a country's interior. What a treat."

Our journey begins with an exclusive complimentary three-day sampling of the French Riviera in Nice, famous for its belle époque architecture and beachfront promenades.

The *pièce de résistance* follows—a leisurely paced, seven-day river cruise aboard Uniworld's newest ship, *River Royale*. She'll take us on a magical voyage featuring architecture, history and cuisine, through the Rhône Valley into the heart of Provence and Burgundy via the numerous locks of the historic Rhône and Saône rivers.

We'll visit Arles, rich in Gallo-Roman ruins; the walled city of Avignon, with its 14th-century Palais des Papes (the equivalent of today's Vatican); the narrow, cobbled streets of Viviers; Tournon, at the foot of impressive granite hills; Lyon, the culinary capital of France; the architecturally rich town of Mâcon; and Chalon, an important wine center in the very heart of Burgundy.

French pleasures include a Côte du Rhône wine tasting; dinner at l'Abbaye des Collonges, one of Paul Bocuse's famed restaurants; a decadent sampling at the world-famous Valrhona chocolate factory; escorted walking tours through historic villages forever captured in the paintings of van Gogh and Cézanne; a private organ concert in a Romanesque cathedral; and numerous other surprises.

Voted one of the top 10 small-ship cruise lines by the readers of *Travel + Leisure* in 2005, Uniworld embodies the best of river cruising: quality craftsmanship, technological innovations (*River Royale* has Wi-Fi and Internet access), English-speaking crews, country-club-casual policies and scenic viewing.

For those accustomed to ocean cruising, river cruising is less frenzied and more intimate. Ships rarely carry more than 200 guests (*River Royale* numbers 132), offer no lost days at sea, travel on much calmer waters, typically include motor and/or walking tours and venture where no larger cruise ship dares—docking in the heart of picturesque, off-the-beaten-track villages.

*River Royale* features many extras, including a flat-screen television in each cabin, European-style bedding and international and Provençal cuisine.

Don't delay. Members will gobble this offer up.

P.S. A three-night post-cruise package in Paris is also possible. Be still, my heart …

## The Costco Connection

To join me on this 10-day feast for the senses, call Costco Travel toll-free at 1-877-849-2730 (**ask about our Europe Holiday Markets cruise also!**).

*Pat Volchok (pvolchok@costco.com) is* The Costco Connection*'s consumer columnist and Costco Travel's cruise host.*

KIRKLAND Signature



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*Price shown is per person based on double occupancy, is valid for stateroom category 2 only, is true and accurate at time of printing and does not include government taxes/fees and gratuities. Restrictions may apply. Economy-class airfare from NYC is included in price. Airfare from other gateways is available at an additional charge. All offers and inclusions are subject to availability, may change or be terminated without notice and are valid for new bookings only. Unless otherwise noted, offers are not combinable with select rate codes, coupons or other offers. Travel purchases are not included in Executive Membership 2% Reward program. Offer is valid on date shown. Cancellation and change fees may apply. Costco Travel disclaims liability for any inaccuracies or typographical errors. Ship's registry: The Netherlands.

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VISIT **COSTCO.COM** OR CALL COSTCO TRAVEL TOLL FREE AT 1-877-849-2730.

# Insurance that saves



## It's easy to compare Costco's auto and home insurance program rates, and save

**By Will Fifield**

SEEING, THEY SAY, is believing. Many members are seeing substantial savings in their pocketbooks since switching to Costco's Auto and Home Insurance program.

According to John Conlon, Costco insurance program director, more than 180,000 members have checked the Costco insurance program's rates against those of their previous carriers and switched their coverage—at an average reported savings of $400 in the first year for auto insurance alone. And because Costco's insurance partner, Ameriprise Auto & Home Insurance (formerly the American Express Property Casualty companies), also offers home insurance and umbrella insurance policies at great rates, it's not hard to dramatically increase your savings (see "A change for the better," below).

John says most people tend to forget about their insurance until some aspect of it, such as poor service or a rate hike, causes them to think about it. "I think many members hesitate to shop around for insurance because it is confusing," he says. "Industry terms are unfamiliar, the language in most policies is hard to understand and the only time you benefit from your insurance is when something goes wrong."

Also, many people think they have to wait until their current policy expires before they can make a change. However, you can switch at any time, John says. If you switch prior to the expiration of your current policy, most companies will refund your remaining premium, but it's best to check with your current carrier about any fees they may assess.

Comparing rates is a simple matter. Call the Costco program toll-free at 1-888-404-5365 or visit costco.com, click on "Services," then on "Auto & Home Insurance," to get a free quote.

Before you check on the Costco program, have the following information available:

- Your current auto and home insurance policy
- Your vehicle's identification number (found on the title and registration)
- Information about your home such as its age and type, square footage, number of stories and market value
- Your Costco membership number

The value of insuring with Ameriprise Auto & Home Insurance through Costco is that members in most states get specially negotiated rates and receive priority service through a phone line dedicated exclusively to Costco's program.

Executive Members receive one year of free roadside assistance for vehicles covered by this program and lifetime renewability on auto policies, which offers renewals for members regardless of most claims history (see sidebar).

Quality of service is as important as price for insurance. A.M. Best, the leading independent rater of insurers in the country, has given the Ameriprise Auto & Home Insurance group of underwriters an "A," or "excellent," rating. This rating testifies to the program's financial strength, stability and soundness of operating performance.

### A change for the better

LAST DECEMBER, my husband, Gary, and I were shocked to receive a letter from our insurance company stating that they were dropping our house insurance because we filed a claim. We had been with the company for more than 30 years. In that time we had never submitted a claim.

However, after my car was broken into on my driveway, in broad daylight, I submitted a claim for $1,000 against my home policy. We insured our house, cars, jewelry and art with this company. Thinking there must have been a mistake, I called and spoke with a manager. "We're sorry," he said, and offered me no options.

I was upset, so I asked Gary to contact Ameriprise Auto & Home Insurance, Costco's insurance partner. I have to tell you, they have been wonderful. We ended up canceling all of our policies with our previous company and switched to Costco's program.

When our previous company called to ask why we switched, I was thrilled to be able to say, "Because you don't value 30 years of patronage, and guess what: We're now saving $800 per year."

—*Pat Volchok*
Costco Connection *consumer reporter*

Auto & Home Insurance is underwritten by Ameriprise Insurance Company, AMEX Assurance Company or IDS Property Casualty Insurance Company, De Pere, WI. Each company is a wholly owned subsidiary of Ameriprise Financial Inc., independent of American Express. Discounts, savings and benefits vary by state and apply to certain coverages. The Costco Home Insurance Program is not currently available in Florida. Certain restrictions and limitations apply. Services may vary by region or state.

Average savings data represent information provided by Costco members who became new auto insurance policyholders and reported savings with Ameriprise Auto & Home Insurance between 10/01/05 and 03/31/06. Individual savings and experience may vary based upon a variety of factors, including, but not limited to, driving experience and type of automobile insured.

Lifetime renewability is not available to insureds who have major violations, suspension or revocation of driver's license, fail to pay premium, move to a state where our products are not available or purchase a vehicle we do not insure.

# The ultimate practical gift: Costco Cash card




**Members can pick up cards and check their balance at any Costco Cash card kiosk.**

JULY ISN'T ASSOCIATED with any big gift-giving events—such as Mother's Day or graduation—but rest assured a wedding, birthday or reason to say "thank you" is likely to occur. One gift that fits nearly everyone's needs is a Costco Cash card.

More than just a gift card, the Costco Cash card is an ideal item for members wanting to help their college-age children keep gas in the car or supply a dorm room with snacks or personal touches. Business owners can use them as a way for employees to buy supplies or as part of an incentive program.

The cards are also a practical alternative for members who don't use debit or credit cards and those who don't want to be stuck carrying large amounts of cash.

The cards are easy to buy, use and reload. Here's what members should know about Costco Cash cards.

- Cards purchased in the warehouse can be loaded for any amount from $25 up to $1,000. Cards purchased online can be loaded with $25, $50 or any $100 increment up to $1,000.
- Costco Cash cards can be used anywhere within a Costco warehouse—including the Food Court and gas stations.
- Costco Cash cards do not expire, and there are no inactivity fees to chip away at the balance.
- Balances can be checked at one of the kiosks next to the Costco Cash card display, by calling toll-free 1-800-255-8850, by checking your receipt after paying with your card or by seeing the amount flash on the screen when you use your card to pay for gas.

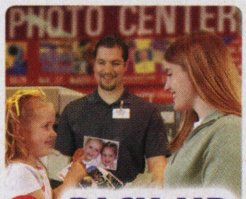
*—Stephanie E. Ponder*


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COSTCO 1-HOUR PHOTO

# Prime time

## Top grades, low price make Costco's meats a sizzlin' value

**Buying Smart**

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services.
Send your questions to:
***buyingsmart@costco.com***

GREAT GRILLING at the Volchok home always starts with Costco's classic steaks. No others will do.

To discover the secrets behind these juicy hunks of beef, I tracked down the experts at Costco's home office. I learned a lot of interesting facts about how meat is processed and prepared, what the best cuts are and the best ways to match cuts and cooking methods. But what stood out in my research was how beef is graded—and what that means to Costco members in the warehouses and online at costco.com.

Costco's beef buyer, Scott O'Brien, started off by telling me that all beef sold in the United States must pass inspection by the Food Safety and Inspection Service of the U.S. Department of Agriculture (USDA). The actual grading of beef is not a requirement. Sadly, not all retailers feel compelled to pay for this extra step, so ungraded cuts of beef are still sold. But never at Costco.

### The difference is in the grade

Beef is graded into eight levels, with Prime and Choice being the top two grades. Costco carries only USDA Prime or Choice cuts of beef, Scott says.

So what sets grades apart? It's the degree of "marbling," Scott explains. Marbling is the small pieces of fat within the meat (as opposed to what is found on the edges). In general, the higher the amount of marbling, the more tender, juicy and flavorful the meat.

USDA Prime has the highest level of marbling and represents only about 2 percent of all graded beef. Unsurprisingly, Prime is the most expensive grade. (USDA Prime steaks are available on costco.com, and Prime cuts are periodically available at Costco warehouses.)

Next on the grade list, and most popular among consumers, is USDA Choice, with sufficient marbling for taste and tenderness but a lower price. USDA Choice cuts from grain-fed beef are available in Costco warehouses.

Number three in terms of marbling and taste is USDA Select.

Grading is just the first step in Costco's meat program. According to Doug Holbrook, an assistant




**Pat Volchok and Costco's Charlie Winters prepare to grill some tantalizing Costco steaks.**

PHOTOS: FRANCE FREEMAN

general-merchandising manager in Costco's Fresh Foods group, all of Costco's fresh-cut meats must pass two Costco inspections. The first is conducted at a Costco regional quality-control distribution center and the other at each warehouse's meat department.

## The best cuts at Costco

Once the meat has been approved, it is the job of Costco butchers in each warehouse to hand-trim and package the beef to Costco's high standards. "When our butchers are done, all that is left is a beautiful cut with very little plate waste," Doug reports.

Another key stop on my research was with Charlie Winters, Costco vice president and director of meat and deli operations, who offered up some steak advice.

"Costco's 1- to 1 1/4-inch-thick, 14-ounce USDA Choice New York strip [also known as loin, strip loin or Kansas City] is our number-one warehouse seller," says Charlie, who played the lead role in developing Costco's meat program. "It is well marbled and bursting with flavor. Many steak eaters covet the New York for its leanness. It speaks of tradition."

The 14-ounce, boneless USDA Choice rib eye (also called Delmonico or Spencer), a fillet cut of tender prime rib, is Charlie's favorite cut. Charlie describes this steak, highly coveted for its buttery, big beef flavor, as "a slice of prime rib in steak form." (Leftovers make unbelievable fajitas.)

Costco's 8-ounce, boneless USDA Choice tenderloin (filet mignon), cut from the heart of the tenderloin, is the most consistently tender, lean and flavorful steak in the warehouse. (Also ideal for the crème de la crème of beef fondue.)

## Ready for Prime

During my research, one point was frequently repeated: Prime cuts are the best of the best. USDA Certified Prime steaks, rarely found outside of high-end restaurants, are available on costco.com at Costco prices and with Costco's 100-percent-satisfaction guarantee.

"Members are raving about these USDA Prime steaks," enthuses costco.com meat buyer Harjit Grewall. "We have taken so many extra steps. For example, our naturally aged Prime steaks are processed the day they are ordered, unlike some retailers who freeze their steaks indefinitely."

Costco.com offers the top-selling USDA Prime tenderloins (six pieces, 8 ounces each, Item #950444); boneless Prime rib eyes (four pieces, 14 ounces each, Item #950436); Prime New Yorks (four pieces, 14 ounces each, Item #950448); and a Prime tenderloin–rib eye combo (Item #101228).

## Taking ground to the next level

While on the topic of meat and Costco, it's impossible to ignore ground beef. The focus here is on safety and quality, says Bob Huskey, Costco's ground-beef buyer.

"Costco has some of the most stringent ground-beef safety protocols in the industry," Bob notes. "We grind our own fresh ground beef in each warehouse daily to ensure quality and wholesomeness."

Fresh ground beef is offered extra lean (12 percent fat or less) in bulk or as patties, and as USDA Choice extra-lean ground round in many locations.

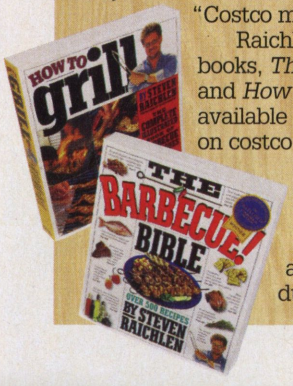
In the freezer section, look for Kirkland Signature™ 91-percent-lean ground-beef chubs (makes the king of ground-beef tacos), hefty one-quarter-pound ground-beef patties (24- and 40-count), one-third-pound ground sirloin and loin of beef patties (85 percent lean) and precooked beef meatballs.

One last note: Costco offers three warehouse meat lineups for members: standardized cuts at the counter plus individual or by-the-case uncut slabs. Uncuts are preferred by value-conscious members who don't mind doing their own cutting and trimming, as well as by hotels and restaurants.

All in all, it's clear that Costco's meat program is truly a "signature" department, offering a tremendous commitment to quality control, a nice selection to meet all cooking needs and great low prices.

Of this I am sure: Costco has raised the "steaks" again—and all in the name of flavor, quality, value and member happiness.

**ONLINE BONUS!** Steven Raichlen, of *Barbecue University* on PBS, shares his "Ten Commandments of Perfect Grilling," along with tips on how to grill the perfect hamburger, New York or tenderloin, in July's *Online Edition* at costco.com under "Costco magazine."




Raichlen's grilling cookbooks, *The Barbecue! Bible* and *How to Grill*, are both are available in warehouses and on costco.com. And the Steven Raichlen Signature Barbecue Rub and Sauce Set is available at costco.com at a special savings during July.




## Pat's outdoor kitchen

THE HUBBY and I tested costco.com's Prime tenderloin against an upscale national mail-order meat supplier.

Both arrived as promised. Costco.com's elegant black packaging includes a reusable grilling-temperature sensor and clearly labels the steaks as USDA Prime. The competition's package subtly states "premium."

Costco's gorgeous cherry red Primes were individually wrapped, 1 3/4 inches thick, hand-trimmed and rich with veins of marbling. The competition's premiums were only 1 inch thick, with some outer fat, little marbling and an uninviting brown color.

We grilled the steaks at the same time and then chowed down. The flavor of Costco's steaks was fantabulous and oh-so-tender. The competition's bland and gristly steaks were saved for sandwiches.

Last, I did a price check. Not only was the price lower at costco.com, I found that when you consider the quality of the cut and shipping costs, costco.com's price was an even more dramatic savings. To me, that spells value.—*PV*

## Sizzling value

** Includes actual meat price and two-day shipping. Prices based on a survey taken in May 2006.*

| | Grade | Cut | Weight | Total cost* | Total price/pound* |
|---|---|---|---|---|---|
| **Costco.com** | Prime | Filet | 48 oz. | $107.99 | $30.00 |
| | Prime | Strip | 56 oz. | $107.99 | $25.71 |
| **Nat'l online meat supplier** | Prime | Filet | 48 oz. | $207.93 | $59.33 |
| | Prime | Strip | 56 oz. | $194.93 | $47.14 |

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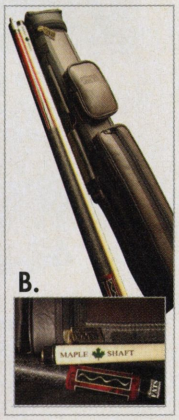


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Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on www.costco.com. †Most online coupons at www.costco.com are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product.

# Shop for these items and more on costco.com






**Cummins Onan RS20000**
**20 KW Home Standby Generator**
*Search: Cummins
Shipping and handling included.




**Cummins Onan Home Site 6500**
**Portable Generator** **$200 OFF**
#115180 Valid 6/30/06 – 7/31/06
Shipping and handling included.



**Cummins Onan RS45000**
**48 KW Home Standby Generator**
*Search: Cummins
Shipping and handling included.





**Malibu Mosquito Defense System Combo-Pack**
**$50 OFF Reflected in Price** #107825 Valid 6/30/06 – 7/31/06



**Malibu 8-Piece Metal Prairie-Style Solar Landscape Kit**
Includes shepard's hooks and post stakes for mounting versatility.
**$30 OFF Reflected in Price** #112320 Valid 6/30/06 – 7/31/06



**ETL SecureLogic® Mail Vault™**
Includes pole. Choose from black or white.
**$40 OFF Reflected in Price**
#11097933
Shipping and handling included.
Valid 7/07/06 – 7/30/06



**Vertical Rock Outdoor Landscape Fountain with Pump**
25" W x 28.5" L x 39.5" H.
**$50 OFF Reflected in Price**
#113926
Shipping and handling included.
Valid 7/01/06 – 7/31/06

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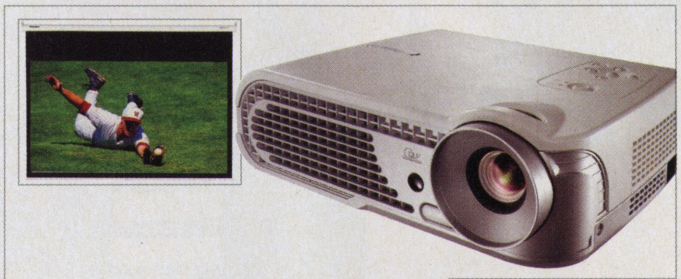
**Brother MFC-8870DW 5-in-1 Wireless Network-Ready Laser Duplex Multi-Function Center** **Up to $100 OFF** #196309
Shipping and handling included. Valid 7/03/06 – 7/09/06



**Ricoh Aficio SP C210SF Network Color Laser All-in-One Machine**
Print, copy, scan and fax. **$150 OFF Reflected in Price** #100583
Shipping and handling included. Valid 7/24/06 – 7/30/06

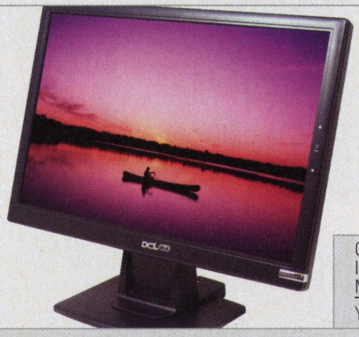


**HP Officejet 4315xi All-in-One Machine**
**$10 OFF Reflected in Price** #161709
Shipping and handling included. Valid 7/10/06 – 7/23/06



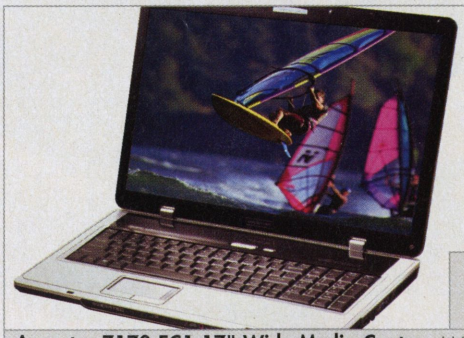
| | |
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| Online price | $1,099.99 |
| Mail-in rebate | –100.00 |
| YOUR COST | **$999.99** |

**Optoma H31 Home Cinema Projector with 92" Screen**
**$100 Mail-in Rebate** #111905 Valid 7/01/06 – 7/31/06



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| Online price | $219.99 |
| Instant coupon† | –20.00 |
| Mail-in rebate | –20.00 |
| YOUR COST | **$179.99** |

**DCL 19" Wide DVI LCD** Response 8ms, 500:1 contrast ratio, 1440 x 900 resolution. **Up to $40 OFF**
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|---|---|
| Online price | $1,149.99 |
| Instant coupon† | –150.00 |
| YOUR COST | **$999.99** |

**Averatec 7170-EC1 17" Wide Media Center** AMD Turion 64 X2 Dual-Core TL-50 1.6 GHz/1GB/100GB/DVDRW.
**$150 OFF Reflected in Price** #112974 Valid 7/03/06 – 7/09/06



**Experience DELL XPS 700 and XPS M1710****
**Free Printer and Upgrade to XP Pro Included**
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**Select DELL Desktops and Notebooks**** **Up to $500 OFF Reflected in Price**
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Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on www.costco.com. †Most online coupons at www.costco.com are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. *Using the product search box located at www.costco.com, please enter the provided search phrase to find the product(s). **Dell cannot be responsible for errors in typography or photography. Dell™, the Dell™ logo, XPS™, Dimension, Inspiron, Optiplex, Latitude and PowerEdge are trademarks of Dell Inc.




The high-quality omega-3 fatty acids in Kirkland Signature Fish Oil Concentrate contribute to a healthy heart and vascular system.* Our oil is supplied by fish that come from cold, deep ocean waters, instead of the farm-raised fish used by many other brands. Our oil is processed for purity and derived from a variety of fish species to maximize beneficial omega-3 fatty acid concentration.

Each easy-to-swallow capsule contains 1000 mg of concentrated fish oil with 300 mg of omega-3 fatty acids. Make Kirkland Signature Fish Oil Concentrate part of your daily supplement regimen. And start treating your body as well as you treat your car.

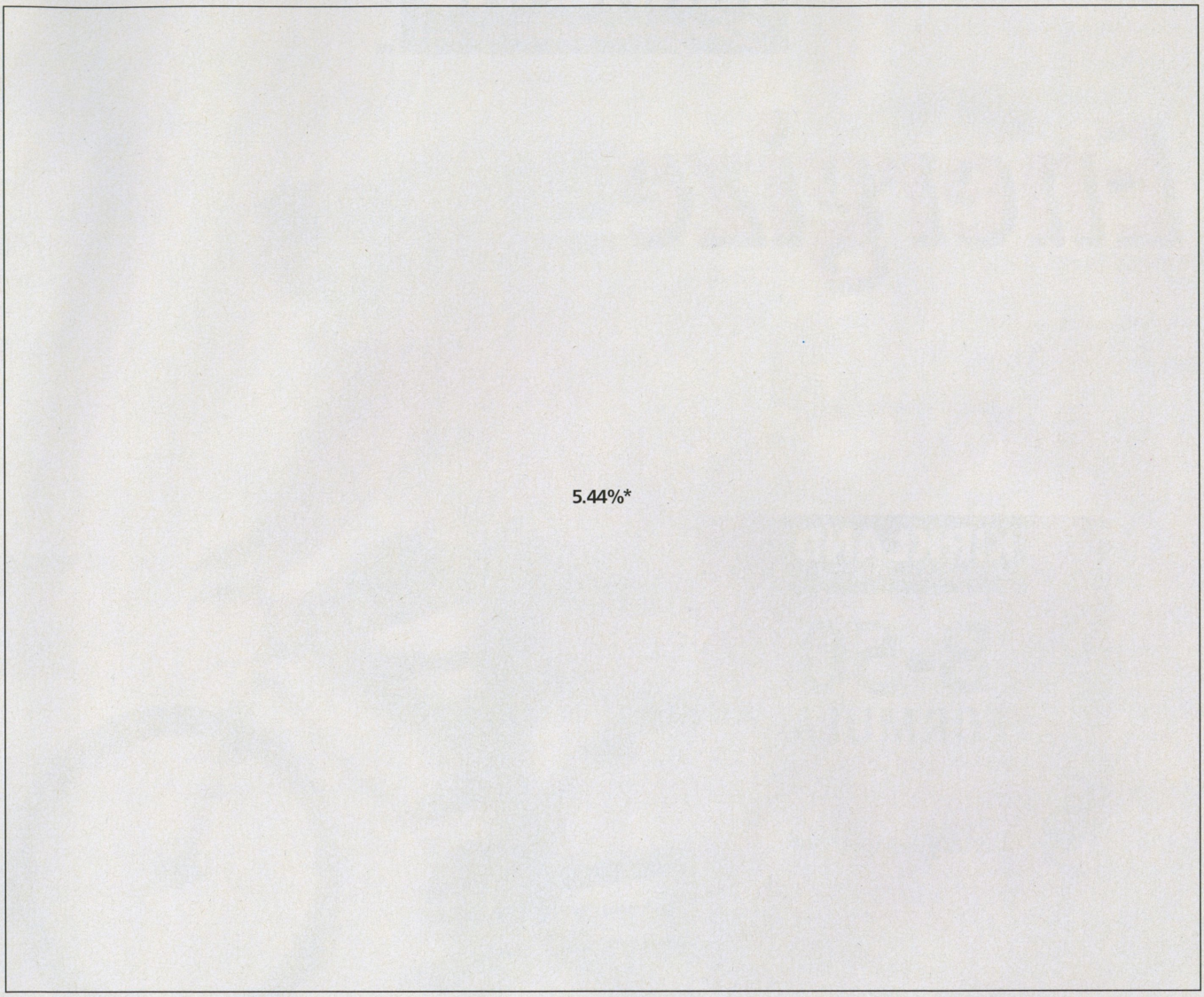
USP has tested and verified these Kirkland Signature™ supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.

*Exclusively from*

COSTCO WHOLESALE

***These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.**

= available at most warehouses




*actual size.

# Tiny Rates and Big Savings on Auto Loans.

| Lock in APRs from: | |
|---|---|
| New Car | 5.44% |
| Used Car | 6.74% |
| Refinance | 7.00% |
| Motorcycle | 7.90% |

Executive Members save even more!

Costco members save on auto financing with discounted rates from 5.44%.

- Discounted auto and motorcycle loan rates
- Easy online application
- 15-minute response†
- Blank Check™ loan as soon as tomorrow

For more information, go to **costco.com** and click on Services.

COSTCO WHOLESALE

CapitalOne® | auto finance℠

Vehicle loans provided by Capital One Auto Finance and are arranged pursuant to a California Department of Corporations finance lender's license. Annual Percentage Rate(s) (APR) quoted as of 4/27/06 and subject to change without notice. Rates based on loan term, credit history, application method and mode of payment. Capital One Auto Finance only refinances loans from other lenders, not including Capital Once subsidiaries. †Response is typically 15 minutes during business hours. Capital One Auto Finance business hours are Monday through Saturday, 7 a.m. to 7:30 p.m., and Sunday, 9 a.m. to 2 p.m., CST. ®2006 Capital One. Blank Check is a registered trademark of Capital One Services, Inc. Capital One Auto Finance is a federally registered service mark. All rights reserved. 06EX0813 4/06

KIRKLAND Signature™

# Energize




Daily stresses can drain energy levels, making you feel sluggish and worn out. Kirkland Signature B-50 is full of essential B vitamins that may help you combat the effects of stress and increase your energy levels.

B-50 supports the following biological functions:

- Carbohydrate metabolism with B1 and Biotin.
- Energy production from sugars and fats with B2, B3, B12 and Pantothenic Acid.
- Low homocysteine levels with B6, B12 and Folic Acid. Several studies indicate that high levels of homocysteine may contribute to cardiovascular disease.*
- Antioxidant protection against free radicals with vitamins E, C and Zinc.*

## Take B-50 everyday to energize!

USP has tested and verified this Kirkland Signature™ supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.uspverified.org.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Exclusively from COSTCO WHOLESALE

= available at most warehouses and costco.com

# 30 and counting




**The original Price Club opened in San Diego 30 years ago. It's now called Costco, but the commitment to value for its members is as strong as ever.**

WHEN PRICE CLUB first opened its doors on July 12, 1976, in a large, dim aircraft hangar on Morena Boulevard in San Diego, Mike Hood was hanging 10 at Imperial Beach. A few months later, Mike was hired over the telephone as a Price Club seasonal employee.

He's been hanging around ever since.

"It was supposed to be my high school job. I worked morning hours, so I had plenty of time for surfing, sailing and other interests," he recalls. "I figured it could work out well for a few months."

Three hundred and fifty-five months later, Mike still thinks he's got a pretty good gig.

"There's a lot of people that have climbed the company ladder who began their career right here in this building," says Mike, a Costco receiving clerk. "That is pretty special."

As Costco prepares to celebrate Morena Boulevard's 30th anniversary as a warehouse club, longtime employees such as Mike Hood and Bob Norton reflected on how far the industry has come in three decades.

"I remember in the late '70s and early '80s our company said they would never accept credit cards," recalls Bob, a supervisor at Morena Boulevard who was hired in 1977.

"We used to have lines that went halfway through the building," Mike adds. "People would leave their shopping carts full and come back an hour later and pay for their stuff."

In 1993, Price Club and Costco merged to form PriceCostco. Today, as Costco Wholesale (the name was changed from PriceCostco in 1995), the company operates nearly 500 warehouses in the United States, Canada, the United Kingdom, Japan, Taiwan, Korea and Mexico.

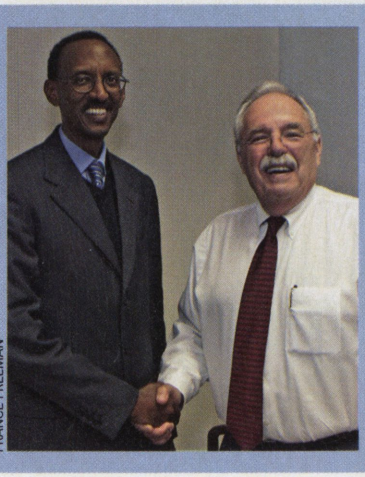
The Morena Boulevard warehouse has undergone myriad changes. But the pride of 30 years in the warehouse business—on the same street—remains strong. It was the first membership warehouse, and many of the original members still shop there.

"We were the original building in the industry," Bob says. "Many companies have tried to copy us, but nobody does it better.

"Our original members are proud to be part of the originator of the warehouse industry."

Happy 30th, Morena Boulevard.

*—Mark E. Stroder*



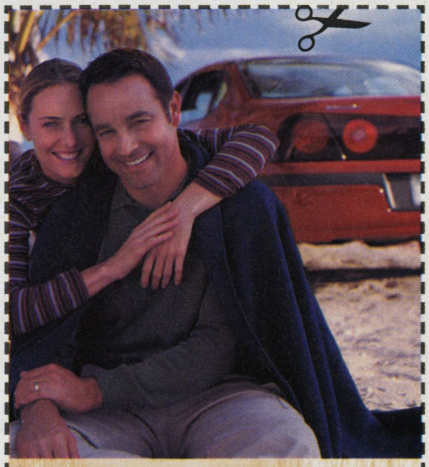
FRANCE FREEMAN

## Business deal with perks

**RWANDAN PRESIDENT Paul Kagame paid a visit in May to Costco President and CEO Jim Sinegal to discuss details of an agreement between the two to carry Rwandan-grown coffee at Costco, under the company's private label, Kirkland Signature™.**

**"We are working with coffee producers in Rwanda to bring an excellent coffee to market," says Gary Kotzen, a vice president in Costco's food department. "The climate and soil of the area make for some of the best quality conditions."**

**The coffee, which has just been harvested, will be available in mid to late August.**

# $20 OFF
## a weekly rental
*That's on top of your member discount!*

Rent an Avis car at weekly rates for a minimum of five days and you can receive $20 off.
**An advance reservation is required.**
Subject to complete terms and conditions below.
Rental must begin by 12/31/2006.

Book online at **costco.com** or call Costco Travel toll free at 1-877-849-2730.

Please present your Costco membership card at the time of rental.

To save every time you rent, always provide your Avis Worldwide Discount (AWD) number **A108347**.
COUPON #MUGH150

COSTCO TRAVEL

AVIS We try harder.

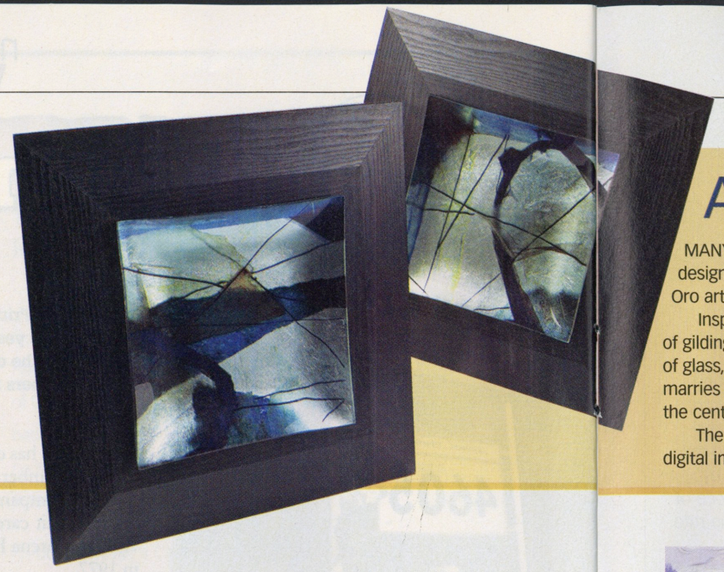
**Terms and Conditions**
Coupon valid on an intermediate (group C) through a full-size four door (group E) car. Dollars off applies to the time and mileage charges only on a minimum five-day rental period. Taxes, concession recovery fees, vehicle license recovery fee, customer facility charges ($10/contract in CA) and fuel charges are extra. Optional items such as LDW ($22.99/day or less) and other surcharges may apply and are extra. An advance reservation is required. May not be used in conjunction with any other coupon, promotion or offer, except your member discount. Coupon valid at participating Avis locations in the contiguous U.S. and Canada. **This offer serves as your coupon. Coupon must be surrendered at time of rental; one per rental.** Offer subject to vehicle availability at time of rental and may not be available on some rates at some times. For reservations made online at costco.com, dollars off will be applied at time of rental, subject to vehicle availability. Renter must meet Avis age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. Rental must begin by 12/31/2006.

RENTAL SALES AGENT INSTRUCTIONS. AT CHECKOUT:
In AWD, enter A108347 • In CPN, enter MUGH150
Complete this information:
RA# _____
Rental Location _____
Attach to COUPON tape. • COUPON #MUGH150

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# What's new

Exciting new products arriving this month **at the warehouse**



## A glass act

MANY OLD WORLD TRADITIONS and designs are timeless, such as the Vetro Di Oro art glass collection.

Inspired by the pre-Roman-era technique of gilding (coating with gold) the reverse side of glass, the Vetro Di Oro art glass collection marries today's digital printing capability with the centuries-old handmade art form.

The process starts with a high-resolution digital image. The finest dye inks are applied through a proprietary process to the reverse side of concave glass. Then 4-inch squares of gold and silver leaf are applied by hand, until the entire back of the glass is covered. Each Vetro Di Oro piece is then sealed to protect this individual work of art.

Furniture buyer Brett Jackson says Costco is the first major retailer to carry this line.

"Retail on this would be $99 to $199 for a single piece in a gallery setting," says Jackson. "We are under $45 for a two-pack."

Dimensions: 18" x 18" x 2"
Item #961978

## Taquito grande

IN A QUEST TO BUILD a better taquito, Costco food buyers approached the maker of El Monterey food products with this demand: Make us something bigger, stuffed with 100 percent shredded beef (and no filler or preservatives) and made with all-natural, flavorful spices, the kinds found in authentic Mexican meals.

The result: Kirkland Signature™ El Monterey Shredded Beef Taquitos. These oversized taquitos, made with large, freshly baked corn tortillas, are stuffed end-to-end with shredded beef. Each weighs 2 ounces and each bite is packed with flavor.

They make great snacks or can become part of a full dinner. Preparation is easy—just 75 seconds in the microwave or about 10 minutes in a conventional oven.
Item #951366



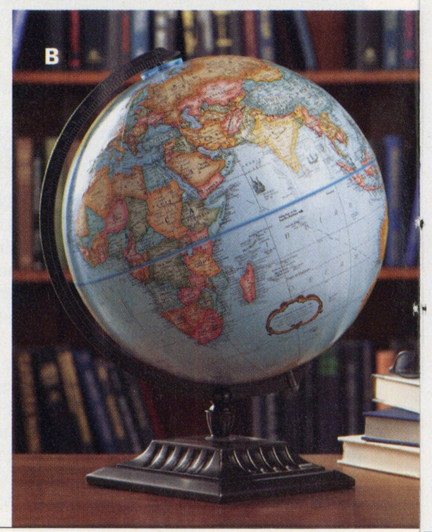




A

**A. Refillable First-Aid Kit**
Includes a full assortment of bandages, antiseptics, medications, trauma supplies, eye-injury center, hot/cold therapy, first-aid instruments and a comprehensive first-aid guide. Features the SmartTab ezRefill system for easy reordering of supplies.
Item #100613

**B. Classic 12" World Globe**
Set on a sturdy, cast-metal base with a brushed-nickel-plated finish, this globe features a cast-metal semi-meridian for latitudinal measurements, illustrations of ancient explorer ships, raised topographical relief and accurate, up-to-date cartography with more than 4,000 place names.
Item #171609



B



C

**C. Kirkland Signature™ by Borghese Cosmetic Brush Set**
This 14-piece professional set includes 12 premium natural- and synthetic-bristle cosmetic brushes, one professional eyelash curler and a designer faux-leather brush case for on the go. Item #985099

**D. Panasonic KX-TG5777 5.8 GHz Expandable Digital Cordless Phone with Answering System**
With two full-color backlit LCD handsets included, this unit expands up to eight handsets. Features include customized ringer, talking caller ID,call-waiting caller ID, ringer ID, picture ID, icon operation and a USB port for downloading pictures, rings, wallpaper and more. The all-digital answering-machine system features a two-digit LCD call counter on base, voice menu with time/day stamp, memo record and remote control from handset or outside line. Item #108376
**Panasonic KX-TGA573S 5.8 GHz FHSS GigaRange Expandable Digital Cordless Camera accessory** is not included and is available on **costco.com only**.
Item #112888

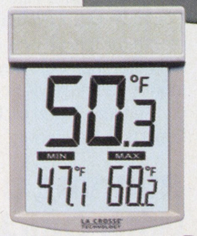


D




E

**E. La Crosse Technology Projection Alarm Clock**
The alarm clock shows the time, date and indoor temperature, and projects the time on the wall or ceiling in easy-to-view numbers. (Projection arm is adjustable for proper viewing.) The LCD window thermometer shows outdoor temperature, records minimum and maximum temperature and includes window-hanging hardware.
Item #104711







F

**F. Lisa Frank School Binder Tote**
Available in several Lisa Frank character designs, this three-pocket zip tote is packed with back-to-school supplies, including a prism portfolio, prism glitter pencils, prism binder, prism clipboard and other supplies. Item #688838



= available at most warehouses = available at costco.com

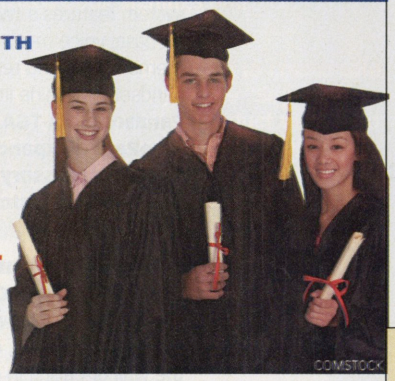
# MEMBER SERVICES Update

Current news for Costco members

**SERVICE OF THE MONTH** features business and personal services offering exceptional value to Costco members.

SERVICE OF THE MONTH

## Another critical financial goal



COMSTOCK

NEXT TO PLANNING for retirement, mapping out a strategy for financing college education expenses is the most frequent goal for members seeking the service of Ameriprise Financial.

An Ameriprise financial advisor has the knowledge and tools to help in the three crucial areas of education planning:

- **Financial aid.** When calculating need, most colleges and all federal aid programs expect more than 33 percent of any assets owned by your child to be dedicated to paying college costs, while less than 6 percent of your own assets are viewed as available for payment. An advisor may suggest keeping education and other investments in your name.
- **Taxes.** An advisor can propose tax-advantaged savings plans to get the most out of the current laws (some of which are expected to expire in 2010), and help you adjust your plan over time.
- **Control.** Custodial gift funds can be a double-edged sword. Planning with an advisor helps determine the kind of control you want to exercise over this important form of savings.

Costco members can take advantage of a complimentary, no-obligation initial consultation with an Ameriprise financial advisor and, for doing so, will receive a $25 Costco Cash card. Executive Members who purchase a financial plan will receive $200 off the cost of an initial written financial plan, and Costco Gold Star and Business members will receive $100 off. For information, call toll-free 1-866-549-5952 or visit costco.com and click on "Services," then on "Financial Planning."

**ALSO:**

See the June 2006 article about retirement planning in the *Online Edition* archives. Go to costco.com and click on "Costco magazine."

Investments and financial advisory services made available through Ameriprise Financial Services, Inc., member NASD and SIPC.




Don't forget to use your Reward on your next trip to Costco.

PRACTICAL TIPS

## Controlling processing costs




PHOTODISC

THE PROFESSIONALS at NOVA Information Systems, Costco's merchant credit-card processing provider, suggest these tips for managing your processing costs.

- **Make sure you batch nightly.** Batching (closing out your terminal) each night will ensure that you are qualifying transactions at the best possible rate. Rates are best for transactions processed the same day, rise to a higher rate if not closed out within 24 hours and rise more if closed out after 48 hours or more. Consider setting up auto-close so your terminal will batch out for you if you forget.
- **Enter required information.** In order to avoid higher rates when accepting corporate, business or purchasing cards, you should always enter a cutomer code and tax amount when prompted by your terminal. If either piece of information is missing, the rate will be higher.

Costco members save on credit-card processing with the NOVA program. To learn how much you can save, call toll-free 1-888-605-2488 and mention priority code 83104.

SERVICE UPDATES

## Identity Guard program goes national

COSTCO'S CREDIT REPORTS & Monitoring service, provided by Identity Guard®, will soon roll out a nationwide program. Brochures will be available in all warehouse locations starting in August.

Regularly monitoring your credit files can reveal changes associated with identity theft. Through this program, you can get a three-in-one credit report with side-by-side credit histories and credit scores from the three major credit bureaus.

Daily monitoring by Identity Guard yields prompt alerts to certain changes so you can react quickly. Studies show that fast discovery of the misuse of personal information reduces the likelihood of loss.

How much is peace of mind worth? Executive Members pay just $7.49 per month for this service. Business and Gold Star members pay $9.49 per month. To enroll, visit costco.com, click on "Services," then click on "Credit Reports & Monitoring."



PHOTODISC

## Running payroll with QuickBooks

COSTCO NOW OFFERS QuickBooks® Assisted Payroll from Intuit® Payroll Services. You can manage your employee processing while Intuit handles your federal and state payroll tax deposits and filings, including W-2s.

Additional features include direct deposit, printing your own checks and customized payroll reports to best fit your business's needs.

For more information about QuickBooks Assisted Payroll, call an Intuit payroll specialist at 1-866-297-8064.

All services are provided by third parties, may not be available in all areas and are subject to change without notice. Some restrictions apply. See "Services" at costco.com for applicable terms and conditions.

# special events

## JULY 2006

New and exciting products available at warehouses for a limited time only

### IDAHO

**Boise**
July 3–16 Assorted art
July 14–23 Gemstone and silver jewelry
July 21–30 Massage chairs

**Coeur d'Alene**
July 14–23 Massage chairs
July 28–Aug 6 Gemstone and silver jewelry

**Twin Falls**
July 14–23 Massage chairs
July 17–30 Assorted art

### MONTANA

**Billings**
July 14–23 SunSetter retractable awnings

**Bozeman**
July 13–23 Log furniture
July 22 Osteoporosis Clinic
July 28–Aug 6 SunSetter retractable awnings

**Kalispell**
July 28–Aug 6 High-end cookware

**Missoula**
July 7–16 Solid wood entry doors
July 28–Aug 6 Log furniture

### OREGON

**Albany**
July 22 Osteoporosis Clinic
July 30–Aug 13 Handmade rugs

**Aloha**
July 8 Osteoporosis Clinic
July 14–23 Log furniture
July 26–30 Pianos

**Bend**
July 28–Aug 6 Pianos

**Clackamas**
July 14–23 Bedroom, dining and living room leather and upholstered furniture
July 29–Aug 9 Solid wood entry doors

**Eugene**
July 7–16 Pianos
July 14–23 SunSetter retractable awnings
July 29 Osteoporosis Clinic

**Hillsboro**
July 14–27 Handmade rugs

**Medford**
July 10–23 Handmade rugs
July 28–Aug 3 Log furniture

**Portland**
July 14–23 Framed art
July 24–30 Living room, bedroom and dining room furniture

**Salem**
July 13–23 Log furniture

**Tigard**
July 14–23 Bedroom, dining and living room leather and upholstered furniture
July 21–30 Austrian crystal and gemstone jewelry
July 24–Aug 4 SunSetter retractable awnings

**Warrenton**
July 21–30 Bronze statues

**Wilsonville**
July 3–16 Austrian crystal and gemstone jewelry
July 7–16 Casual living, dining and bedroom furniture
July 13–23 Caldera spas
July 15 Osteoporosis Clinic
July 21–30 Log furniture
July 28–Aug 6 SunSetter retractable awnings

### UTAH

**Murray**
July 7–16 Solid oak bedroom furniture
July 17–30 Handmade rugs

**Orem**
July 28–Aug 6 SunSetter retractable awnings

**Salt Lake City**
July 14–23 High-end cookware
July 21–30 Solid oak bedroom furniture

**Sandy**
July 13–23 Log furniture
July 29 Osteoporosis Clinic

**W Bountiful**
July 27–Aug 6 Log furniture

### WASHINGTON

**Aurora Village**
July 7–16 Ashley sofas
July 21–30 Bohemian glass and crystal

**Burlington**
July 10–23 Assorted art
July 28–Aug 6 Custom leather and upholstered living room furniture

**Clarkston**
July 28–Aug 6 Massage chairs

**Costco Home (Kirkland)**
July 8–Aug 31 Assorted rugs
July 10–Aug 3 Living, dining and bedroom furniture

**E Wenatchee**
July 31–Aug 13 Assorted art

**Everett**
July 21–30 Solid wood entry doors

**Federal Way**
July 7–16 Massage chairs
July 31–Aug 13 Log furniture

**Issaquah**
July 14–23 Custom leather and upholstered furniture
July 21–30 Grandfather clocks and curios
July 28–Aug 6 SunSetter retractable awnings
July 28–Aug 6 Living, dining and bedroom furniture
July 29 Osteoporosis Clinic

**Kennewick**
July 10–23 Handmade rugs

**Kirkland**
July 14–23 Restored Indian furniture
July 28–Aug 6 Austrian crystal and gemstone jewelry

**Lacey**
July 19–30 Solid oak bedroom furniture

**Puyallup**
July 14–23 Amanda apparel
July 14–23 Austrian crystal and gemstone jewelry
July 27–Aug 6 Assorted art
July 27–Aug 6 Log furniture

**Seattle**
July 10–23 Handmade rugs
July 22 Osteoporosis Clinic
July 28–Aug 6 SunSetter retractable awnings
July 28–Aug 6 Amanda apparel

**Sequim**
July 13–23 Amanda apparel

**Silverdale**
July 8 Osteoporosis Clinic
July 14–23 SunSetter retractable awnings
July 14–23 Solid wood entry doors
July 24–Aug 6 Handmade rugs

**Spokane**
July 7–16 Log furniture
July 15 Osteoporosis Clinic

**N Spokane**
July 7–20 Handmade rugs
July 8 Osteoporosis Clinic

**Tacoma**
July 14–23 Ashley sofas
July 21–30 High-end cookware
July 28–Aug 7 Assorted art

**Tukwila**
July 7–16 Mirrors
July 15 Osteoporosis Clinic
July 21–30 Casual living, dining and bedroom furniture

**Tumwater**
July 13–23 Assorted art
July 28–Aug 6 Amanda apparel

**Union Gap**
July 14–23 SunSetter retractable awnings

**Vancouver**
July 7–16 Bronze statues
July 14–24 Assorted art

**Woodinville**
July 3–16 Assorted art
July 7–16 Bohemian glass and crystal
July 28–Aug 6 Living, dining and bedroom furniture

*Dates and events are subject to change.*



### Theme-park tickets and more

Tickets are available at most area warehouse locations for these theme parks—and many other popular attractions.

**OREGON** Bullwinkle's Wilsonville Fun Center unlimited fun pass

**UTAH** Seven Peaks Water Park single day admission, University of Utah football tickets

**WASHINGTON** Wild Waves Enchanted Village with parking voucher

### Costco warehouse hours

**Regular Hours**
Monday–Friday 11am–8:30pm
Saturday 9:30am–6pm
Sunday 10am–6pm

**Exclusive Business Members' Hour**
Monday–Friday 10am–11am

**costco.com**
open 24 hours a day, 7 days a week

## specialty services

Find the services offered at your Costco warehouse

**Services at all locations***

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy†, Special Order Kiosk and Tire Center

Costco Travel.†† 1-877-849-2730

Member Services. A suite of discount business and consumer services.†† 1-800-220-6000

***Except Costco Home, Fife and Lynnwood Business Centers**

**†Prescriptions available through costco.com in Juneau, Kalispell and Warrenton**

**††Also available at costco.com**

| | 1-Hour Photo | Auto Program | Business Delivery | Costco.com Kiosk | Gas Station | Hearing Aids | Optical | Print & Copy Center | Service Deli |
|---|---|---|---|---|---|---|---|---|---|
| **ALASKA** | | | | | | | | | |
| Anchorage | • | • | • | | • | | • | • | • |
| Anchorage II | • | • | • | | • | • | • | | • |
| Juneau | | | | | | | | | |
| **IDAHO** | | | | | | | | | |
| Boise | • | • | | | • | • | • | | • |
| Coeur d'Alene | • | • | | | • | | • | | • |
| Twin Falls | • | • | | | • | • | • | | • |
| **MONTANA** | | | | | | | | | |
| Billings | • | • | | | • | • | • | | • |
| Bozeman | • | • | | | | | • | | • |
| Kalispell | • | • | | | • | • | • | | • |
| Missoula | • | • | | | • | | • | | • |
| **OREGON** | | | | | | | | | |
| Albany | • | • | • | | • | | • | | • |
| Aloha | • | • | | | | • | • | | • |
| Bend | • | • | | | | • | • | | • |
| Clackamas | • | • | | | | • | • | | • |
| Eugene | • | • | • | | • | • | • | | • |
| Hillsboro | • | • | | • | • | • | • | | • |
| Medford | • | • | | | • | • | • | | • |
| Portland | • | • | | • | | • | • | • | • |
| Salem | • | • | | | • | • | • | | • |
| Tigard | • | • | | | | • | • | | • |
| Warrenton | | • | | | • | | | | |
| Wilsonville | • | • | | • | • | | • | | • |
| **UTAH** | | | | | | | | | |
| Murray | • | • | | | • | | • | | • |
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| St. George | • | • | | | • | • | • | | • |
| Salt Lake City | • | • | | | • | • | • | | • |
| Sandy | • | • | | | • | • | • | | • |
| West Bountiful | • | • | | • | • | | • | | • |
| **WASHINGTON** | | | | | | | | | |
| Aurora Village | • | • | • | • | • | • | • | | • |
| Bellingham | • | • | • | | • | • | • | | • |
| Burlington | • | • | • | | • | • | • | | • |
| Clarkston | • | • | | | • | | • | | • |
| Costco Home (Kirkland) | | • | • | | | | | | |
| E Wenatchee | • | • | | | • | | • | | • |
| Everett | • | • | • | | • | • | • | | • |
| Federal Way | • | • | • | | • | • | • | | • |
| Fife Business Center | | • | • | | | | | • | |
| Issaquah | • | • | • | • | • | • | • | | • |
| Kennewick | • | • | | | • | • | • | | • |
| Kirkland | • | • | • | • | | | • | | • |
| Lacey | • | • | | | • | • | • | | • |
| Lynnwood Business Ctr. | | • | • | | • | | | • | |
| Puyallup | • | • | • | | • | • | • | | • |
| Seattle | • | • | • | | • | • | • | • | • |
| Sequim | | • | | | • | | | | |
| Silverdale | • | • | • | | • | • | • | | • |
| Spokane | • | • | | | • | • | • | • | • |
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| Tacoma | • | • | • | | • | • | • | | • |
| Tukwila | • | • | • | | • | • | • | • | • |
| Tumwater | • | • | • | | • | • | • | | • |
| Union Gap | • | • | | | • | | • | | • |
| Vancouver | • | • | | | • | • | • | | • |
| Woodinville | • | • | • | • | • | • | • | | • |

**Additional services**

Costco Auto Program. 1-800-800-9288; *www.costcoauto.com*

Fife and Lynnwood, WA, Business Centers. Delivery to businesses, more business products, Print & Copy Center. Open to all Costco members. 1-800-788-9968

NW

# Horsepower healing



COURTESY OF LITTLE BIT THERAPEUTIC RIDING CENTER

**Little Bit Therapeutic Riding Center helps hundreds of children with disabilities.**

FOR CENTURIES, people have found solace in horseback riding. But for the last 30 years, staff members and volunteers at Little Bit Therapeutic Riding Center in Woodinville, Washington, have seen its riders enjoy much more than mental and emotional therapy. The 4.5-acre equestrian center, located about 20 minutes outside Seattle, uses therapeutic horse riding programs to help children with disabilities of all kinds gain physical and mental victories.

The concept of using horses in formal therapeutic applications, called hippotherapy (the Greek word *hippos* means horse), was first developed in Western Europe in the early 1950s. Therapists at these facilities use the natural rhythm and movement of a horse's gait as a tool to strengthen riders' trunk and leg muscles, increase concentration and communication skills and address other disabilities. Currently there are about 700 hippotherapy organizations similar to Little Bit in the United States.

Little Bit was established in 1975 with five riders, one instructor and two horses in a rented stable. Today the organization is a well-equipped riding facility, has a $1 million annual budget, 15 therapy horses, 14 full-time staff, about 250 volunteers—and about 200 riders on a waiting list. To learn more about hippotherapy or donate time or money to Little Bit, visit *www.littlebit.org* or call (425) 882-1554.—*Will Fifield*

# Clownin' around

BOB PALMER, a longtime Costco member who lives in Red Deer, Alberta, juggles a busy schedule. He performs as many as 400 shows annually, at which he walks the tight rope, does unicycle tricks, walks on stilts and, yes, juggles. Under the stage name Flyin' Bob (*www.flybob.com*), Palmer has been combining comedy and variety arts professionally for 15 years. He performs for corporations, in schools, for festivals, in theaters and at many other venues.

Palmer, who often teams up with Miyako, his wife, a face painter, has taken his show all over Canada and to Europe and parts of Asia.

"It all started when, at the age of 21, I saw a juggler performing on TV," explains Palmer. "I thought it looked like fun, so I got a book from the library on juggling and taught myself to juggle over a weekend. After that I was hooked."

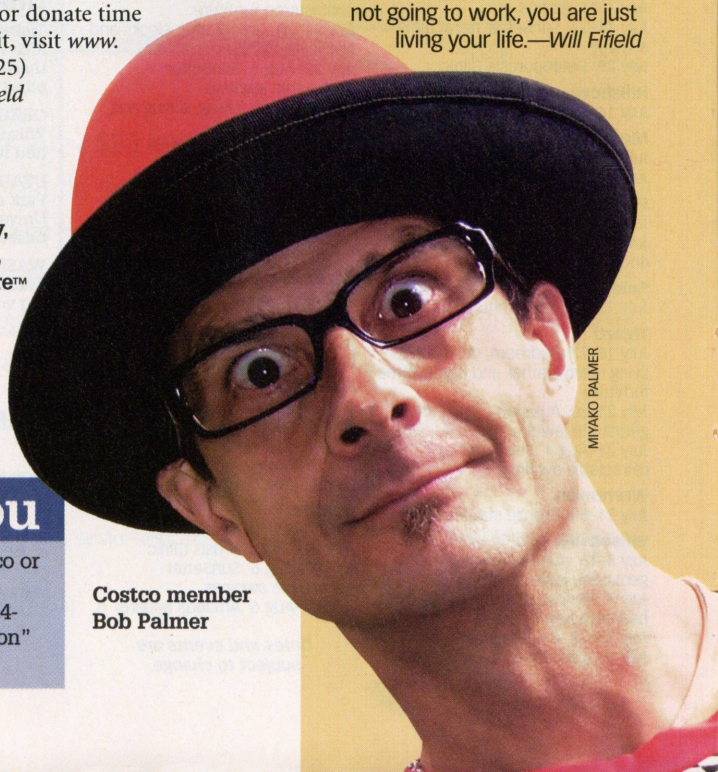
Palmer says leaving his day job as department manager for a book and magazine wholesaler, at the age of 28, was the best career decision he's ever made. "I'm having a fantastic time performing as Flyin' Bob," says Palmer. "I'm a big believer in taking something you love and turning it into a lifestyle. That way you are not going to work, you are just living your life.—*Will Fifield*




ELIZABETH LINABERRY

# Puppy love

**For years, Todd and Elizabeth Linaberry, Costco members in Modesto, California, have been big fans of Kirkland Signature™ products. Sergeant Pepper, their miniature schnauzer puppy, who proudly posed for this photo, is especially fond of Kirkland Signature bath tissue.**



MIYAKO PALMER

**Costco member Bob Palmer**

## We want to hear from you

IF YOU HAVE a note, photo or story to share (it should be about Costco or Costco members in some way), you can send it to "The Member Connection," *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088, or e-mail to *connection@costco.com* with "The Member Connection" in the subject line. Submissions cannot be acknowledged or returned.




# Member Benefits

Service Activation Credit
(2 Year Activation Required)

Accessory Bonus Pack Included w/ Purchase
(Bonus Pack includes vehicle power adapter, belt clip or case, and handsfree earbud)

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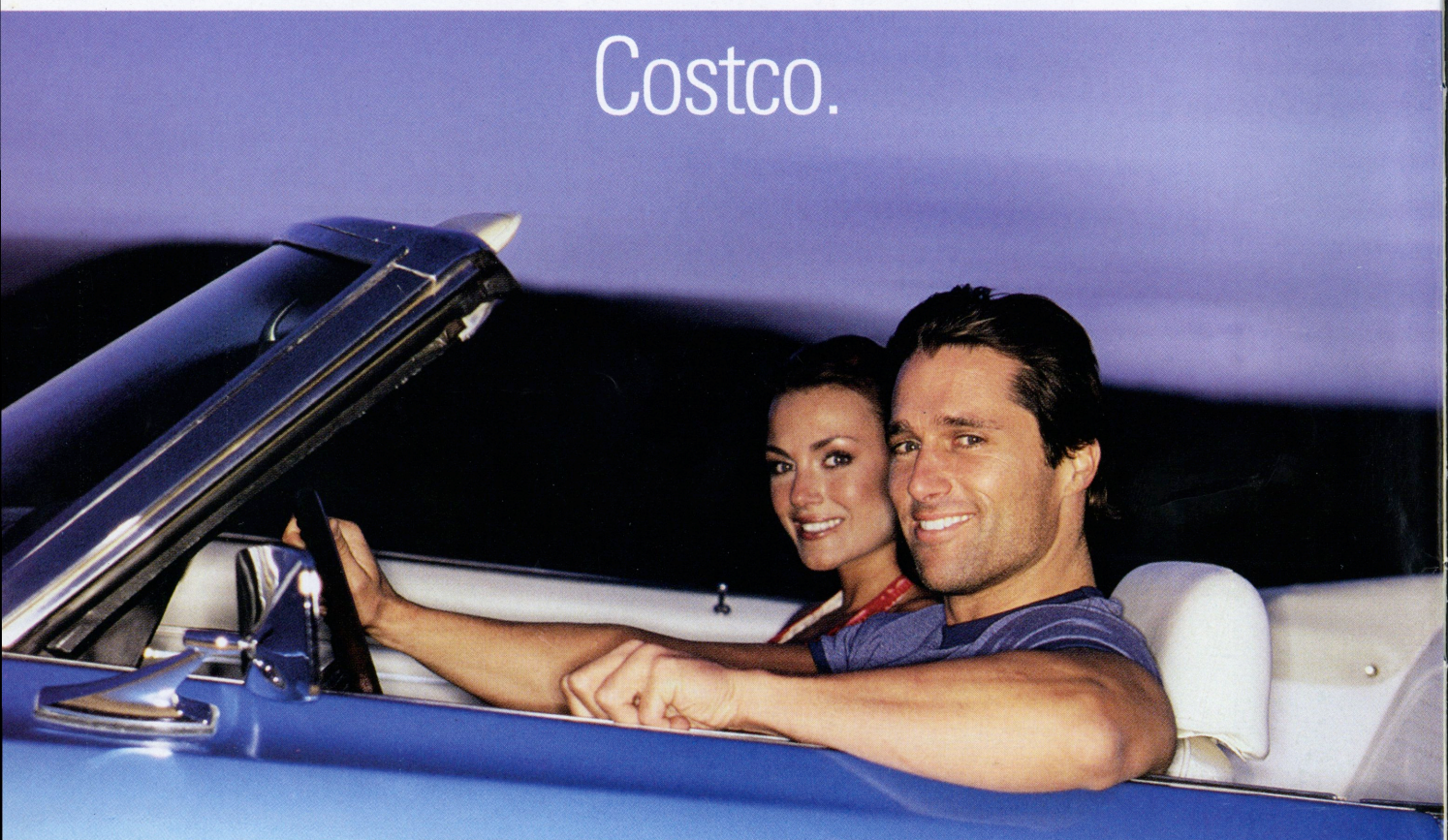
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*This data represents information provided by Costco members who became new policyholders with Ameriprise Auto & Home Insurance and reported savings from 10/1/05, to 3/31/06. Individual savings and experience may vary based upon a variety of factors including, but not limited to, driving experience and type of automobile insured.

**Lifetime renewability is not available for insureds who have major violations, suspension or revocation of driver's license, fail to pay premium, move to a state where our products are not available or purchase a vehicle we do not insure.

06EX0919 5/06

4 Sept. '03

Pennie, hi--

Wanted to make sure you'd seen this. Things seems to be breaking reasonably well for the book. Scribner is still tinkering with my booktour schedule, but my understanding is that I'm to do signings for you, all of 'em 12-1, in:

Missoula, Sept. 29

the Aurora store, Dec. 2

Tacoma, Dec. 3

Everett, Dec. 4

If that doesn't square with what you have down, let me know pronto and I'll rattle Scribner cages. Hope you're thriving. Carol and I recently made a very quick trip to Missoula for the memorial service for Jim Welch; a damnable thing, his death at only 62, but it was quite a ceremony of commemoration in the downtown movie theater and a true tribal gathering of western writers (Barry Lopez, Gretel Ehrlich, Jim Harrison...).

Regards,

THE COSTCO CONNECTION®

February 2002 • Volume 17 • Number 2

A lifestyle magazine for small business



# Picture Perfect

## Costco 2001 Photo Contest Winners 19

**International Grand Prize Winner**
Cover photo taken by Carole Adair, United States

—Plus—

**Buying Smart: Roses and more** 24

**The wines of Italy** 33

**Romantic travel** 35

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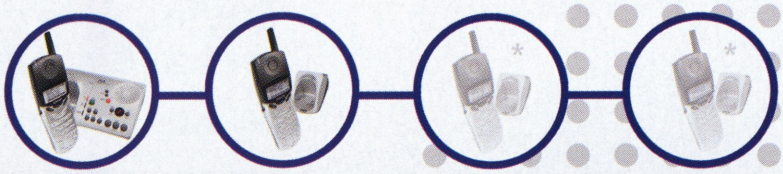
vtech

# THE ULTIMATE IN 2.4 GHZ TECHNOLOGY



The 2.4 GHz Digital Spread Spectrum VT2460 is a fully expandable cordless telephone system for your home or office, featuring digital answering machine with three mailboxes, caller ID, speakerphone in each handset and intercom between handsets, and supporting up to four handsets on one base unit.* Included with the base unit are two handsets and an extra base charger for your convenience. Extra accessory handsets and chargers can be plugged into any AC outlet; only one phone jack is required!

2.4 GHz



*Visit Costco.com to purchase additional handsets.

**2.4 GHz Digital Spread Spectrum** | Expandable Cordless Phone System | **2460**

For additional handsets...shop @ **costco.com**

NEW

Torengos

Tortilla Chips




**DEFY THE LAWS OF GRAVITY:**

## Go ahead. Wear the good pants.

To determine the rate (n) that salsa will accelerate toward otherwise clean pants, multiply the force of gravity (g) by the cost of dry cleaning (dc), keeping in mind the forces of aggravation (a) and embarrassment (e) . . .

You know what? Just keep the salsa on your chip. It's just that simple. Most great discoveries are.

## New Torengos are curved. So the dip stays on your chip.

It's a simple idea, but generations of dippers haven't tested this theory. That's why we looked to you.

## Chips this good deserve a five-pack.

Once you taste new Torengos, we're pretty sure you'll want more. So tell your friends and family you've discovered a new law in snacking.

Spread the news about this new way of snacking. After all, an idea this revolutionary can't be kept a secret much longer.



Curved for Serious Dipping

New at COSTCO WHOLESALE



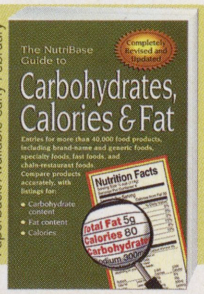

For a chance to WIN a Dodge Durango® from Torengos, visit www.torengos.com.

# diethealthfitness2002

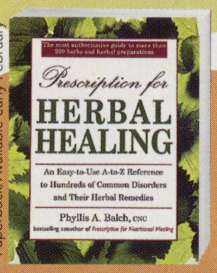
Keep on top of your food consumption with the handy, informative *NutriBase* guides!

**Avery Publishing Group**

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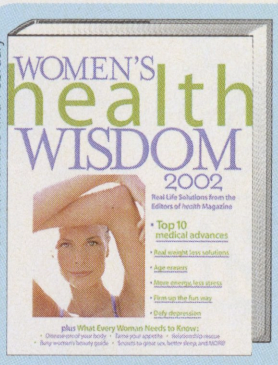

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**Avery Publishing Group**

Health-conscious consumers will be delighted with *Prescription for Herbal Healing* and *Prescription for Nutritional Healing*, two essential holistic health-care resources.

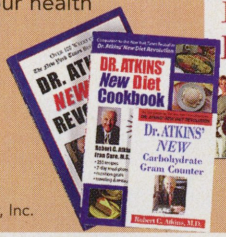
Hardcover/Available mid-February

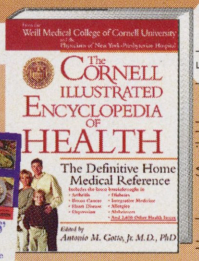



Keep yourself informed of the most recent developments and breakthroughs in women's health. Important issues and concerns of health-conscious women are organized into eight information-packed chapters.

Oxmoor House

Take charge of your health with the expert medical and nutritional advice provided in these books.



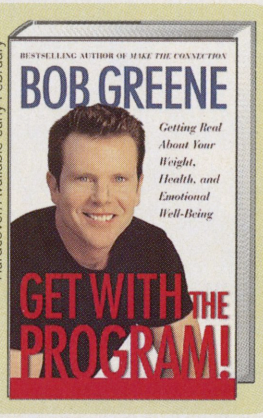

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LifeLine Press/
M. Evans and Company, Inc.

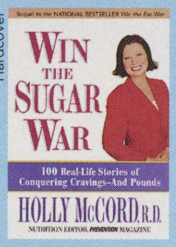
You, too, can *Get with the Program*, Bob Greene's four-phase, step-by-step program for achieving and maintaining permanent weight loss.

SIMON & SCHUSTER

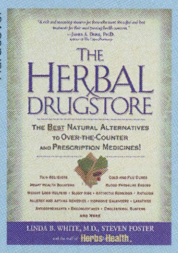
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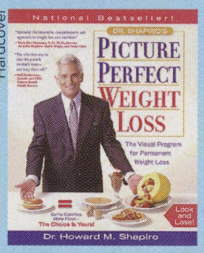



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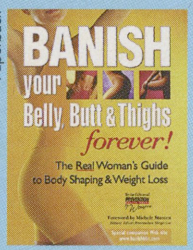



You've taken an oath. There have been witnesses. Now it's time to follow through. From the health industry's most notable experts comes this motivating selection of exercise books to help you stave off winter lethargy and emerge trim and fit!

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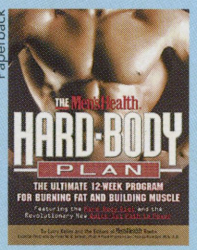



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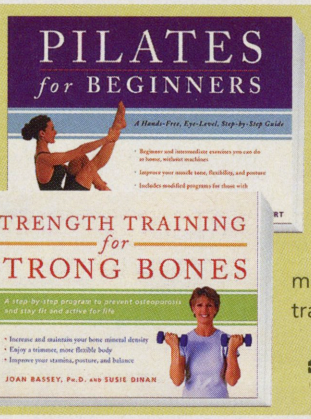



RODALE
Available early February

Paperback




Paperback/Available early February

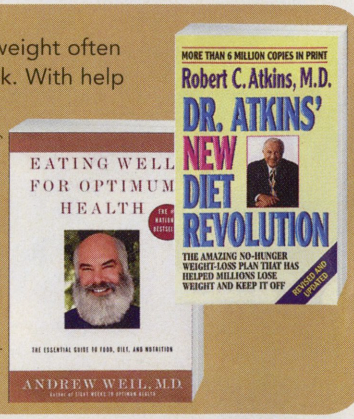



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# THE COSTCO CONNECTION

*A lifestyle magazine for small business*

**February 2002**
VOLUME 17 ▪ NUMBER 2


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COVER PHOTO:
CAROLE ADAIR
INTERNATIONAL GRAND PRIZE WINNER
COSTCO 2001 PHOTO CONTEST




LOYAL CUSTOMERS, PAGE 14


## FEATURES




**19 COVER STORY**
### Sharp shooters
*The Costco 2001 Photo Contest's theme was "Out & About," and that's exactly where our members went to bring in this year's group of winners. Carefully selected by a panel of judges from more than 8,000 entries, the winning photos depict the adventure, emotion and enthusiasm that often accompany us when we're "Out & About." Congratulations to all!*

**14 Winning back customers**
BY SUSAN HIRSHORN
Finding new customers is hard. Losing them is worse. There are ways to bring those who have moved on back into the fold.

**33 The Wine Connection**
BY DAVID ANDREW
There is more to Italian wine than Chianti. Other regions of Italy offer superb wines that please the palate and the pocketbook.

**35 Two's company: Beat the crowds**
BY HILARY DAVIDSON
Whether you're planning that unforgettable honeymoon or an anniversary trip, here are suggestions to make your trip a memorable, romantic and stress-free experience.

**41 The road less traveled**
BY WILL FIFIELD





Although completed 30 years ago, *The Long Road to Freedom*, an anthology that chronicles black American music dating back to the late 1600s, has just been released by vocalist and human-rights advocate Harry Belafonte.

**43 Book Beat supplement**
BY STEPHANIE PONDER
This month, four financial-planning authors, including Charles Schwab and Suze Orman, offer advice on investing, retirement funds, dealing with debt and much more.


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Products and specialty services—available for both limited and extended periods—at warehouses near you.

**24 Buying Smart: A rosy future**
BY PAT VOLCHOK





You can get your springtime garden in full bloom with a beautiful and colorful assortment of premium rosebushes from the world's foremost rose producer.

**26 What's New**
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**27 Swipe and save**
Reduced start-up costs and a new gift card program add great features and value to Costco's merchant credit-card processing program.

**32 Executive Member update**
Web-based publisher Chug Roberts is saving more than $3,000 per year using several programs in Costco's Executive Member suite of services.

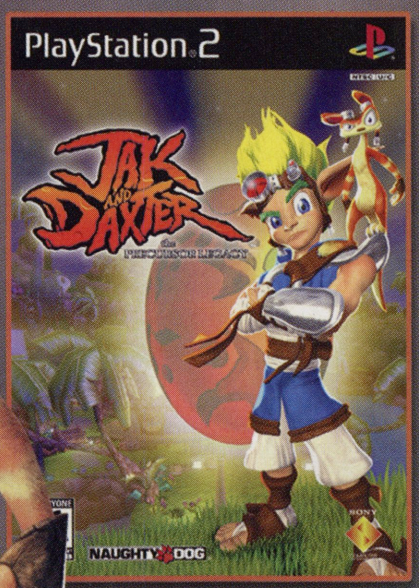
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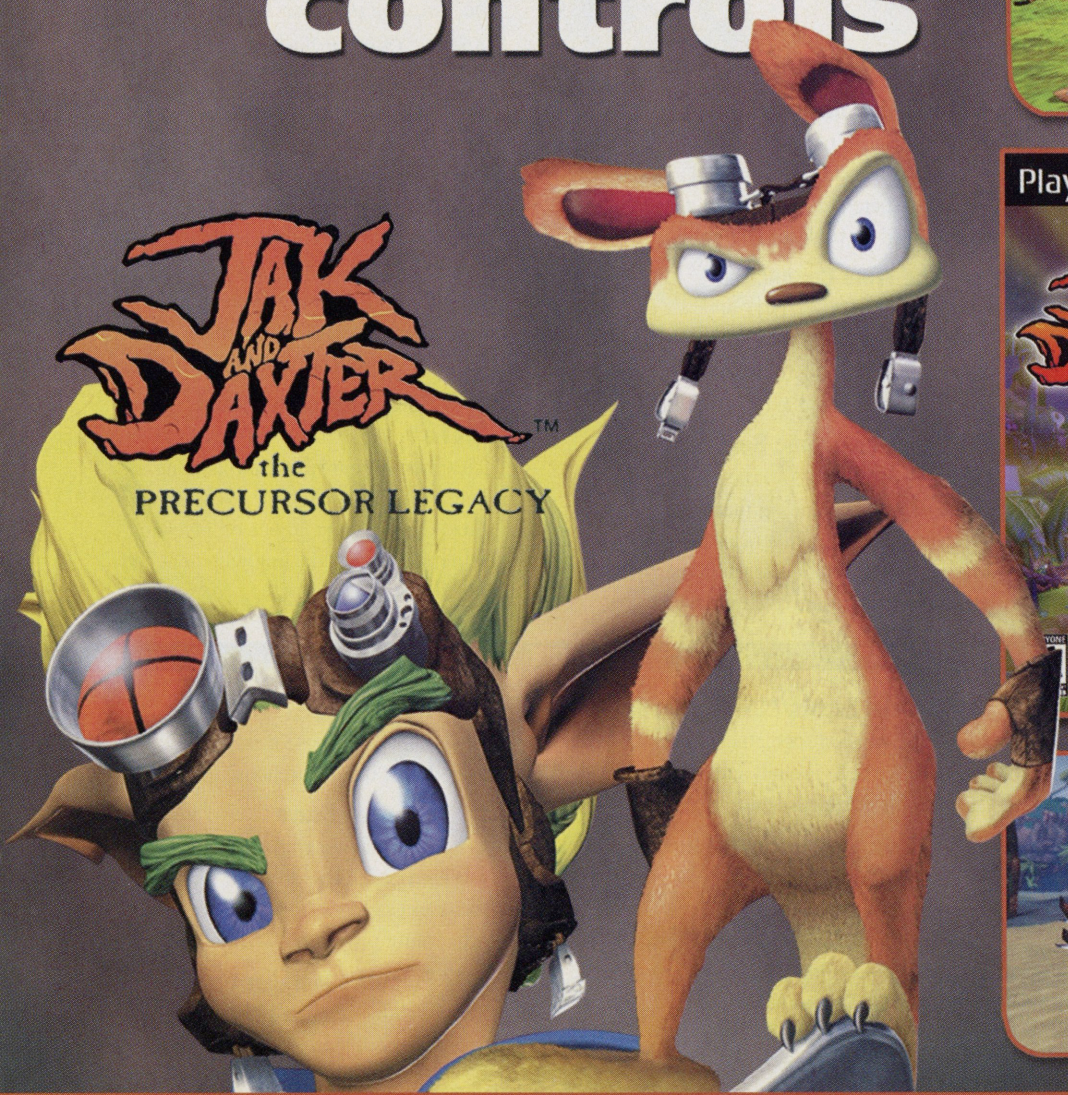



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## GINNIE ROEGLIN

### THE PUBLISHER'S DESK

Everything's coming up roses at Costco, and just in time for Valentine's Day. How about giving your valentine roses that bloom all season? This year, we have a beautiful selection of dormant rose plants, ready to be planted in your garden. You'll find roses in the form of trees, shrubs, ground covers, climbers and more. Pat Volchok describes our selection of roses along with helpful gardening tips in her "Buying Smart" article, "Roses are red …" on page 24.

If your valentine is not a gardener or prefers the long-stemmed variety in a vase, check out our selection of cut flowers in our warehouses. We also offer dozens of red, pink, white and even yellow roses on **costco.com**. Before you forget, you can preorder our special Valentine's Day gift set that includes 18 long-stemmed red roses in a glass vase, a cuddly Russ teddy bear and a heart-shaped box of decadent chocolates.

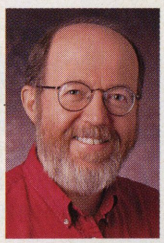
Perhaps you and your valentine can sneak off for a romantic getaway over Valentine's Day or sometime soon. Costco Travel can help you reserve luxurious hotel accommodations or a tropical island cruise. Our latest travel catalog is available in our warehouses. Before you go, be sure to read Hilary Davidson's article, "Travels for Two," on page 35 for suggestions to make your trip memorable.

You can be generous without breaking the bank on your valentine this year. Our Wallet of Savings program is well under way with special offers on a wide variety of top brand-name merchandise. This annual coupon book was mailed to all of our members last month, but if you missed yours, extras are available at the Membership Counter in your local warehouse. We have hot offers on televisions, printers, computers, heart-shaped diamond pendants, earrings, audio systems and more through February 24.

American Express may help you pay for your valentine's gift if you have the American Express Platinum Cash Rebate card, exclusively for Costco members. Be sure to look for your annual rebate coupon on the last page of your January American Express statement. We invite you to use it like cash on your next visit to Costco Wholesale! If you don't have our credit card that also doubles as your membership card, we invite you to apply at the Membership Counter. The card is free for Costco members, and you'll earn up to 2 percent back on all of your charges inside and outside Costco.

Happy Valentine's Day from all of us at Costco!

*Ginnie Roeglin is Senior Vice President of Marketing and Member Services, and Publisher of* The Costco Connection.



## DAVID W. FULLER

### THE EDITOR'S DESK

In the aftermath of the events of September 11, I have to admit that I was a little concerned about the theme of this year's Photo Contest: "Out & About." After all, large numbers of North Americans immediately curtailed their travel plans and even now are staying much closer to home.

Would this theme and the photos it had elicited prior to September 11 really seem appropriate when it came time to display the winners in our February issue? And would the usual rush of last-minute submissions in late September drop to zero?

On the latter (and lesser) of these two points, we saw some drop-off but not much. The international contest tallied more than 8,000 entries this year.

On the more important issue of appropriateness, the winning photos (see cover and pages 19 to 22) speak for themselves, as only photographs can. In fact, as I look at these wonderful photos, I realize that not only is the theme "Out & About" appropriate, but it is a needed reassurance that the joys of life are still there to be enjoyed.

Whether it's playful Tanzanian children, the spirituality of a Roman basilica, a unique perspective from inside a hot air balloon or a rainy day lineup for softball, moments to capture and to celebrate are all around us every day, even during the darkest days.



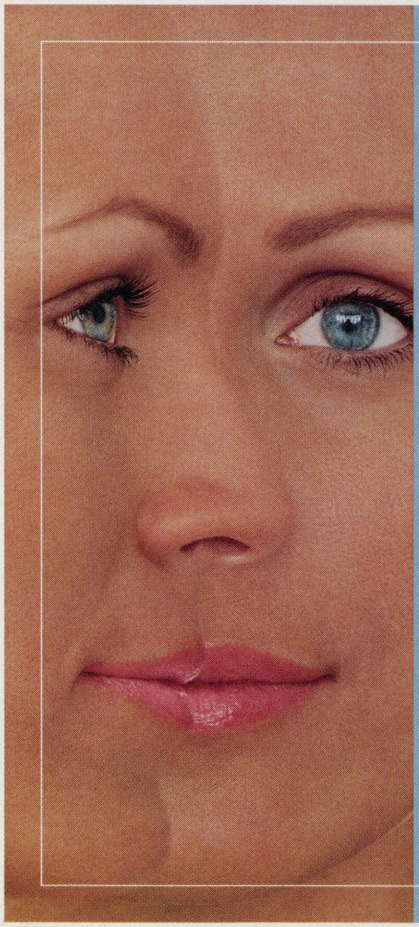
In that vein, I want to call particular attention to the International Grand Prize winner on the cover, taken by Carole Adair of Mentone, California. If that picture of a hot firefighter cooling off in a makeshift shower doesn't elicit a sense of pride, I'm not sure what will. We're more than pleased to be able to pass that stirring moment along to you, along with our hopes that you will find many such moments in the coming year.

*David W. Fuller is Assistant Vice President of Publishing and Editor of* The Costco Connection.

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# Debate Goes On



***In response to the December Debate, "Should the media accept censorship of coverage of the war on terrorism?"***

Yes. This is not about censorship: It's about ratings. Every news organization wants to be first, or have the exclusive. If this means violating national security, then so be it. Listen to the incredibly stupid questions reporters ask government officials during news conferences. These people are too lazy to do research, and have never studied history. "Loose lips sink ships" means nothing to them. They want the scoop.

**Suzanne Ellis**
**Woodstock, Georgia**

No. We need to be informed of what is happening on our planet. As big as it is, there is nowhere else for us or them to run. This is not a movie; this is happening for real.

**Angelica Grijalva**
**Tucson, Arizona**

Yes. The media shouldn't be told a thing about what is going on with military strategy, and it should not be aired. There's too much being said now, and it may endanger the troops and our nation's security.

**Frank Lawrence**
**Laurel, Montana**

No. The media should do their best to keep the public informed. The media has become more of a check and balance in government than the Supreme Court.

**Barry Allen**
**via e-mail**

# Odds & Ends

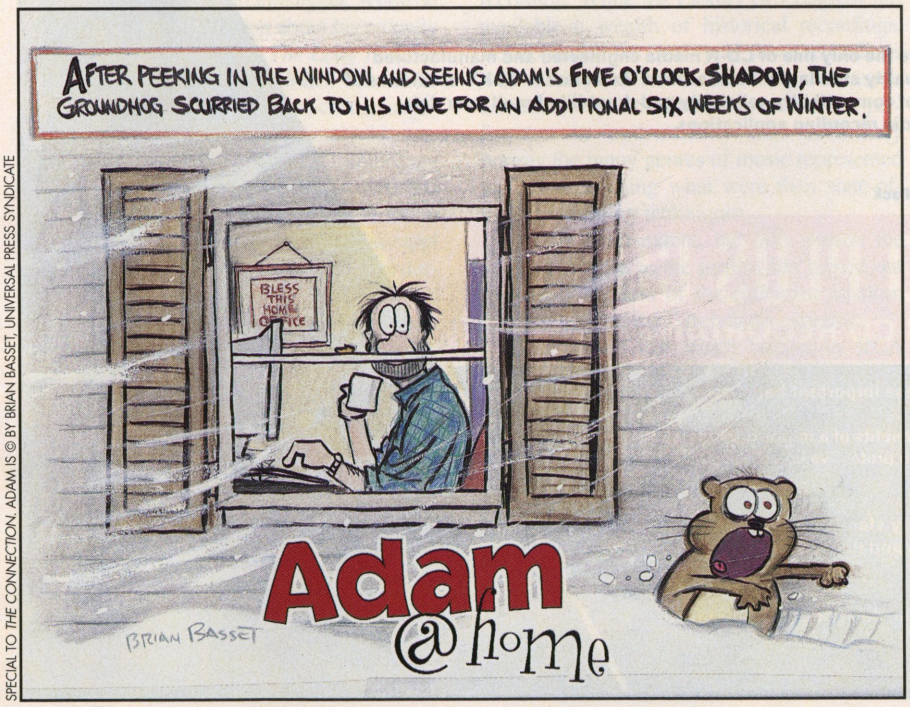
## Dot-coms receive stamp of approval

Thanks for the wonderful cover story featuring small dot-com business owners ["Spinning a Web of success," December *Connection*]. As the owner (and sole employee) of my own dot-com business, I was delighted to see others who have also made a niche for themselves in this new and exciting way to own a small business. I can't imagine anything more satisfying than answering e-mails and packing orders for my rubber-stamping customers all over the world. I will admit it is hard work maintaining a Web site, bookkeeping, keeping on top of the newest products, filling orders until all hours of the night, etc. But I wouldn't have it any other way!

**Fran Robertshaw**
**The Frantic Stamper**
**Medford, Oregon**

## Letters to the Editor

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send all letters to: Dialogue, *The Connection*, PO Box 34088, Seattle, WA 98124-1088, or fax to (425) 313-6718 or e-mail to *dialogue@costco.com*. The editors reserve the right to edit letters for publication.




SPECIAL TO *THE CONNECTION*. ADAM IS © BY BRIAN BASSET, UNIVERSAL PRESS SYNDICATE

## Members may remain eligible for expired product rebates

In July 2000, a member filed a class action lawsuit on behalf of all members who purchased products from Costco with expired manufacturers' rebates. The lawsuit claimed that on or after July 18, 1996 we sold a handful of products after the rebates had expired. Although under our Unconditional Double Guarantee this member would have been able to receive a full refund on the products he purchased, he did not ask for one and instead brought a lawsuit. His suit, *Yellen v. Costco Wholesale Corporation*, King County Superior Court, Case No. 00-2-19433-1 SEA, has now been settled. Costco has denied, and continues to deny, any wrongdoing, but in the spirit of our total commitment to member satisfaction we agreed to settle the case by honoring rebates expired at the time of sale. For more detailed information about the settlement, and to determine whether you are eligible and wish to participate in the settlement class, please visit www.costco.com/custservice/rebatelegal.asp or send a written request for a copy of the Notice regarding the settlement to: Claims Administrator, P. O. Box 2128, Seattle, WA 98111-2128. To be eligible for an award under the settlement, class members must submit a properly completed claim form that is received by the Claims Administrator by June 11, 2002. Class members wishing to be excluded from the settlement must submit a properly completed request for exclusion that is received by the Claims Administrator by May 27, 2002.

Well before the lawsuit was filed, Costco had already taken significant steps to improve service and increase convenience for our members with respect to manufacturers' product rebates. In June 2000 we implemented an innovative "One-Stop" rebate program. Members now receive a simple form that is part of the cash register receipt and shows all rebates on the products purchased. Members fill in and mail this form to a single processing center, which issues a single check for all product rebates on the receipt. For more detailed information about our rebate program, please visit www.costco.com, and click on "Customer Service," then "Rebate Information."

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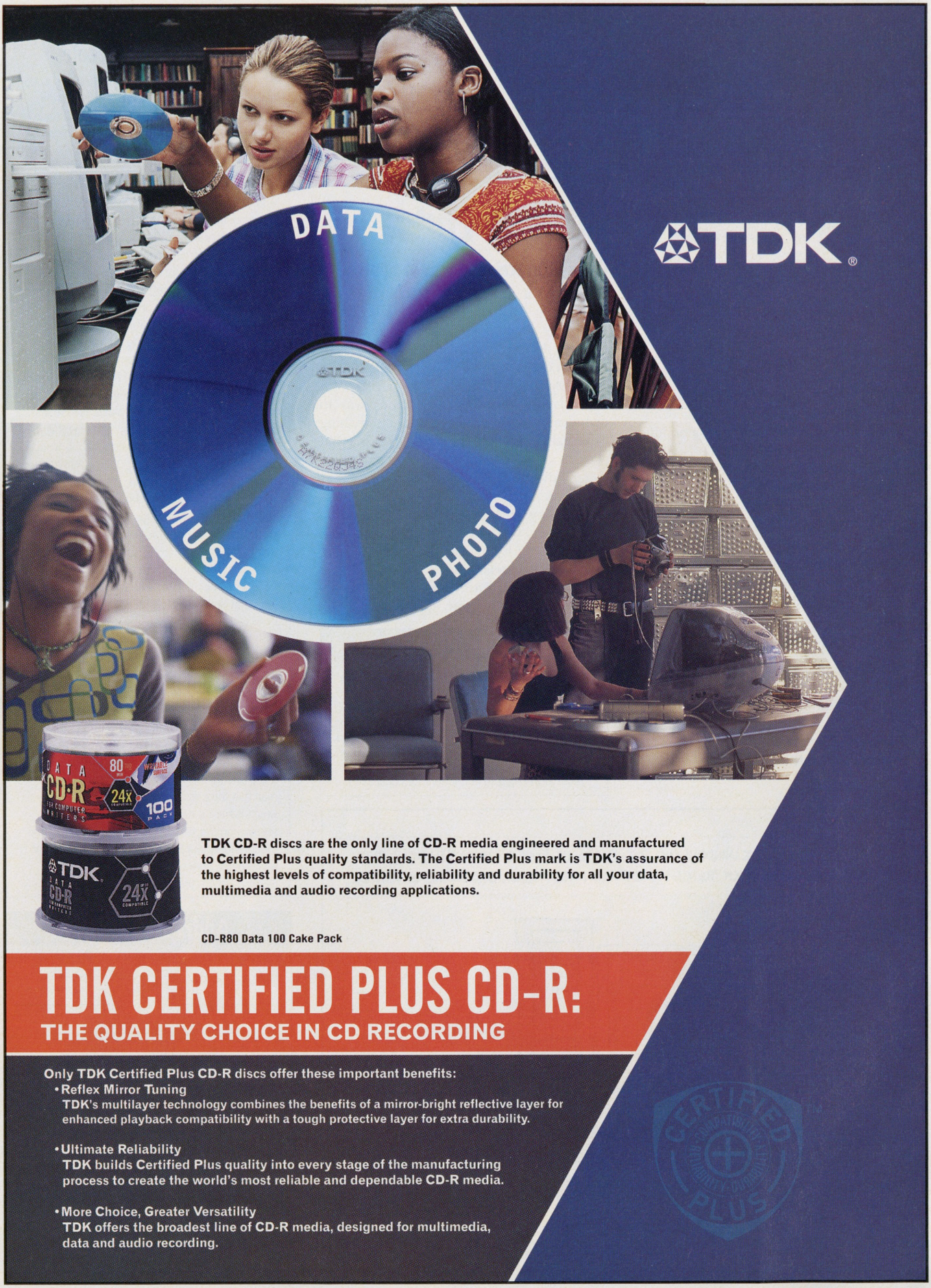
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# New cash accounting rules announced for small firms

The IRS has announced new cash accounting rules intended to make it easier for small businesses to keep records.

Under the new rules, most small service providers with average gross receipts of $10 million or less will be allowed to use the cash method of accounting rather than the costly, complicated and time-consuming accrual and inventory methods previously used.

With the cash method, a business is able to report income and deduct expenses when the related payment has occurred. Under the accrual method, a business reports income when it has a right to receive payment and deducts expenses when it has a permanent liability for them.

Small-business advocacy groups praised the IRS announcement. Dan Danner, senior vice president of the National Federation of Independent Business, said the new rules represent a significant step toward a simpler, fairer tax code for all small-business owners.

"By allowing Main Street to use the simpler cash method, business owners will be able to spend more time and energy kick-starting the national economy, which is exactly what we all need right now," comments Danner. "Dentists, veterinarians and contractors will be especially helped by this change, since the cash method of accounting more accurately reflects their true incomes."

According to National Small Business United, the changes would assist more than half a million small firms with substantial tax simplification.

A helpful source of information on tax matters is the small-business section of the IRS Web site at *www.irs.gov/smallbiz.* C

## CD offers advice, tips on small-business tax issues

A free CD created by the Small Business Administration and the IRS offers advice and information on small-business tax issues.

*The Small Business Resource Guide—What You Need to Know about Taxes and Other Topics* offers access to all IRS business tax forms, publications and other information. It also offers information on all small-business tax issues, from starting a company to closing or selling one, and all tax matters in between.

The CD includes a video on electronic tax filing and modules on basic tax law.

You can order *The Small Business Resource Guide* from the IRS Web site at *www.irs.gov*. Click on "Sm. Bus. Resource Guide." You can also order the CD by phone at (800) 829-3676. C



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## FRESH VIEWS

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# Positive power

### RHONDA ABRAMS: LIFE STRATEGIES

February is American Heart Month. It's associated with Valentine's Day, flowers and chocolates. But expressions from the heart extend beyond romance. This month, for all those in your life and work, instead of "constructive criticism" try "constructive compliments."

Interpersonal and management gurus have drummed into us the importance of communicating. But, too often, this has just led to us complaining to one another. It's equally critical to look at what we're communicating and how.



Constructive criticism goes something like "I don't want you to take this wrong, but you overcooked the vegetables again." Ouch! On the other hand, a constructive compliment might be "That was great! I really liked the way you made the vegetables."

Does this mean you can never say anything negative? What if someone does consistently overcook the vegetables? Or continually arrives late to work? No, you can still discuss areas of concern, but it's important to recognize how powerful negative comments are in comparison to positive ones—and to make an effort to put an emphasis on those.

A study of strong, happy families by the University of Nebraska, conducted with more than 17,000 family members in 27 countries, found that in healthy families the ratio of positive to negative interactions was about 10 to 1, sometimes even 20 to 1. And an expert on employee motivation told me it takes nine positive comments to counteract the effect of one negative one.

We may be reluctant to give compliments because we're afraid that if we do the other person will get conceited or we'll later have to "pay up." If I compliment my employee, will I have to give him or her a raise? If I compliment my spouse, will I have to cook dinner next time? Yes, there may be a chance of that, but there's a definite cost when we fail to make positive comments. Our business or family life certainly suffers.

Giving people positive feedback isn't just about building their self-esteem or empty flattery. It's about creating a strong, productive, healthy, even fun atmosphere. So, in addition to flowers and chocolates (which are always welcome), this month and throughout the year, say it with compliments. C

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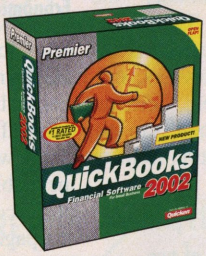
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# Is contraction good for Major League Baseball?

Last November, major-league baseball owners voted in favor of contracting (eliminating) two teams—most likely the Minnesota Twins and Montreal Expos. While the idea has been postponed until after this season, it has sparked heated discussion among fans. Proponents say eliminating teams is necessary because some don't generate enough local revenue to justify the investment in those franchises. They also say contraction will result in increased profits among team owners and will help level the playing field because of less dilution of talent. Those opposed say it will compromise the game's integrity and that other cities could host a successful franchise. What do you think?




KEN BROMAN/PHOTODISC

## NO

To understand the recent machinations of baseball owners, we should first note the words of economist Adam Smith, who wrote 225 years ago, "People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public."



**Ranjit Dighe**
**Economics professor**

Baseball's planned elimination of two teams, probably the Minnesota Twins and Montreal Expos, is bad news for everyone except the owners, and it might not even be good for them. Consequences include a move afoot in Congress to strip baseball of its long-held exemption from antitrust laws, the near-inevitable prospect of a costly work stoppage and public revulsion at this latest evidence of owners' greed and indifference to fans.

> "Baseball's planned elimination of two teams ... is bad news for everyone except the owners."

Contraction would deprive local fans of their teams and of the chance to see other major-league teams come to town. Commissioner Bud Selig has always described the departure of his hometown Milwaukee Braves as one of the saddest events in his life, yet he feels no compunction about doing the same to baseball fans in Minnesota and Montreal. Contraction would also have a domino effect on about 10 to 12 minor-league farm teams and their players, staff and fans. And, of course, it would eliminate the jobs of about 60 major-league players as well as the coaches, trainers, front-office staff and stadium workers of those teams.

At the root of the issue is revenue sharing. There is a real problem of certain tightwad "small market" owners who simply pocket baseball's shared revenue instead of using it to improve their teams. The Expos and Twins seem to be Exhibits A and B in this situation, with baseball's lowest revenues and owners who go out of their way to pinch pennies.

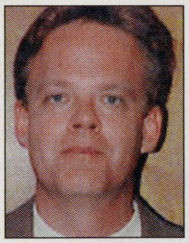
Yet baseball proposes to pay off those owners with sums reputed to be at least $150 million, and blames the fans. For years, team owners have threatened to leave town unless taxpayers give them spectacular new stadiums complete with luxury boxes and a sweetheart lease.

Montreal and Minnesota citizens evidently know corporate welfare when they see it, and have shown no willingness to pay for new stadiums. To the owners, this is the greatest crime imaginable and must be punished. Selig said the people of Minnesota should "look in the mirror" and blame themselves, and their refusal to pay for a new stadium, if the Twins leave town. C

*Ranjit Dighe is a professor of economics at State University New York, Oswego.*

## YES

From a business perspective, Major League Baseball's (MLB) talk of contraction could be beneficial to various stakeholders. Contraction will bring a competitive balance to the business side of MLB. And the economic impact on a community or city or stadium that loses a team could actually be enhanced.



**Steven R. Koss**
**Consultant**

If we look at MLB as a business with separate entities (teams), the view can be focused as if it were any other type of business with separate operating units.

MLB will benefit economically from contraction, due to the increased value of the remaining teams. The remaining MLB teams will see their value increase as a result of supply-and-demand economics. Take a look at the bidding for ownership of the Boston Red Sox, which sold for $700 million: In the near future we will see a team valued at more than a billion dollars.

> "Make no mistake about MLB: It is a business; it requires selling tickets to put people in seats."

After contraction, the exclusive club of owners becomes smaller, and revenue sharing from the MLB properties increases their

## VIRTUAL DEBATE

You can find out more about this month's Debate topic on the World Wide Web:

**http://sportsillustrated.cnn.com/baseball/news/2001/12/05/selig_antitrust_ap/**

**www.msnbc.com/news/653870.asp**

## RESULTS

### Member response to the December Debate

Should the media accept censorship of coverage of the war on terrorism?

**75% YES** **25% NO**

bottom lines. Furthermore, the player pool becomes larger, allowing for greater control over players' salaries.

With this increased revenue coming into the bottom line, the remaining teams would be able to build new stadiums and own every single right to them, requiring no public support or dues. This would also allow them to control the scheduling of events on what are normally dark days, bringing in events from sports competitions to monster truck rallies to poetry readings, further increasing the revenue stream.

A venue, community or city could actually have its economic base increase by losing a team. Viewing the problem as an opportunity in disguise could bring innovative vision, and the cities losing a franchise are gaining priceless media branding. By losing 81 regular-season dates, cities could actually recover the revenue loss through 10 to 20 other types of event days. Economic-impact modeling will prove this out, given the various variables.

Make no mistake about MLB: It is a business; it requires selling tickets to put people in seats.

*Steven Koss is a former Oakland Coliseum CIO. He is based in Shingle Springs, California and presently works as a venue industry consultant. His e-mail address is* skoss@ix.netcom.com.

## MEMBERS SPEAK ON:

### Is contraction good for Major League Baseball?

**Yes.**
There just aren't enough fans going to games to support the sport.



**Kenneth Moffett**
**Altamonte Springs, FL**

**No.**
Doesn't loyalty to the fans—especially those in Minnesota—mean anything? I would not want to be a season-ticket holder in one of those towns!



**William J. Judy**
**Morrison, CO**

**Yes.**
If the teams are not supporting themselves, they should be eliminated. If they aren't generating enough revenue, they are not helping their respective cities.



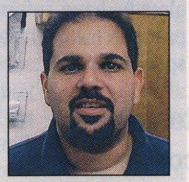
**Kay Tazza**
**Midlothian, VA**

**No.**
I think they should move the two teams into more prosperous areas.



**Warren J. Miller**
**Bridgeville, PA**

**Yes.**
Some small market teams are not pulling their financial weight. Eliminating two teams will increase the quality of the remaining franchises and elevate the quality on the playing field.



**Toby Berrios**
**Acworth, GA**

**No.**
There's more at stake than just the bottom line. Sports offer great avenues of entertainment. A financial move to make a team cost-effective is wise, but to eliminate a team would be a mistake.



**Kayla Helgeson**
**Magalia, CA**

*Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and The Costco Connection take no position on any Debate topic.*

## Express Your View

### Is contraction good for Major League Baseball?

❑ YES ❑ NO

**Comments:**

Name

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(Be sure to include your mailing address and phone number in your e-mail message.)

**Results in the next issue**

Do you have a Debate topic suggestion?
We'd like to hear from you. Just drop us a note by fax, e-mail or regular mail at the addresses above.

**Suggestions:**

# Winning back lost customers

## Tips to help you regain a loyal customer base




*By Susan Hirshorn*

Keith Thirgood, of Markham, Ontario, was understandably upset when he learned that one of his biggest business clients had gone over to a competitor. "Our purchasing contact for this client was replaced by someone who wasn't even aware that we serviced the firm before!"

Thirgood's company—Capstone Communications Group—had been producing training materials for the client on a yearly basis. "Losing the account was our fault," he adds, "because we didn't stay close enough to keep track of personnel changes." Undaunted, he set out to win the client back.

While every firm loses customers, "those who do little or nothing about it are making a costly mistake," says Jill Griffin, president of The Griffin Group of management consultants in Austin, Texas. She and colleague Michael Lowenstein make a case for this argument in their book *Customer Winback: How to Recapture Lost Customers and Keep Them Loyal* (Jossey-Bass, 2001).

Explains Griffin, "The average business has a 20 to 40 percent probability of successfully selling again to lost customers, compared to only a 5 to 20 percent chance of landing a new customer. It's often easier to sell again to lost customers because you already have information about them from past purchasing history. You know about their specific needs, and this information can help you convince them that you are now equipped to serve them well."

**Loyal customers buy more, cost less to service and help promote your firm through positive word of mouth.**
**—Jill Griffin**

Of course, you'll want to target the right customers for winback: "The ones who are easily lured away by competitors' prices are not the customers you need."

The amount of revenue a customer brings is an important yardstick, but so are characteristics of loyalty. Have they made regular, repeat purchases? Bought across product and service lines? Referred others to your business?

"Loyal customers not only have a tendency to buy more—over the long run they also cost less to service and to help promote your firm through positive word of mouth," Griffin adds.

### Begin with the one-on-one approach

In Thirgood's case, "we called the new contact and told him we realized that we missed the chance to renew this year's contract but still wanted to maintain a relationship with the firm and get to know his needs."

That led to a meeting, which gave Thirgood an opportunity to come to the client's rescue. "Turns out, they were unhappy with the way the competitor handled the training materials, so we showed them how to make some improvements themselves." Having impressed the contact with the quality of his advice, Thirgood regained the contract the following year.

### Notice patterns of complaints

Costco member Chris Zane, president of Zane's Cycle Shop in Branford, Connecticut, was able to win back lost customers *and* retain those on the brink of leaving by acting upon a pattern of complaints. "We paid attention to passing comments that told us our old customers were feeling unappreciated: things like 'Geez, you're getting big for your britches' and 'Guess I don't matter

anymore.' Somehow we needed to get back to the friendly atmosphere that made us successful in the first place," he says.

His solution was to install a coffee bar where customers can belly up to a steaming cup of Colombian (or cappuccino)—on the house. "It's proven to be a great way for staff to show some friendliness, and a fun place for customers to congregate. They're grateful for the added value while they're waiting to have their bikes fixed," Zane explains.

## Put your network to use

Sometimes the customers who are still sold on you can help heal your lost customers' wounds. Griffin and Lowenstein cite the case of a banker who invited six "carefully chosen" current and former customers to a luncheon to discuss improvements the bank was making. "We don't deny [at the luncheon] that we had difficulties," the banker states. "But we're happy when our current customer says to a former customer, 'We've had a few problems too, but boy, they have their act together now.' There's no better advertising."

Your business network is especially important when landing or winning back international customers. For example, in China, where connections, or *guanxi* (pronounced "gan-chi"), are everything, you may not even get a meeting with the customer without a referral from a trusted third party.

"It's also important to respect hierarchies in many Asian countries," says Elaine Winters, a California-based corporate instructional designer and co-author of a book called *Cultural Issues in Business Communication* (Program Facilitating and Consulting, 2001). "If you're dealing with a business client in Japan who happens to be a junior executive, don't expect him to make a decision on his own. Important decisions are usually made by senior executives."

## Bow out gracefully

Even if a customer's exit seems permanent, Griffin recommends leaving him or her with as positive a feeling as possible about your company. "Research has found that an upset customer tells an average of 11 people about an unhappy experience, and those 11 people tell five others," she says. "Close this chapter of the relationship by sending them a letter, telling them you appreciate their past business and the opportunity to serve them. Just because you lost their business doesn't mean you have to lose their goodwill." C

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*Susan Hirshorn is a writer and communication consultant based in Laval, Quebec. She can be reached at shirs@sympatico.ca.*




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Serving Size 1 Bar (85g)
Amount Per Serving
Calories 250 — Calories from Fat 80*
% Daily Value*
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Saturated Fat 6g 28%
Cholesterol 5mg 2%
Sodium 150mg 6%
Potassium 230mg 7%
Total Carbohydrate 13g 4%
Dietary Fiber less than 1gram 4%
Sugars 3g
Protein 34g
Vitamin A 100% • Vitamin C 200%
Calcium 50% • Iron 100%
Vitamin D 100% • Vitamin E 200%
Thiamine 100% • Riboflavin 100%
Niacin 100% • Vitamin B6 100%
Folate 100% • Vitamin B12 100%
Biotin 100% • Pantothenic Acid 100%
Phosphorus 30% • Iodine 100%
Magnesium 25% • Zinc 100%
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*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | Calories | 2,000 | 2,500 |
|---|---|---|---|
| Total Fat | Less than | 65g | 80g |
| Sat Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Potassium | | 3,500mg | 3,500mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

**INGREDIENTS:** Protein from METAMYOSYN® (Unique Blend of Milk Protein Isolate, Caseinates, Whey Protein Concentrate, Egg White, Glutamine) and Hydrolyzed Protein, Coating (Maltitol, Fractionated Palm Kernel Oil, Partially Defatted Peanut Flour, Cocoa, Sodium Caseinate, Hydrogenated Palm Oil, Soy Lecithin, Natural and Artificial Flavor, Salt, Vanilla, Acesulfame Potassium), Glycerine, Water, Peanut Flour, Peanut Butter, Natural and Artificial Flavors, Barley Malt Syrup, Sugar, Fructose, Soy Protein Isolate, Soy Lecithin, Vegetable Oil (Soybean and Cottonseed), Ferrous Fumarate, Niacinamide, Zinc Chelate, Calcium Pantothenate, Copper Gluconate, Pyridoxine Hydrochloride, Vitamin A Palmitate, Riboflavin, Thiamine Mononitrate, Folic Acid, Biotin, Potassium Iodide, Vitamin $D_3$, Cobalamin Concentrate (Vitamin $B_{12}$), Medium Chain Triglycerides, Potassium Sorbate (preservative), Sucralose.

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**Nutrition Facts**
Serving Size 1 Bar (85 g)
Amount Per Serving
Calories 340
Calories from Fat 10
% Daily Value*
Total Fat 11g 17%
Saturated Fat 6g 30%
Cholesterol 5mg 2%
Sodium 125mg 5%
Potassium 200mg 6%
Total Carb 29g 10%
Dietary Fiber 1g 5%
Sugars 2g
Protein 31g 39%
Vitamin A 100%
Vitamin C 200%
Calcium 50%
Iron 4%
Vitamin E 200%
Thiamin 100%
Riboflavin 100%
Niacin 100%
Vitamin B6 100%
Folic Acid 100%
Vitamin B12 100%
Biotin 100%
Pantothenic Acid 100%
Phosphorus 30%
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Magnesium 25%
Zinc 100%
Copper 100%
*Percent Daily Values are based on a 2,000 calorie diet.

**Carbohydrate Information**
This Protein Plus bar contains only 4 grams of Net Impact Carbs that should be counted toward your daily carbohydrate intake.
**NET IMPACT CARBS**
4 TOTAL CARBS 29g
DIETARY FIBER 1g
NON IMPACT CARBS 24g
**NET IMPACT CARBS 4g**
Glycerin, dietary fiber and carbohydrates (other than sugars and starches) in this bar elicit a negligible impact on blood sugar levels. Glycemic response is a very important issue—Get informed.
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**NOTE: CONTAINS PEANUTS; MAY CONTAIN TRACES OF OTHER NUTS AND SEEDS.**

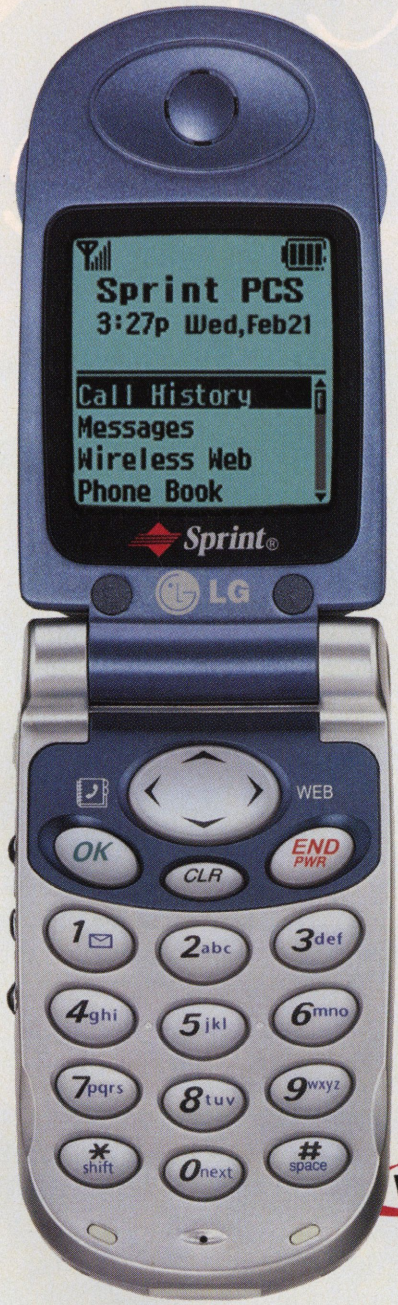
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This Protein Plus bar contains only 4 grams of Net Impact Carbs that should be counted toward your daily carbohydrate intake.
**NET IMPACT CARBS**
4 TOTAL CARBS 29g
DIETARY FIBER 1g
NON IMPACT CARBS 24g
**NET IMPACT CARBS 4g**
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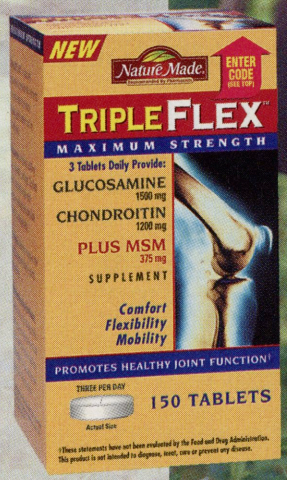
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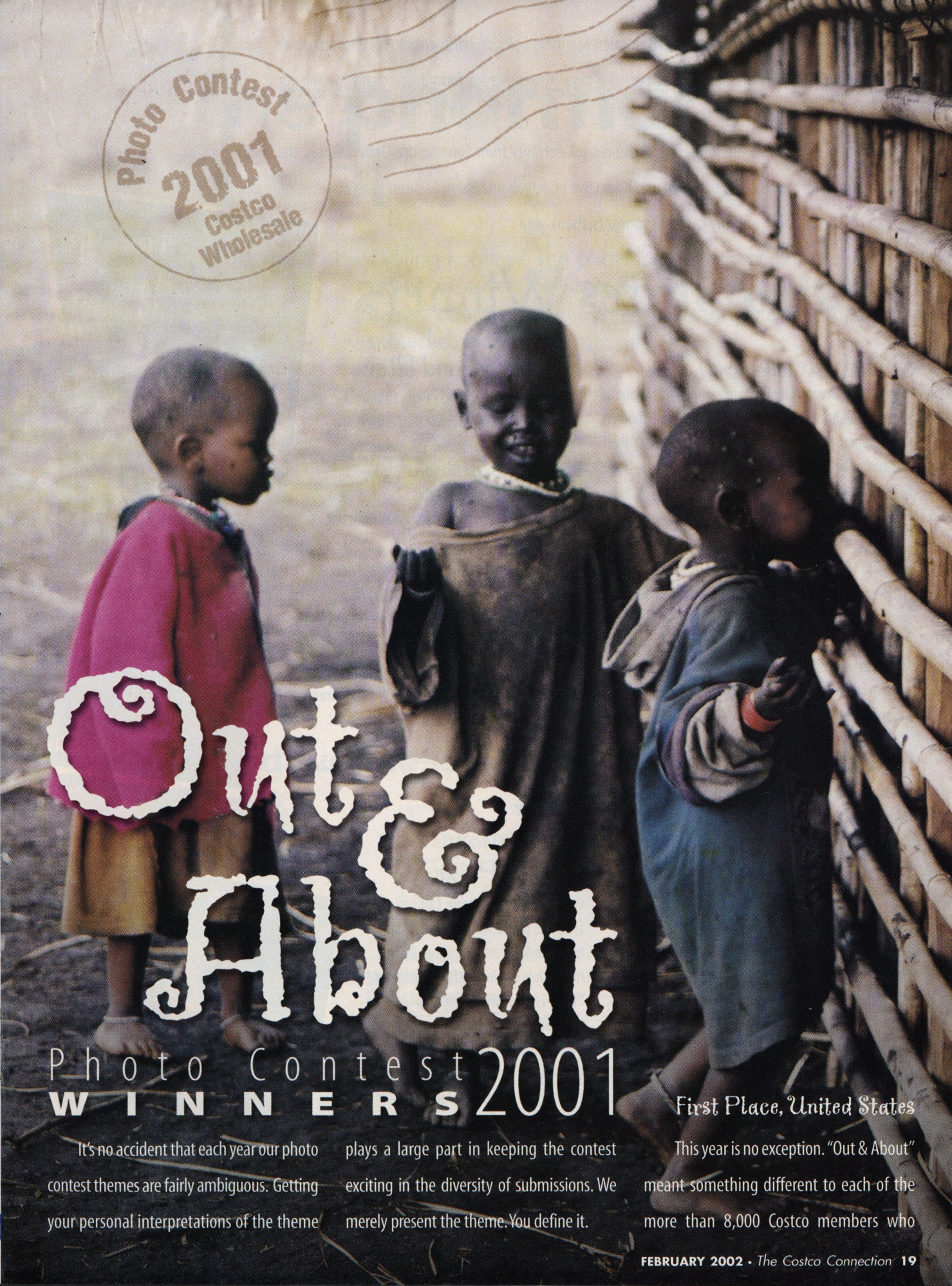
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# Out & About

## Photo Contest 2001 WINNERS

It's no accident that each year our photo contest themes are fairly ambiguous. Getting your personal interpretations of the theme plays a large part in keeping the contest exciting in the diversity of submissions. We merely present the theme. You define it.

### First Place, United States

This year is no exception. "Out & About" meant something different to each of the more than 8,000 Costco members who

submitted photos. To some it meant exotic locales, to others a simple backyard shot of a loved one or of friends frolicking on the beach. Whatever the case, it presented a formidable challenge for our judges to select the best of the bunch.

These pages represent the judges' final choices for entrants from Canada, the United States, the United Kingdom, Mexico, Taiwan, Japan and Korea. We hope you find them as interesting as we have.

To all of the entrants, and the contest's sponsors, thank you!

# United States Winners

## First Place *(see page 19)*

Hiten Asar of Oregon City, Oregon, snapped this image in Tanzania while visiting relatives. These three children had skipped school that day and were teasing their classmates behind a bamboo wall. With a camera, "I like to catch people in a moment as they are going through their lives," Asar says.

## Second Place

"It was a very spiritual moment, with the sunlight shining on the angels," says Carlos Pedroza of San Diego of this photo he shot at Rome's Basilica di San Pietro. "It was a very peaceful moment, and I was hoping to capture on film exactly what I was feeling. It's one of the best pictures I've ever taken."

## Third Place

While in northern Norway on an inland bus tour, Sonja Gandola of Pinole, California, spotted this boat filled with reindeer antlers, and thought it would be a nice memory to keep. "I used 18 rolls of film and could have filled more," she says. "It was the most wonderful trip I've taken in my whole life."

## Honorable Mention

Kristi Akers, Danville, California

## Digital First Place

Equine extroverts Bud and Barney pose for Wendy Campbell of San Luis Obispo, California, during a break in the weather. She took the photo while en route from Mammoth Mountain in Northern California to Bishop, California. "When I saw the scene before me," Campbell says, "I had to pull over and take a picture."

## Digital Second Place

Joan Sheppard of Canoga Park, California, captured this scene from inside a partially filled hot-air balloon during the Albuquerque Balloon Festival last October. "We love the balloon festival and knew this would make a unique and colorful shot," says Joan's husband, Al Sheppard.

## Digital Third Place

Barbara Gillander of Spring City, Pennsylvania, fortunately had her camera ready when her 11-year-old son, Justin, modeled a blue swim cap that unexpectedly came with his swimming goggles on a warm summer day by the pool.

* * * * * * *

*On the cover:*

## International Grand Prize

Carole Adair of Mentone, California, took this photo while driving home from work on an exceptionally hot, humid July day in Southern California. "This is not my typical photo—I usually take nature pictures," she explains. "Someone had backed into a fire hydrant with their car, and there was this huge 40-foot-high fountain of water at the intersection. Just before turning off the water main, one of the firemen walked under the spray to cool off. I just grabbed my camera and snapped the photo."


Honorable Mention, United States

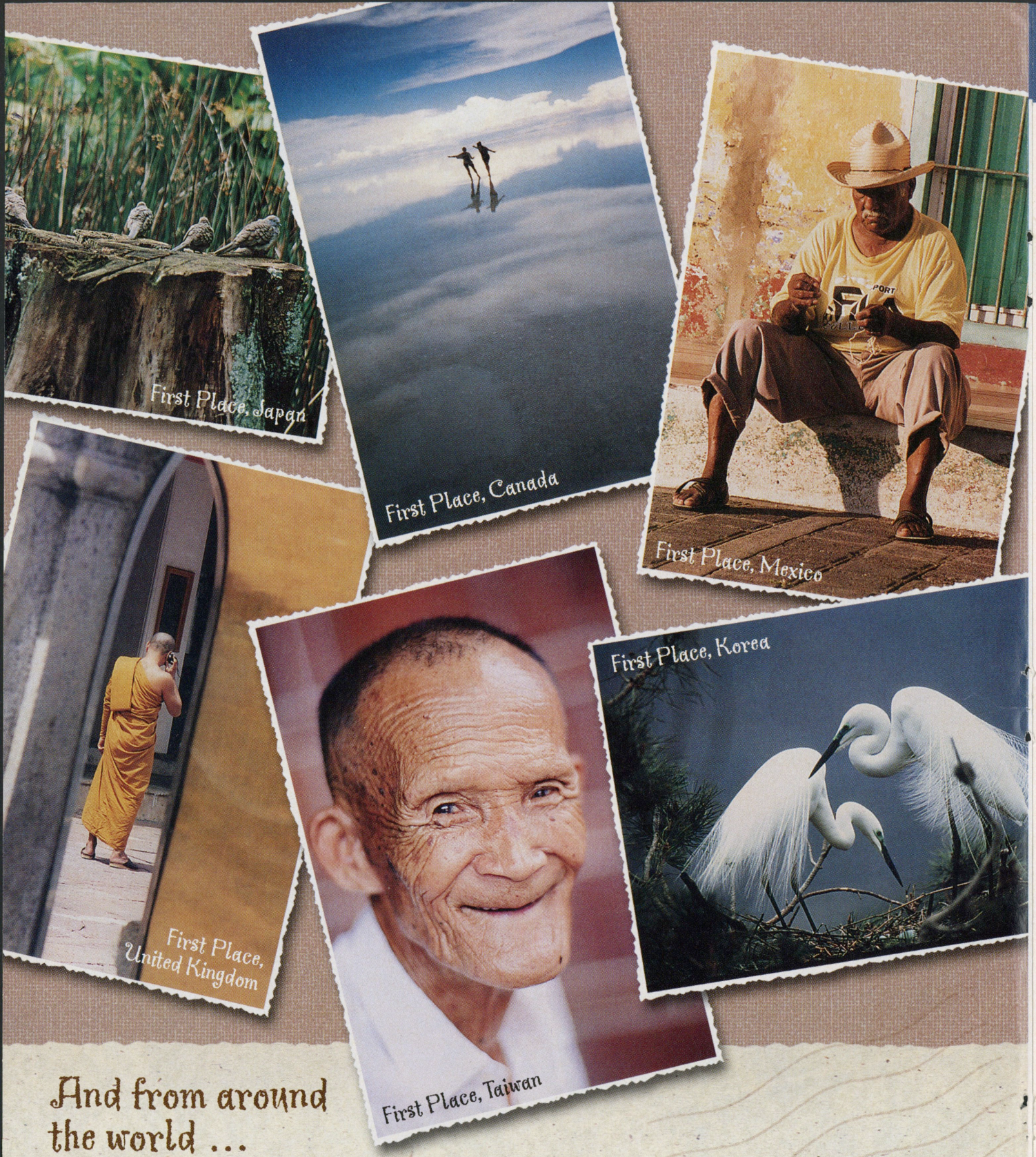

Third Place, United States


Digital Second Place, United States


Second Place, United States


Digital First Place, United States


Digital Third Place, United States




## And from around the world ...

**First Place, Japan**
Hiroko Iwaki, Chiba-shi, Chiba

**First Place, Canada**
Lisa Scriven, Fort St. John, British Columbia

**First Place, Mexico**
Ethel Brener, Mexico City

**First Place, United Kingdom**
Barbara Henry, Burton upon Trent

**First Place, Taiwan**
Kun-Zong Hung, Taipei

**First Place, Korea**
Tae-Bok Jang, Seoul

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## FEBRUARY 2002

## Where&When

### IDAHO

**Boise**
Feb 15–24 Oriental rugs

**Twin Falls**
Feb 8–17 Oriental rugs
Feb 22–Mar 3 Framed art

### OREGON

**Aloha**
Feb 14–24 Handmade pewter
Feb 22–Mar 3 Oriental rugs
Feb 23 Osteoporosis clinic

**Bend**
Feb 1–10 Framed art
Feb 8–17 Mission-style furniture
Feb 22–Mar 3 Drapes

**Clackamas**
Feb 1–10 Framed art
Feb 22–Mar 3 Mission-style furniture

**Eugene**
Feb 1–10 Oriental rugs
Feb 16 Osteoporosis clinic
Feb 22–Mar 3 Pianos

**Medford**
Feb 8–17 Tapestry
Feb 22–Mar 3 Mission-style furniture
Feb 23 Osteoporosis clinic

**Portland**
Feb 8–17 Oriental rugs
Feb 13–24 Handmade pewter
Feb 22–Mar 3 Amish-crafted furniture

**Salem**
Feb 21–Mar 3 Contemporary art

**Tigard**
Feb 8–17 Tapestry
Feb 15–24 Handmade pewter
Feb 22–Mar 3 Framed art

**Warrenton**
Feb 1–10 Oriental rugs

### UTAH

**Midvale**
Feb 1–10 Mission-style furniture
Feb 14–24 Contemporary art

**Orem**
Feb 8–17 Women's apparel
Feb 21–Mar 3 Log furniture

**Salt Lake City**
Feb 1–10 Hawaiian-style quilts
Feb 16 Osteoporosis clinic
Feb 22–Mar 3 Bentwood furniture

**Sandy**
Jan 31–Feb 10 Contemporary art
Feb 7–17 Women's apparel
Feb 15–24 Hawaiian-style quilts
Feb 22–Mar 4 Log furniture
Feb 23 Osteoporosis clinic

### WASHINGTON

**Aurora Village**
Feb 1–10 Oriental rugs
Feb 22–Mar 7 Delta Italia pottery

**Bellingham**
Feb 1–10 Framed art
Feb 15–24 Grandfather clocks

**Clarkston**
Feb 15–24 Framed art

**E Wenatchee**
Feb 1–10 Grandfather clocks
Feb 28–Mar 10 Log furniture

**Everett**
Feb 8–17 Drapes
Feb 22–Mar 3 Framed art

**Federal Way**
Feb 1–10 Drapes
Feb 8–17 Leather motorcycle apparel
Feb 14–24 Contemporary art

**Issaquah**
Feb 8–21 Leather coats
Feb 22–Mar 3 Lodgepole pine furniture

**Kennewick**
Feb 1–10 Oriental rugs
Feb 15–24 Pianos
Feb 28–Mar 10 Log furniture

**Kirkland**
Feb 8–17 Framed art
Feb 22–Mar 7 Delta Italia pottery

**Puyallup**
Feb 7–17 Contemporary art
Feb 22–Mar 3 Leather motorcycle apparel

**Seattle**
Feb 7–17 Contemporary art
Feb 22–Mar 7 Leather coats

**Silverdale**
Feb 15–24 Log furniture

**Spokane**
Feb 22–Mar 3 Framed art

**N Spokane**
Feb 1–10 Framed art

**Tacoma**
Jan 25–Feb 7 Leather handbags and accessories
Feb 8–17 Oriental rugs
Feb 22–Mar 3 Pianos

**Tukwila**
Feb 1–10 Oriental rugs
Feb 22–Mar 7 Delta Italia pottery

**Tumwater**
Feb 8–17 Pianos

**Union Gap**
Feb 1–10 Oriental rugs
Feb 15–24 Log furniture

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| Twin Falls | • | • | • | | • | | • | | • | • |
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| Kirkland | • | • | • | • | | | • | | • | • |
| Lynnwood Bus. Ctr. | | | • | • | • | | | • | | |
| Puyallup | • | • | • | • | • | • | • | | • | • |
| Seattle | • | • | • | • | | | • | • | | • |
| Sequim | | | • | • | • | | | | | • |
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NW

IRIDIO PHOTOGRAPHY




Buying Smart

By Pat Volchok



DAN LAMONT

Television consumer reporter, educator and mom, Pat Volchok

# Roses are red . . .

## *And yellow or purple, climbing or covering, and much more at Costco*

I've never met anyone like gardeners. Who else can find a silver lining in the most torrential of summer downpours or look at a desolate piece of ground and imagine greatness? Gardeners are cultivators of continuity, nurturers of tomorrow, disciples of discipline and makers of miracles. In short, they are a positively extraordinary group.

A vast majority of gardeners plant our national flower, the rose. Long known for its majestic beauty, the rose has until recently also been considered a rather persnickety plant to tend. Kim Thomas, Costco's lawn and garden buyer, recalls, "I can still picture my dad dusting and spraying and fussing with his roses all the time, but that's not the case now. Thanks to better breeding and stronger, more insect-resistant plants, roses are no longer the maintenance nightmares of years past."

Jackson & Perkins Inc. (J&P), with more than 100 years of research and development under its belt, is a leader in growing less-demanding, disease-resistant, repeat-blooming, premium rose plants. They're Costco's exclusive dormant rose vendor and the world's foremost producer and marketer of roses.

Costco's partnership with J&P is now in its 12th season. "Our Costco consumers are very sophisticated and demand a premium-quality rose, which is definitely what J&P offers," says Kim. "In fact, we've increased our J&P dormant rose order this year."

Dormant plants are those that are in a temporarily inactive, naturally occurring winter condition, similar to animal hibernation. It's during this period that a majority of all roses are sold to home gardeners. Some rose plants are sold bare root, but J&P's Redi-Plant program offers premium grade-1, field-grown and virus-free 2-year-old plants. These dormant roses are packed in specially prepared soil (two parts organic matter to one part soil) in convenient plant-in-the-ground containers.

"J&P's Redi-Plant roses are better than bare-root offerings because they're ready to be placed in the ground without the worry of damaged roots, soil composition or root placement," says Kim. "All someone has to do is dig a hole, remove the top of the Redi-Plant rose box, place it in the ground, cover it with soil to the bud union and water."

The value offered by Costco for these plants can't be overstated. "Costco offers the best price of any retailer in the varieties we carry of patented grade-1 roses. We're significantly lower than the average garden center," Kim says.

Patented roses are unique varieties that the breeder, grower or nursery decide to legally control, preserving ownership. A patent gives the holder the exclusive right to the distribution and propagation of that rose variety for 17 years.

Charlie Anderson, J&P's vice president of marketing and sales, says that when it comes to planting roses, the key is getting them into soil at the optimal planting time. Costco ensures that the plants arrive on time and aren't in the warehouses for more than 10 days. "Timing is everything in this business, and Costco is tops at it," he says.

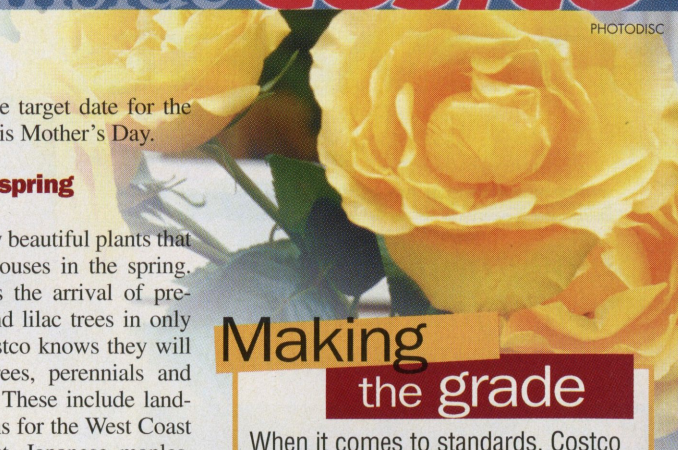
J&P's Redi-Plant roses are usually shipped to warmer Costco regions such as Arizona, Texas and Georgia starting in December and January, and to cooler regions such as the Northwest, Northeast and Midwest beginning in February, depending on the weather.

Costco's rose selections are based on current American Rose Society winners as well as a good selection of varieties, colors (a little heavier in the reds), fragrance and blooming cycles. Because so many members come back year after year, Costco changes at least 40 percent of its rose offerings annually.

Here's a look at the varieties available this year.

**Hybrid tea and grandiflora roses.** This classic, with its long stems and velvety single rose heads, is still the most popular rose. An ideal cut flower, the tea rose usually produces flushes of blooms throughout the summer and fall.

**Floribunda.** Looking like powder puffs, the flowers of this bushy shrub rose come in clusters of three to 15. No other class of roses produces as many blooms per cluster. These


PHOTODISC

hardy, disease-resistant plants are easy to care for and a Costco member favorite. (Pat's note: Jackson & Perkins created the original floribunda.)

**Tree roses.** A hybrid tea, shrub, floribunda or cascading ground-cover rosebush is grafted to the top of a long-stem, hardy rootstock rose to create a tree rose. All of Costco's tree roses must have at least 36-inch-tall "trunks," as measured from the dirt to the graft.

**Miniature.** Costco's spring miniature roses are always offered in containers because the plants don't like root disturbance. Gaining in popularity, these roses stand as short as 6 inches and bloom continuously from midsummer to first frost.

**Ground cover roses.** These are also increasing in appreciation. Kim reminds gardeners to read the labels carefully, because ground-cover roses each spread differently.

**Climbers and ramblers.** Often used as a screen or to cover a trellis, the long arching canes of this class are vigorous bloomers, except for the first planting year.

**Shrub roses.** The one rose plant that doesn't require or even want severe late winter pruning, this rose is a great alternative to rhododendrons or lilacs.

**David Austin English roses.** Imagine a beautifully breathtaking old-fashioned fragrant rose with the positive attributes of the more disease- resistant rose of today, and you have a David Austin.

**Patio roses.** Costco brings in a large selection of patio roses in the late spring. They are shorter and smaller, don't need much pruning and are well suited for containers. While many of these plants may start appearing in January, the target date for the largest Costco shipment is Mother's Day.

### Additional Costco spring plant offerings

Roses aren't the only beautiful plants that appear at Costco warehouses in the spring. The season also heralds the arrival of premium, bare-root fruit and lilac trees in only those regions where Costco knows they will grow. Potted shrubs, trees, perennials and hanging baskets follow. These include landscape-size rhododendrons for the West Coast and azaleas for the East, Japanese maples, topiary evergreens, geraniums, potted Easter lilies and fuchsias galore.

The Costco team attempts to personally inspect each order within 10 days of shipping. It's because of this final sign-off that Kim reminds all Costco gardeners, "Members need to be aware that live goods have a life of their own and the weather may not cooperate. Everyone must be flexible, because I won't ship before it's time or if plants aren't up to our standards, even if it means that there'll be nothing in the buildings."

Live goods are the fastest-growing category in Costco's lawn and garden department. Kim cites stay-at-home baby boomers, the integration of outdoor spaces into the home and Costco's ability to make gardening more affordable as reasons for the increase.

I know she's right, but for me that's only half the picture. As I said in the beginning, gardeners are a positively extraordinary group, constantly drawing others in—like bees to blossoms. They are providers of sweet nectar for the soul. We need them as much as they need a new plant and a ray of sun.

## Jackson & Perkins Redi-Plant Rose Tips

1. When selecting a dormant rose plant, make sure it has at least three well-branched, green (not black) canes, 5/16-inch or greater in diameter.
   *Pat's Buyer Beware:* Some rose distributors dip their roses in green wax to present an artificially better-looking product. Not J&P or Costco.
2. Plant roses in an area that receives five to six hours of direct daily sunlight.
3. If you're not able to plant a rose immediately, store it in a garage that's above 28 degrees in temperature. If the plant will be in the garage for more than 10 days, place it near a window. The rose should be watered about every two days to maintain a box weight of 6 to 8 pounds.
4. Most rose plants consist of two parts: the rootstock and the flowering canes. The bulge where these two parts join is the graft, or bud union. If you're in a warm region, the bud union should be about 2 inches above the existing soil. If you're in a cold area, plant it 2 inches below the soil.
5. If there's a late-season freeze after you plant your rose, mound the bud union with bark, hay, etc., to keep moisture in the roots and to protect the canes. In colder regions you could completely cover the plant. To prevent root rot, remove the covering as soon as it's safe.

## Making the grade

When it comes to standards, Costco carries only premium grade-1 roses. You'll see lesser grade roses offered elsewhere. Here's how the premium grade stacks up.

**Grade 1 (Costco grade)**
Three strong canes at least 5/16 inch in caliper.

**Grade 1½**
Two strong canes at least 5/16 inch in caliper.

**Grade 2**
Two strong canes at least 5/16 and 1/4 inch in caliper, respectively.

All are branched no higher than three inches from the bud union.

## Costco plant assistance

Costco buyer Kim Thomas strongly recommends systemic fertilizer for all plants. Here's what plant help is available in Costco warehouses this spring.

**Ortho RosePride Total Rose Care™:** You can fertilize and control insects, diseases and mites with this balanced 8-12-4 slow-release formula. It's endorsed by the American Rose Society.

**Miracle Gro:** This all-purpose plant food is good for all flowers, vegetables, trees, shrubs and house plants.

**Scotts Turf Builder:** Scotts' patented formula builds a green, thick lawn from the roots up.

**Roundup Weed Killer:** This strong, fast-acting formula kills even the toughest weeds to their roots.

*Do you have a question for* **The Connection's** *Buying Smart reporter, Pat Volchok? Contact her at:*
**buyingsmart@costco.com**

# what's new at COSTCO WHOLESALE

*new products you'll find at most warehouse locations*




A

**A. Endless Summer Sunless Lotion**
Get a jump-start on your tan! This product has dual chambers for an even, natural-looking tan in 30 minutes. Available in two shades: light/medium and dark. Item #11994



B

**B. McCulloch Pole Saw**
Your spring pruning and trimming just got a little easier. Reaching up to 12', this electric pole saw features a 10" bar, 100' cord, 1.5 hp and removable saw that can be used as a portable chain saw. Item #433249



C

**C. Hewlett Packard XZ185 Notebook**
Boasting a stylish new thin, light design, this notebook features a massive 15" TFT display and a Mobile Intel® Pentium® III processor with a 1.13 GHz hard drive and 512 MB of memory. Also features Microsoft® Windows® XP Home Edition. Item #11974



D

**D. JonesWear Crew-Neck Tee**
A nice addition to your spring wardrobe, and featuring fashionable elbow-length sleeves, this cotton crew-neck ribbed tee is available in several great colors. Item #417633

**E. Water Coil Hose**
Save time by not having to wind and untangle your heavy, wet garden hose. Featuring a 50' recoil memory, this self-coiling hose with brass couplings never tangles and is great for boats, RVs or anyplace a hose is needed. Item #398256



E

**F. EMachines Celeron 1125 Desktop**
This space-saving unit for the den or study features a 17" CRT monitor, DVD/CDRW combo drive, 256 MB of memory and a 40 GB hard drive. Item #12550




F

**G. Agabang Infant Coverall**
Featuring a fully snapping bottom that makes for easy changes, this 100% combed cotton coverall has a new style with a solid top, printed bottom and a little patch on the arm. Item #25525



Leilani, daughter of Costco employee Michelle

G

## what's in the pharmacy

- Centrum Multi-Vitamin Tablets 360 ct.
- Metabolife 356 E-Z Tablets 200 ct.
- Alcon Naphcon A Eye Drops 1 oz.
- Omron Automatic B/P Monitor w/Intellisense
- Citrucel Sugar-Free Orange 42 oz.
- Citrucel Orange 65 oz.
- Thermacare Therapeutic Back Heat Wrap L/XL 2 x 2 ct.
- Thermacare Therapeutic Neck/Arm Heat Wrap 2 x 3 ct.
- Chapstick Winter Moisturizing Combo Pack
- Hypotears Lubricating Eye Drops 1 oz.

# Do you take plastic?




## *Costco and NOVA deliver big savings via credit-card processing program*

Small-business owners know that their customers expect to be able to pay with plastic. And while this convenience for the consumer translates into higher costs for the merchant, it's simply another cost of doing business.

This is why Costco teamed up with NOVA Information Systems in 1997 to introduce merchant credit-card processing as part of the Executive Membership program, and has continued to enhance the service ever since. NOVA has more than a decade of experience in bank-card processing, and shares with Costco a commitment to excellent customer service.

The latest improvement eliminates the $25 start-up fee for Executive Members.

Costco's merchant credit-card program features a quick, easy application process, the option to buy or lease equipment and a current low rate of 1.52 percent plus 21 cents per transaction for retail "card-swiped" Visa and MasterCard transactions. (See comparison chart, right, for other rates.)

Switching to the Costco program is easy. Most merchants can use their existing equipment; reprogramming in many cases can be done over the phone.

How big are the savings? An Executive Member who rings up $5,000 a month in credit-card purchases would save $353 a year versus the industry average.

Gold Star and Business members will also want to inquire about special rates for this program.

"Businesses shouldn't get gouged every time they process a credit or debit transaction," says Jay Smith, who oversees the program for Costco. "And working closely with NOVA has let us improve upon the best value in the industry."

*For more information on NOVA's credit-card processing and gift-card programs, call (888) 605-2586, or go to* **costco.com** *and select "Services," then "Merchant Credit Card Processing."*

## Gift cards give business a lift

When you don't know what to give someone, what do you do? You let them pick it out themselves.

For years, gift certificates have provided a solid fall-back position for individuals who are strapped for ideas or pressed for time. Now gift cards have stepped in as an even easier way to apply that same gift-certificate formula. Easy to carry around and renewable, gift cards are increasing in popularity. A national survey by Standard Register found that, of those consumers using gift cards, each spends an average of $200 per year on the cards.

NOVA has a new gift-card program available to Costco members using Nova's credit-card processing service. Merchants of all sizes can now turn the gift-card trend into increased sales.

Here's how the program works.

- Merchants receive gift cards that contain their business logo to place in a strategic area of the business (usually near the cash register).
- Gift cards can be issued to customers in amounts ranging from $25 to $100.
- A simple swipe of the gift card at checkout time processes the transaction and calculates any unused amount for future purchases.
- The merchant can issue a gift card in lieu of a cash refund to help promote additional sales.

"Gift cards will continue to attract affluent consumers because they're easy to use," says Jay Smith, who manages the gift-card and credit-card processing programs for Costco.

"Business owners will appreciate the increased revenue and promotional opportunities that gift cards provide," Jay adds. "It's a great method of generating interest and excitement in a business without a lot of start-up expense."

## COMPARE THE SAVINGS

| | Costco Executive Member | Typical Industry* |
|---|---|---|
| **Retail card-swiped rate** | 1.52% plus $0.21 per transaction | 1.75% plus $0.21 per transaction |
| **Mail/phone-order rate** | 1.99% plus $0.28 per transaction | 2.35% plus $0.30 per transaction |
| **Standard equipment, purchased** | $549 | $750 or higher |
| **Charge-back fee** | $10 | $25 |
| **Daily funding fee** | $0 | $0.19 per transaction |
| **Monthly statement fee** | $0 | $9 |
| **Equipment-reprogramming fee** | $0 | $30 |

*Rates and fees based on surveys of national lending institutions and credit-card processors taken in April 2001. Rates listed are for qualified transactions. A monthly charge applies when qualified transaction fees and per-item charges are less than $20 per month. Rates and fees may change without notice. Annual interchange or assessment increases by Visa or MasterCard may affect these rates.

KIRKLAND Signature™



# SO MANY TYPES OF PAIN. SO MANY TYPES OF RELIEF.



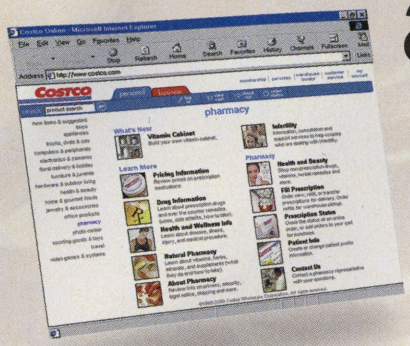

You'll find that our products have the same amounts of active ingredients contained in the national-brand products—not more, not less, but the same.

Exclusively from

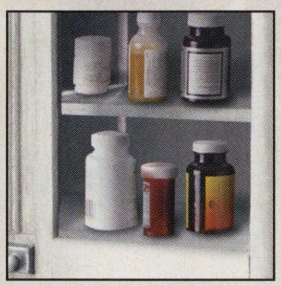
COSTCO WHOLESALE

For additional selection...shop @ costco.com

# The pharmacy at costco.com



Getting healthy? The pharmacy at **costco.com** is your online resource for vitamin, health and drug information. It also contains a wealth of knowledge on natural remedies and prescriptions.



## Vitamin Cabinet

Build your own vitamin cabinet. This interactive shopping tool recommends and explains the vitamins your body needs. Based on your answers to a lifestyle and health survey, vitamin bottles appear inside your "cabinet." Click on the bottle images to view and select items available on **costco.com**. Once your selection is completed you can purchase the vitamins in your cabinet or print a shopping list to take with you to your local Costco warehouse.



## Natural Pharmacy

Learn about vitamins, herbs, minerals and supplements that can help your body in a natural way. This guide informs you about the natural remedies available to treat your health concerns. Product information and benefit ratings allow you to shop with confidence.



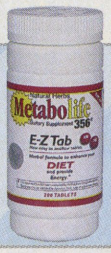
## Drug Information

Learn about prescription drugs and over-the-counter remedies. This resource gives information on their uses and side effects, and how to properly take them.

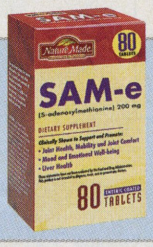
## Health and wellness...delivered to your door



**Kaz PersonalMist Ultrasonic Humidifier**
Item #436328




**Metabolife 356 Dietary Supplement E-Z Tab—200 Tablets**
Item #433815



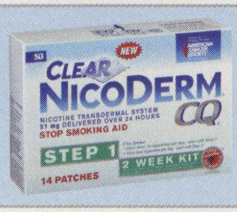

**Nature Made® SAM-e 200 mg—80 Tablets**
Item #332033




**Kirkland Signature Chewable Vitamin C 500 mg—500 Tablets**
Item #98501




**Nicorette Mint-Flavored Gum 2 mg—192 Pieces**
Item #286202




**Clear Nicoderm CQ 21 mg Patch—14 Patches**
Item #327607




**Nature Made® Cholest-Off—120 Caplets**
Item #446199




**Bayer Genuine Aspirin 325 mg—400 Tablets**
Item #50546

Price and availability subject to change.

# shop costco.com



Pre-Order Now

**Gift set includes:**
- 18 Fresh-Cut Long-Stemmed Red Roses
- Russ Teddy Bear
- Heart-Shaped Case and Chocolates
- Glass Vase

**18 Red Roses Valentine's Day Gift Set**
Item #446227



**1.00 ctw Platinum Bezel-Set Diamond Stud Earrings**
Item #421015



**$199.99** Plus Shipping
**Diamond Heart Pendant .25 ctw**
Item #439567

| | |
|---|---|
| Online price | $299.99 |
| *Instant coupon | –$100 |
| Your cost | $199.99 |

SAVE $100 ONLINE ONLY
Valid 2/04/02–2/10/02

**$129.99** Plus Shipping
**Handi-Press Ironing Center with Swivel Board**
Item #326416

| | |
|---|---|
| Online price | $179.99 |
| *Instant coupon | –$50 |
| Your cost | $129.99 |

SAVE $50 ONLINE ONLY
Valid 2/01/02–2/18/02



**$319.99** Shipping Included
**Winstonbury Mahogany TV Stand**
**Dimensions**
**42"W x 24"D x 26.5"H**
Item #365856

| | |
|---|---|
| Online price | $359.99 |
| *Instant coupon | –$40 |
| Your cost | $319.99 |

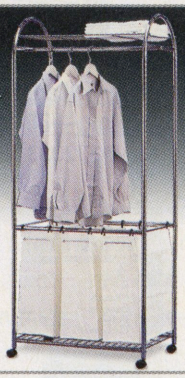
SAVE $40 ONLINE ONLY
Valid 2/01/02–2/28/02



**$39.99** Plus Shipping
**Laundry Center Sturdy Chrome Frame**
**Dimensions**
**30"W x 18"D x 71.75"H**
Item #367522

| | |
|---|---|
| Online price | $53.99 |
| *Instant coupon | –$14 |
| Your cost | $39.99 |

SAVE $14 ONLINE ONLY
Valid 2/01/02–2/28/02



**$349.99** Plus Shipping
**Kodak Digital Camera with Camera Dock DX3900 3.1 Megapixels 2x Optical and 3x Digital Zoom**
Rechargable Ni-MH Battery Pack
16 MB Compact Flash Card
Item #421337

| | |
|---|---|
| Online price | $399.99 |
| *Instant coupon | –$50 |
| Your cost | $349.99 |

SAVE $50 ONLINE ONLY
Valid 2/11/02–2/17/02



Also Available Item #432449 SanDisk 256 MB Compact Flash (Offer)

*Most online coupons at costco.com are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product.

For **additional selection...**shop **costco.com**

Price and availability subject to change.

Register at **costco.com** to receive future offers by e-mail.







**Sonicare Quadpacer Bonus Pack $10 rebate**
Item #326807



Mattress not included

**Satin White Furniture Collection**
Item #389004 Sleigh Bed with Trundle
Item #418409 Dresser
Item #418001 Nightstand




**Eureka Boss SmartVac with True HEPA Filtration**
Item #350229

**Saeco Steam-Cleaning System**
Item #267011

**$349.99** Plus Shipping

**Sun Warm Portable Propane Patio Heater**
**48,000 BTUs Stainless Steel**
Item #349613

| | |
|---|---|
| Online price | $499.99 |
| *Instant coupon | –$150 |
| Your cost | $349.99 |

**SAVE $150 ONLINE ONLY**
Valid 2/18/02–2/24/02



**$1499.99** Plus Shipping

**Classic Teak 7-piece Patio Furniture Set**
Item #379168

*Not included but also available:*
*Item #365446 11ft. Umbrella*
*Item #378955 Cushions*

| | |
|---|---|
| Online price | $1799.99 |
| *Instant coupon | –$300 |
| Your cost | $1499.99 |

**SAVE $300 ONLINE ONLY**
Valid 2/18/02–2/24/02



**$2399.99** Plus Shipping

**SunGlo The Expert Greenhouse**
**7'9" x 12'6"**
Item #204514

| | |
|---|---|
| Online price | $2699.99 |
| *Instant coupon | –$300 |
| Your cost | $2399.99 |

**SAVE $300 ONLINE ONLY**
Valid 2/01/02–2/28/02



**$199.99** Plus Shipping

**Baker's Rack with Stainless Steel Top**
**White or Natural Finish**
Item #421716 White
Item #421717 Natural

| | |
|---|---|
| Online price | $239.99 |
| *Instant coupon | –$40 |
| Your cost | $199.99 |

**SAVE $40 ONLINE ONLY**
Valid 2/01/02–2/28/02





Price and availability subject to change.

# Executive Member UPDATE

THE INFORMATION SOURCE FOR COSTCO EXECUTIVE MEMBERS

EXECUTIVE MEMBER PROFILE

## Spreading the word

When asked about his impressions of Costco Executive Membership, Chug Roberts is quick to answer. "We're pretty happy, I can tell you—happy enough that we bought Costco stock!" says Roberts from his office in Alexandria, Virginia, from which he runs a unique Web-based publishing and education business, TheCapitol.net.

Roberts joined Costco three years ago just as his business was being launched, and he quickly saw the value of Executive Membership. Merchant credit-card processing was a must for his business. He did a lot of legwork comparing rates, and found Costco's program—currently with the low rate of 1.52 percent plus 21 cents per transaction—unbeatable. "Costco is saving us $500 to $800 per year," Roberts estimates.

Likewise with the long-distance phone service, where comparisons with his previous service show monthly savings of $60 to $70, thanks to the current Executive Member 5.5-cents-per-minute rate.

But as enthusiastic as Roberts is about those two services, he cranks it up a couple of notches when talking about Costco's business line of credit offering through KeyBank. This program recently expanded to include an offering for all Costco members, while maintaining preferential pricing for Executive Members. Those qualifying can get up to $50,000 in an unsecured line of credit, and $50,000 through an installment loan.

"This is one of the primo benefits of Executive Membership," Roberts declares. "We have a fabulous bank that we're with here, but when I started talking to them about a line of credit, it was clearly going to take forever. They weren't even sure they could do it. But with Costco's KeyBank program the rate is very competitive, and I was amazed at how fast they approved ours."

| Executive Member Service | Roberts' Savings per Year |
|---|---|
| Long-distance telephone | $ 780* |
| Merchant credit-card processing | $ 650* |
| American Express 2% Rebate | $ 1,550‡ |
| Annual 2% Reward | $ 157 |
| **Savings** | **$3,137** |

*Based on average savings referred to in this profile.
‡Based on estimate referred to in this profile.

In fact, Roberts says he has recruited new Executive Members by selling them on the line of credit. "A good friend of mine had been attempting to get a $50,000 line of credit for six months," he says. "I told him about the Costco program and his KeyBank business line of credit was approved a day and a half later."

He continues, "We tend to charge everything—business and home expenses—on the American Express [Platinum Cash Rebate credit] card. We'll charge over $100,000, and we'll get a rebate on that card between $1,500 and $1,600."

And then there's the Executive Member Annual 2% Reward. "Our reward this year was $157," says Roberts, "but we would be Executive Members even if we didn't get that. The reward is just secondary."

FAQs

## Loan program now for all members

**Q:** Is Costco's Small Business Loan Program now available to all members? Do Executive Members realize additional savings?

**A:** Yes, all members now have access to the low rates and cost savings associated with KeyBank's line of credit and installment loan program, which is specially priced for Costco members.[1]

Costco Executive Members can apply for an unsecured line of credit up to $50,000 and/or an installment loan up to $50,000 at a low interest rate of prime plus 1.5 percent,[2] low $99 origination fee per loan and no annual fees.

Costco Business or Gold Star Members can also apply for an unsecured line of credit up to $50,000 and/or an installment loan up to $50,000 at a low interest rate of prime plus 2.5 percent,[2] $149 origination fee per loan and a $25 annual fee for the line of credit.

**Q:** Can I save money if I apply for both an installment loan and a line of credit at the same time?[1]

**A:** Yes. You may be able to receive up to $100,000 when you apply for both an installment loan and a line of credit, and save on the origination fee. When an Executive Member applies for both products, the origination fee is only $149. For Business and Gold Star Members, a $225 origination fee will apply.

[1] All KeyBank loans and lines of credit are subject to credit approval. Must be a Costco member for at least 90 days to qualify.

[2] Rates are based on the *Wall Street Journal* prime as of December 12, 2001, 4.75 percent. Rates are subject to change without notice.

MEMBER FEEDBACK

## Perks make the trip

Executive Members are eligible for extra amenities when booking getaways through Costco Travel, depending on package and availability. Here are a few examples.

### Pointe Hilton at Squaw Peak, Phoenix, Arizona

*We had booked a suite not much in advance, and asked about the Executive Member upgrade. They gave us a wonderful two-story casita with a kitchenette, two bathrooms and covered parking, all at no extra cost.*

**—Kerry Kinnick, Albuquerque, New Mexico**

### Malolo Island Resort, Fiji

*For our second trip with Costco Travel, we took more time to plan. There were excellent perks that more than cover the membership upgrade. We got two snorkeling trips and a trip for two to the local village.*

**—Karen Saxon, Puyallup, Washington**

### Castaway Island Resort, Fiji

*I went to **costco.com** and made our vacation out of two different packages from Costco Travel. We were on a honeymoon so we got complimentary champagne on both of our packages, and with the land stay we got two free massages.*

**—Nancy Gottesman-Mann, San Francisco, California**

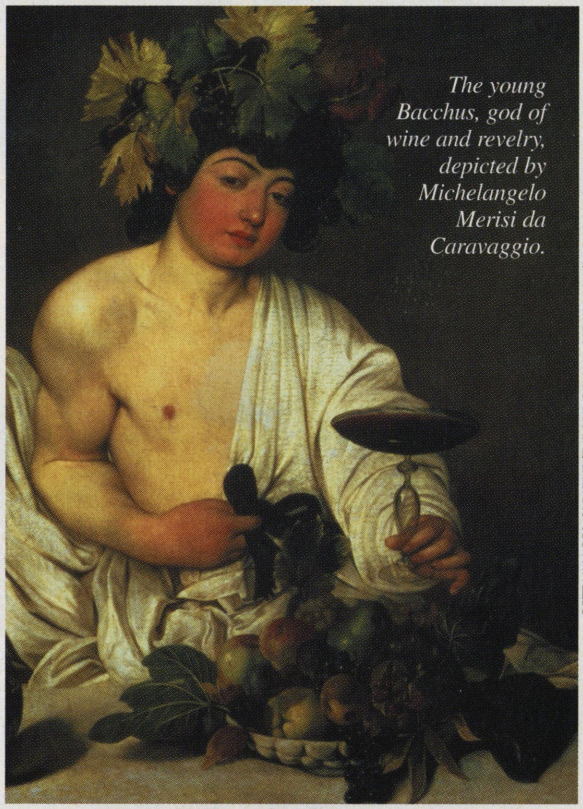
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Executive Members: Don't overlook the annual 2% Reward that arrives with your renewal notice. Then use your Reward the next time you shop at Costco. Share with us the exciting or unusual ways you have used your Reward. Send your responses, or any other questions, comments or requests, to **update@costco.com**.

**To learn more about our complete suite of Member Services, click on the "Services" link of costco.com or call (800) 220-6000.**

# The Italian Renaissance

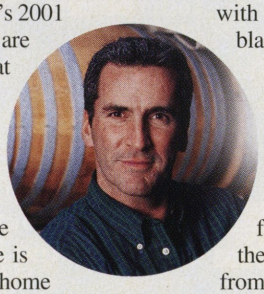
## From this art-rich country come modern masterpieces for the palate



*The young Bacchus, god of wine and revelry, depicted by Michelangelo Merisi da Caravaggio.*

GETTY IMAGES CREATIVE/THE BRIDGEMAN ART LIBRARY/MICHELANGELO MERISI DA CARAVAGGIO

Renaissance means "rebirth," and it's undeniable that Italy has been experiencing another renaissance of late, only this time it's not art and religion that have come out of the dark ages, but wine. You need only look at the *Wine Spectator*'s 2001 Top 100 list (18 of which are Italian wines) to see that Italy competes on a level footing with the very best wines in the world.



*David Andrew*

Never before has the quality of Italian wine been higher or the range wider. Leading the charge is the region of Tuscany, home to Chianti and the "Super-Tuscans" such as Sassicaia and Ornellaia, but there are many exciting new wines from regions that you may not yet have explored.

A couple of my current favorites come from the island of Sardinia, off Italy's west coast. Perdera Monica di Sardinia and Costera Cannonau di Sardinia, both from the producer Argiolas, are wonderful examples of unique and interesting red wines that suit all palates and budgets. Monica and Cannonau are grape varieties that may sound unfamiliar now, but I am willing to bet that once you try these wines they will become frequent visitors to your table.

Both wines are soft in texture and medium-full in body, with flavors of ripe plum, black cherry and chocolate.

From Sicily comes another favorite: Regaleali Rosso. This famous island off the toe of Italy's boot has been making wine since the fifth century B.C. Today, the Regaleali wines come from a state-of-the-art winery in the center of the island. The Rosso is soft and velvety and medium-bodied, and tastes of blackberries and cherries with a pinch of pepper.

Another stunning Sicilian is Nero d'Avola from Morgante. This irresistible wine is made from a grape variety unique to the island and is matured in oak barrels like a wine three times its price.

While we're in the south, mention must be made of the Puglia region (Italy's heel). Simply delicious wines are made here from the local variety Primitivo, one clone of which is identical to Zinfandel. A great example is from a producer called A Mano, which means "by hand" or "handmade" in Italian—an apt description for this Shiraz-like wine bursting with ripe blackberry fruit.

Just above Puglia is the region of Molise, home to the amazing winery Di Majo Norante, whose Sangiovese (the Chianti grape) is packed with ripe berry fruit and aromas of dried herbs and violets. Next door to the northwest is the region of Lazio, where you'll find Rome. You'll also find one of the best values in Italian wine: Falesco Vitiano, a blend of Merlot, Cabernet Sauvignon and Sangiovese. This wine, which has been taking the United States by storm, is rich, spicy and amazingly complex for such an inexpensive wine.

In Italy's northeast corner is the region of Veneto, which produces a wide range of wines. Among the most famous is Valpolicella. This delicious wine is made from a blend of local varieties: Corvina, Rondinella and Molinara. Allegrini makes an excellent example. Valpolicella is also responsible for Amarone, which is made from the same grapes, which are dried to concentrate their sugars and flavors, producing a rich and powerful wine.

Look out, too, for Pinot Grigio from the northeast of Italy. This grape variety is rapidly gaining ground on Chardonnay as the world's favorite white.

Italian wines are designed to complement food, not overpower it. Their elegance and finesse allow the flavors of the food to take center stage while leaving your mouth refreshed and ready for the next bite. They are, however, still hearty enough for red meats, game and roasts, and at the same time not too strong for pasta, poultry and, of course, pizza.

So the next time you go to pick up your favorite Chianti, spare a thought for some of Italy's less well-known regions. The wines might surprise you, and they certainly give their pricier cousins a run for their money! C

*David Andrew is global wine director at Costco. His column appears regularly in* The Connection.

### THE COSTCO CONNECTION

**A Selection of Italian Wines at Costco***

Falesco Vitiano 2000
Item #367267 **$7–8**

Di Majo Norante Sangiovese 2000
Item #310445 **$6–7**

Regaleali Rosso 1999
Item #446944 **$7**

Tommasi Valpolicella "Rafael" 1998
Item #447309 **$9–10**

Villa Antinori Chianti Classico Reserva 1998
Item #10751 **$17–18**

Borgo Scopeto Misciano 1998
Item #447306 **$24–25**



*Not all wines available at all locations. A price range is given for the wines as prices vary across the country due to different state taxes and different vintages available.

NW

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Published cruise rate
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Price includes port charges. Departs from NYC or South Hampton.

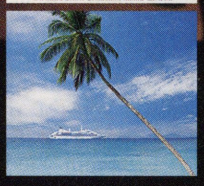
***Sail dates:*** *May 12, 18, 24 and June 14*

For sailing dates and itinerary, visit **costco.com**

## Seven-Night Western Mediterranean Cruise—Nice to Cannes or Rome to Venice

Select spring or fall departure dates

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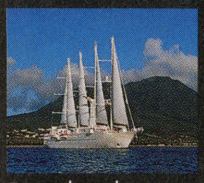
**Costco Price — from $3,584**

Price includes port charges. Departs from Nice, Cannes, Venice or Rome.

For sailing dates and itinerary, visit **costco.com**

## Seven-Day Andalusia and Provence Cruise— Barcelona to Nice

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Ocean view cabin — from $5,020

Costco members (per person) — SAVE up to $3,202

**Costco Price — from $1,768**

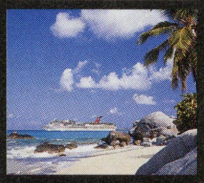
Price includes port charges. Departs from Barcelona on May 5, 2002.

***Ports of call:*** *Barcelona and Mahon in Spain. Port Vendres, Marseille, Sanarysur-Mer, Porquerolles, Cannes and Nice in France.*

For sailing dates and itinerary, visit **costco.com**

## Seven-Day Mexican Riviera Cruise on the *Elation*

Carnival.



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Costco members (per person) — SAVE up to $890

**Costco Price — from $739**

Price includes port charges. Departs from Los Angeles, CA.

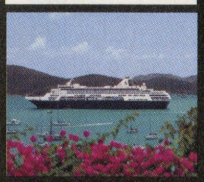
***Ports of call:*** *Los Angeles, Cabo San Lucas, Mazatlan, Puerto Vallarta*

***Select fall 2002 sail dates***

For sailing dates and itinerary, visit **costco.com**

## Seven-Day Western Caribbean Cruise on the *Ms. Maasdam*

Holland America



Published cruise rate
Ocean view cabin — from $2,185

Costco members (per person) — SAVE up to $1,346

**Costco Price — from $839**

Price includes port charges. Departs from Fort Lauderdale, FL.

***Ports of call:*** *Fort Lauderdale, Cozumel, Grand Caymans, Ocho Rios Jamaica, Halfmoon Cay, Bahamas.*

***Sail date:*** *April 7, 2002*

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*Prices shown are per person based on double occupancy and do not include administrative fees, taxes and gratuities. Offers shown are cruise only and valid on select 2002 sailing dates. Round-trip airfare is available at an additional charge. Call for prices from your home city. Port charges are included in fare. Cancellation and change fees may apply. Prices are subject to change based on availability and may be terminated without notice.*

Make your reservations today by calling toll-free (877) 849-2730 or visit **costco.com**.

# Travels for two

## Planning the perfect romantic getaway



PHOTODISC

*By Hilary Davidson*

I learned about the importance of romantic travel by necessity: my husband, Dan, and I lived in different cities for four years, and one of the things that kept us close and helped us reconnect was to take a romantic trip or two together each year. Getting out of our day-to-day routines and traveling to another place allowed us to truly focus on each other—something that can be almost impossible at times for busy couples who face an avalanche of demands on their time (even when they live in the same city!).

Not that you need to be in such an extreme situation to appreciate the beauty of a vacation just for two. Whatever the purpose of the trip—a honeymoon, an anniversary trip or a just-because holiday—it will give you an opportunity to relax body and mind, recharge your batteries and rediscover each other.

Traveling together also offers a chance to taste new experiences. We all think that sunsets are romantic, but how many of us can take the time to watch them together? On a romantic getaway, sunset watching, stargazing and rainbow seeking are all viable pastimes. To make your romantic voyage a memorable—and stress-free—experience, keep these ideas in mind.

**Dream out loud about your vision for a romantic getaway.** "Make sure you're on the same page about what's romantic," says Sheree Bykofsky, author of *The 52 Most Romantic Dates In and Around New York City* (Adams Publishing, 2001). If you're fantasizing about moonlight strolls hand-in-hand along a beach, while your partner thinks romance equals sightseeing and gourmet dining, one of you might end up disappointed if you don't talk about your expectations. Plan your holiday so that you both get what you want.

**Don't overbook your schedule.** One of the first trips Dan and I took together was a week-long tour of Thailand. You could call it a whirlwind, but it felt more like a typhoon. Between the overpacked schedule of day trips and our nagging jet lag, we were passing out from sheer exhaustion at the end of each day. Hardly a recipe for amour. While you may be full of ideas about what to see and do on your trip, talk to your partner to come up with a list of priorities. Decide what are the must-sees, and build your schedule around them. Remember that travel can be tiring, and give yourselves at least one day to relax completely. Otherwise, you may feel like you need a vacation again when you go home!

**Work out your budget in advance.** There's nothing less romantic than stressing out about whether or not you can afford something on your vacation. Find out not only about the upfront costs, but research any hidden charges too, such as taxes. One of the best things about a package vacation is that it protects you—and your pocketbook—from unwanted surprises. Remember to leave some room in your budget for spontaneous excursions. And work out in advance how you'd like to allot your budget. For example, a smallish room right on the beach may cost as much per night as a very luxurious room that's farther away. Which would you—and your partner—prefer? Think about these priorities ahead of time.

**Let indulgence be your mantra.** There are so many things couples would like to do if only they had the time. Taking a romantic trip together gives you that opportunity, so come prepared. Pack a "romance kit" in your luggage; it might contain massage lotion, bath oil, aromatic travel candles and chocolates. Keep this as a surprise for your partner till you arrive at your destination.

**Keep a keen sense of anticipation.** "The planning can be romantic and part of the fun," says Bykofsky. Even if you won't be able to take your trip for a while, start planning for it now. Read books and magazines that feature your destination, and watch movies that have been filmed there. This isn't just romantic—it's practical. The more you know about your destination, the more you'll appreciate it when you arrive.

**Spend time together.** This is the most important thing you will do on your trip, wherever you choose to go. Every road has a bump or two on it: Be sure to pack your sense of humor, so that you can ride out any glitches that come up.

*Hilary Davidson is the author of several guidebooks, including* Frommer's Toronto 2002.

## Romance, Costco style

Costco Travel offers travel packages that provide all the frills of a romantic getaway without breaking your budget. Here are just a few examples.

**The Big Island of Hawaii—Kona Village Resort**
Package includes: Five nights in a standard room, round-trip transfers from Kona airport, fresh flower lei greeting, meals, bottle of Champagne, pareus (beach wraps).
Costco member price: From $1,157 pp/do*
For travel 01/04/2002 to 03/22/2002 and 4/08/02 to 11/22/02.

**Westin Resort (St. John, Caribbean)**
Package includes: Seven nights in an ocean-view room, round-trip airport transfers, chilled Champagne on arrival, breakfast in bed daily, use of the fitness center, and assorted resort activities and entertainment.
Costco member price: $1,291 pp/do*
For travel 04/21/2002 to 05/31/02 and 11/1/2002 to 12/20/2002.

**Aruba Sonesta Beach Resort (Caribbean)**
Package includes: Seven nights in an ocean-view room, round-trip airport transfers, dinner for two in L'Escale Restaurant (set menu), two tickets to the Crystal Theatre, 25-minute massage for two in Okeanos Spa (reservations required ), sunset sail on the Red Sail Sports Balia or the Fiesta catamaran, romantic picnic lunch for two, bottle of wine, free one-day jeep rental, romance basket and a "free night" on your first anniversary.
Costco member price:
From $933 pp/do*
For travel 03/31/02 to 12/21/02.
Must book by 3/29/02.

For more information about these and many other available packages and dates, call (877) 849-2730 or visit **costco.com**.
*Prices are per person based on double occupancy. Seasonal surcharges, availability and restrictions may apply. All rates are in U.S. dollars based on midweek travel.







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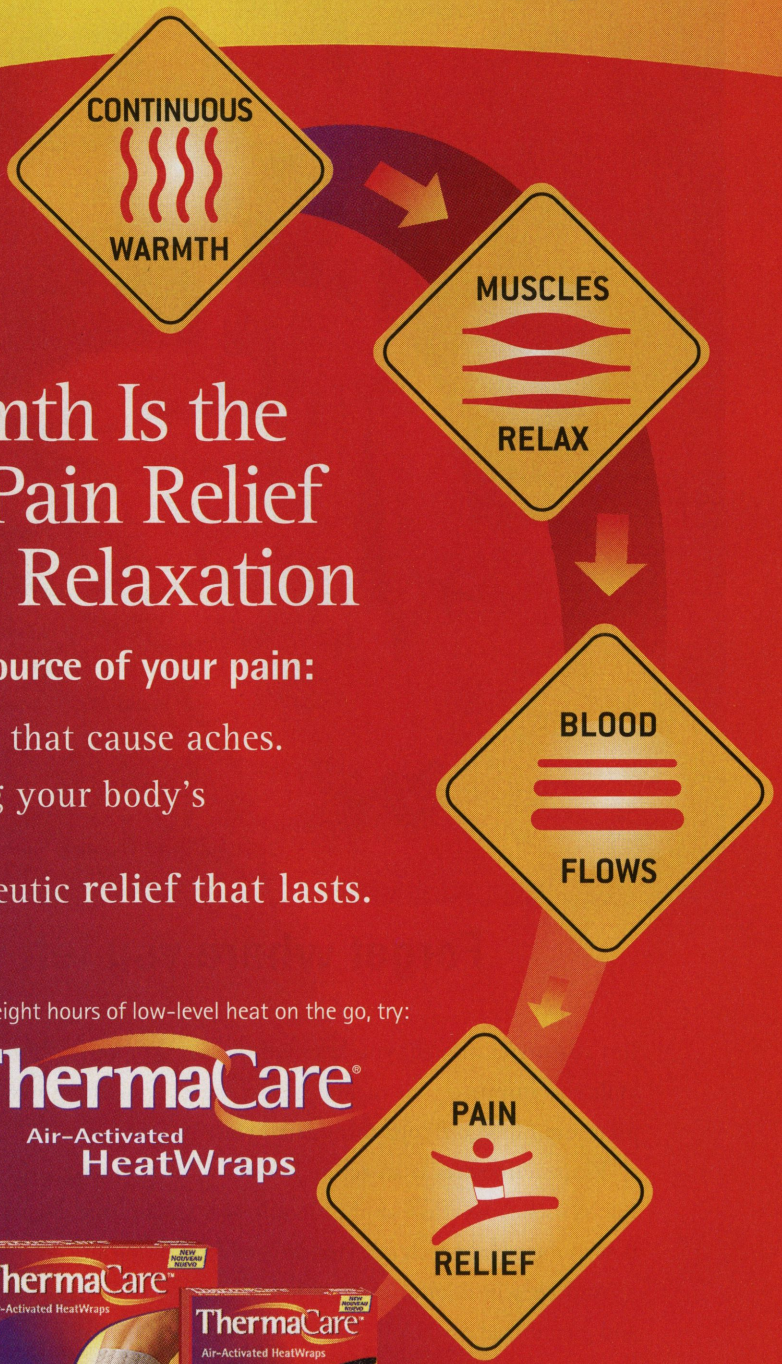
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### WHEN TO HEAT

- Muscle aches that develop over time
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NOTE: Apply heat continuously, for at least three hours. This is easier now, thanks to advances that let you wear heat on the go, all day long.

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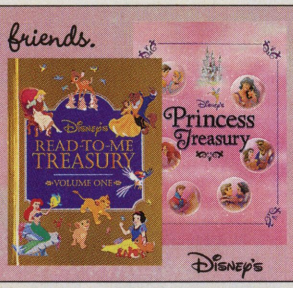
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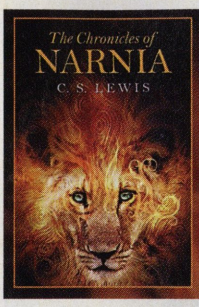
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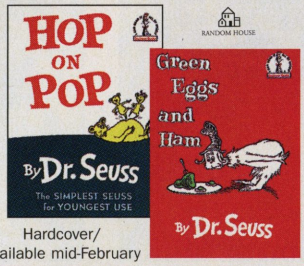

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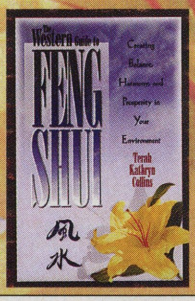
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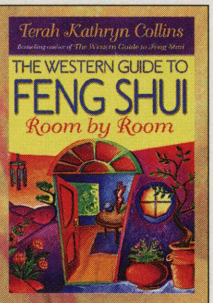



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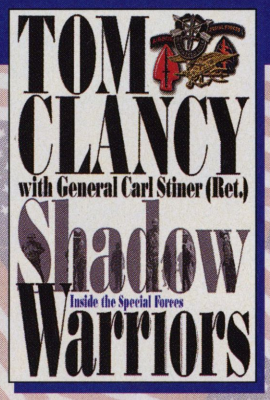

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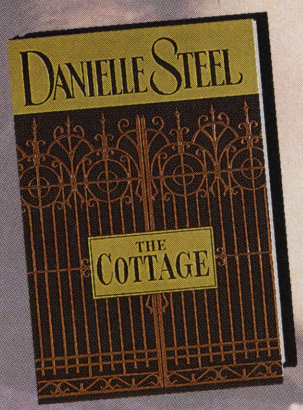
Tom Clancy gives you an unprecedented look at SOCOM, the Special Operations Command, responsible for the readiness of all the Special Operations forces of the Army, Navy and Air Force.

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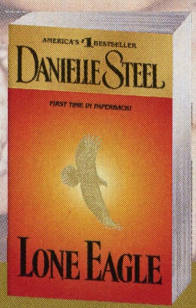
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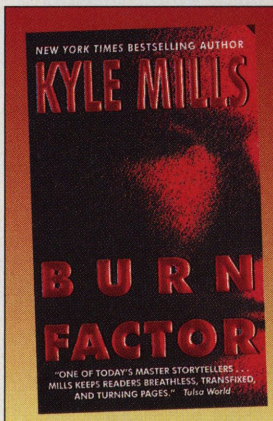
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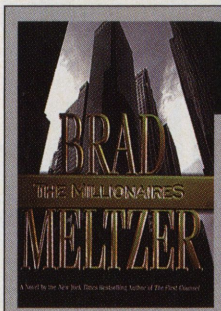



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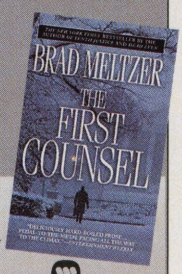



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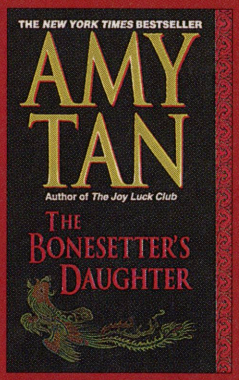
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THEY HAD FORGOTTEN WHAT FAMILY MEANS . . .



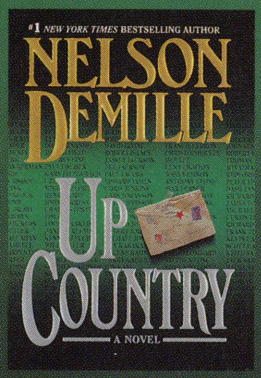

Three generations of women come to terms with their Chinese heritage. From the author of *The Joy Luck Club* and *The Kitchen God's Wife* comes a beautifully crafted tale full of Chinese legend.

Paperback / Available January 29

BALLANTINE BOOKS

**He'd been there once and vowed never to go back.**

***Until now.***



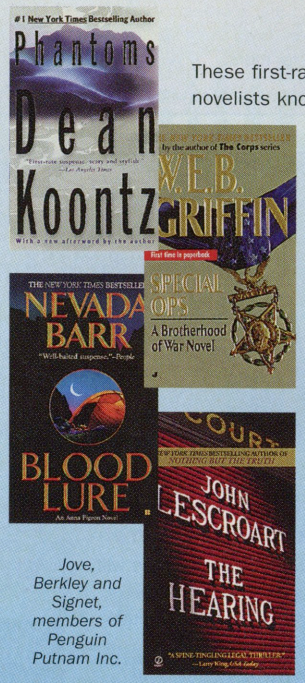

Army investigator Paul Brenner (from *The General's Daughter*) returns to crack a 30-year-old murder case that will take him back to the horrors of Vietnam. *Also available: Nelson DeMille's previous bestsellers, including* ***The General's Daughter, Lion's Game, Charm School*** *and more!*

WARNER BOOKS

Hardcover / Available January 29

*Spice up winter with a few*

**chills and thrills.**

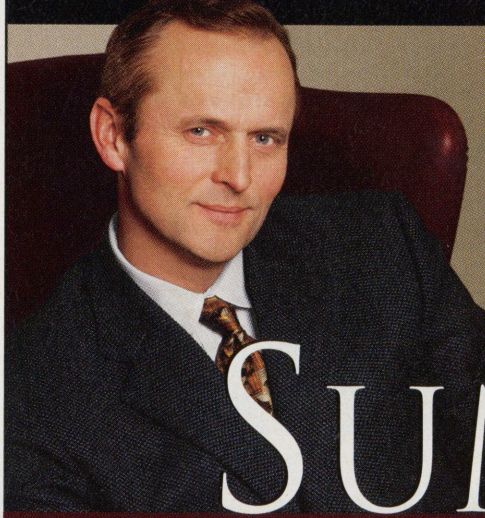



These first-rate novelists know how to keep your pulse pounding and your spine tingling. As you're reading late into the night, don't forget to keep reminding yourself: It's only fiction.

*Jove, Berkley and Signet, members of Penguin Putnam Inc.*

Paperback / Available early February

# YOU CAN'T ESCAPE THE SUSPENSE.



For the first time since *A Time to Kill*, John Grisham returns to Ford County, Mississippi, a place rich in colorful characters and dark family secrets.

# THE SUMMONS

## JOHN GRISHAM

Also available on audio.

Available February 5

A DOUBLEDAY HARDCOVER

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# THE LONG ROAD to *Freedom*

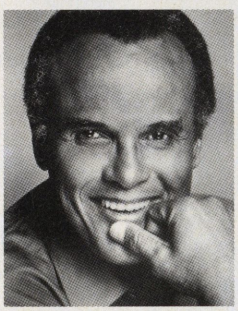
## Harry Belafonte's epic anthology of black American music

*By Will Fifield*

When Harry Belafonte, the renowned "King of Calypso," sings, it's angelic; but when he speaks, I somehow hear the voice of one calling out in the wilderness. It's not because he comes across as particularly religious. It's the unmistakable sense of conviction he conveys when he discusses topics as wide-ranging as politics, race, terrorism, history and pop music.

Many think of Belafonte as the vocalist of "Day-O (Banana Boat Song)" and other chart-topping pop hits, or as an award-winning actor. But he's also a tireless advocate of human rights.

From the 1960s, when he worked alongside such leaders as President John F. Kennedy, Martin Luther King Jr. and Malcolm X during the civil rights movement, to his current post as a UNICEF goodwill ambassador, Belafonte has been a distinguished voice in the wilderness of social injustice.



BELAFONTE ENTERPRISES, INC.

*Harry Belafonte has traveled a long road.*

At 75, he is witty and intelligent. When he talked with *The Connection* about his recently released recording project, *The Long Road to Freedom: An Anthology of Black Music*, he did so with the fervor of a tent-revival evangelist and the sensibility of a seasoned educator.

*The Long Road* is a five-CD anthology that chronicles the music of black Americans from their earliest arrival in the New World in the late 1600s to the blues of the Mississippi Delta and its migration into the big cities during 1930s and '40s. The box set includes a companion DVD featuring an interview with Belafonte and a beautifully designed hardcover book.

Part of the reason Belafonte wanted to create a scholarly anthology of black American music is because so few works like it are available.

"Dr. King said that we all have a responsibility to make this a better world," he explains. Given this mandate, he felt that the gaping chasm in this category of music was a call to action. "Is the purpose of art to become rich?" he rhetorically asks. "Or can it be used to instruct people in the goodness that's in themselves and to understand more fully the world in which they live?"

What's unusual about this project is that, although it's been finished for 30 years, it's just now being released. Belafonte and a team he assembled began work on *The Long Road* in 1961. It was finished a decade later, in 1971, after three years of research and seven years of recording. While the Library of Congress has available a wealth of historical recordings, Belafonte felt the quality of those recordings was inadequate for the anthology he envisioned. So he assembled more than 50 performers to authentically and accurately portray the many genres of music represented in the work, using what were then state-of-the-art recording techniques.

"To a great extent, the only reason the vision I brought to the project has turned out so well is because of the collective wisdom that was around me," Belafonte explains.

The project was jointly backed by RCA and *Reader's Digest*, but it ran into a roadblock in 1971 when the partnership foundered. It remained dormant in studio vaults for about 30 years. But now, with some remastering magic, it's finally available.

"It accomplished what I wanted it to when we finished recording and mixing it," Belafonte says of the project. "What is now being extended here is the opportunity to put it before the public and to awaken interest in the material.

"I think that music is now reverting to some of its original root onsets," he muses. "New hip-hop artists are looking back at the classic forms of black music and its origins. I'm beginning to hear blues, gospel, spiritual music, country music, folk and religious roots, just like it's laid out in the anthology."

While Belafonte doesn't necessarily expect this anthology to break sales records, he is very clear about the value of such a collection.

"I think that hearing music of other cultures and reading their poetry, looking at their art, understanding their traditions and where they have come from, allows for more harmony," he says. "I think that if we knew more about the world, we might be sitting in a different place today when it comes to the bin Ladens of the world." C



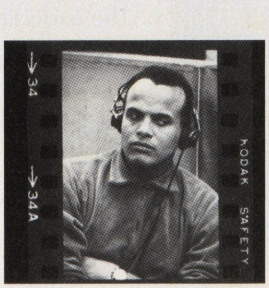

*Harry Belafonte credits the many contributors who helped create the anthology. Images of the late Charles White grace the companion coffee-table book.*

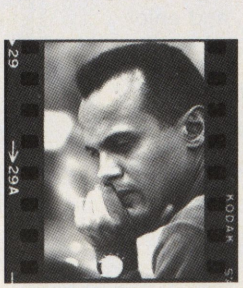
### THE COSTCO CONNECTION

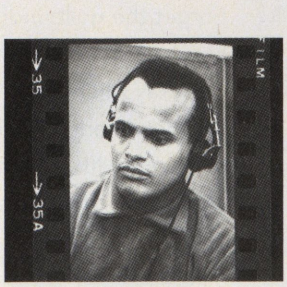
*The Long Road to Freedom* is available at selected Costco warehouses and through **costco.com**.



BMG ARCHIVES

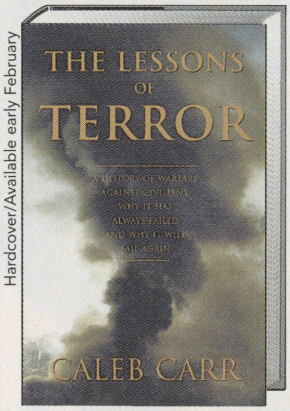






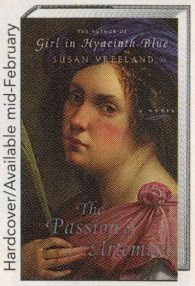
*These photos of Harry Belafonte were taken at the RCA Studio where* The Long Road to Freedom *was recorded and mixed more than 30 years ago.*

# Bookbeat



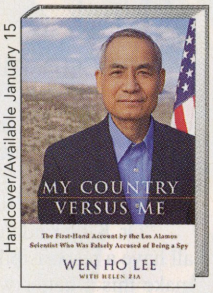
Hardcover/Available early February

The history of terrorism is horrifying and complex, reaching back to ancient times. In *The Lessons of Terror*, novelist and military historian Caleb Carr (author of *The Alienist*) argues that acts of terrorism have been—and will continue to be—ultimately unsuccessful in achieving their desired goals. (Random House)



Hardcover/Available mid-February

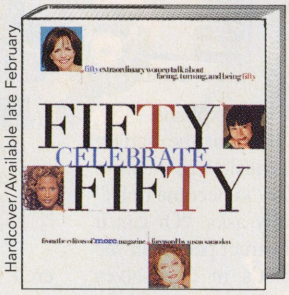
From the author of *Girl in Hyacinth Blue* comes a new novel set against the rich tapestry of the Renaissance. Susan Vreeland reveals the life of Artemisia Gentileschi, an extraordinary painter and a woman well ahead of her time. (Viking, a member of Penguin Putnam Inc.)



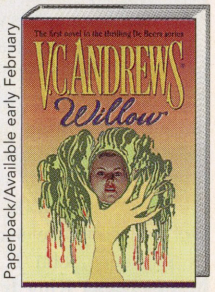
Hardcover/Available January 15

Dedicated Los Alamos scientist and patriotic American Wen Ho Lee was horrified to be accused of espionage by the United States government. Finally, he is able to tell the whole harrowing story in *My Country Versus Me*. (Hyperion)

Turning 50 used to be a dreaded occasion for women, but, as *Fifty Celebrate Fifty* illustrates, it's now a time to rejoice and revel in the well-earned bounty of life's wisdom. Thoughtful and passionate, the stories come from women—some famous, others less well known—who want to honor the start of a momentous period in their lives. From the editors of *More* magazine. (Meredith Books)

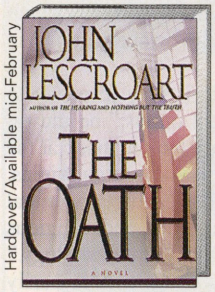


Hardcover/Available late February



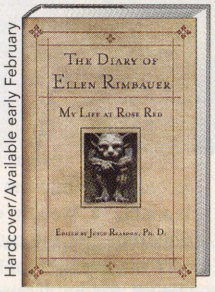
Paperback/Available early February

First in a spellbinding new series from V.C. Andrews, *Willow* is the dramatic story of one young woman's search to find her birth family—regardless of the obstacles and temptations she encounters in ritzy Palm Beach. (Pocket Books)



Hardcover/Available mid-February

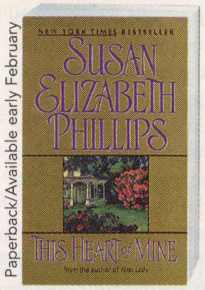
The Hippocratic oath comes under suspicion when too many patients die at one hospital. Homicide lieutenant Abe Glitsky and attorney Dismas Hardy return in John Lescroart's latest legal thriller, *The Oath*. (Dutton, a member of Penguin Putnam Inc.)



Hardcover/Available early February

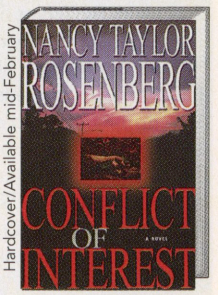
She sought a place to escape the nightmares of the house called Rose Red. When Ellen Rimbauer began her diary, it was to divulge her innermost secrets. Little did she know that it would turn into her sanctuary. (Hyperion)

Molly Sommerville has long been infatuated with the decidedly delectable Ken Tucker, a professional athlete who knows all too well how to play at romance. When they're stranded together at a lush resort, the game of love turns serious. (Avon)

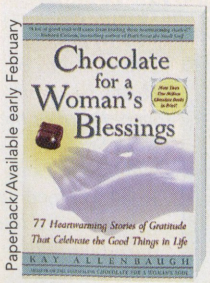


Paperback/Available early February

The ultimate *Conflict of Interest* arises when the desire for the truth behind a baffling case forces prosecutor Joanne Kuhlman to involve herself romantically with the opposition. This case is far from closed in Nancy Taylor Rosenberg's newest thriller. (Hyperion)

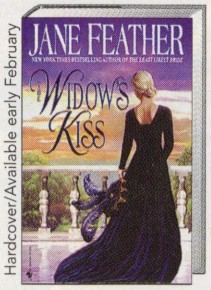


Hardcover/Available mid-February



Paperback/Available early February

Forget the guilt: Indulge, and enjoy some candy that won't add pounds with Kay Allenbaugh's *Chocolate for the Heart* series. Each book warms the heart with stories that celebrate the beauty of being a woman or a teen. (Fireside)



Hardcover/Available early February

The exquisite Lady Guinevere Mallory has buried four husbands before she's even turned 30. Now her heart is threatened by love for the very man responsible for investigating her husbands' mysterious deaths, in Jane Feather's *Widow's Kiss*. (Bantam)

# Planning for your future

## Books help readers attain successful financial planning

*By Stephanie Ponder*




I don't know about you, but the topic of financial planning always seemed like something to think about in the very distant future. Even then, I was sure that everything would work out on its own—kind of like the shoemaker whose work is finished at night by helpful elves.

Guess what. Those elves have yet to make an appearance.

If, like me, you are ready to give up on elves and start to take care of your financial security, Costco has several books to quell your fears and help answer your questions.

One title that can ease you into the area of financial planning is David Chilton's *The Wealthy Barber*. Published more than a decade ago, it has stood the test of time and stands out in the genre. Using a fictional barber and a good dose of humor, Chilton lays out the steps readers need to follow to take control of their financial future.

"I felt that most financial planning books had excellent content, but were intimidating and in a lot of cases focused too much on investing and not on financial planning," Chilton tells *The Connection*. "And of course they [the books] were dry, and I thought if I could wrap it all in a story and inject a lot of humor and focus on how to get the money—not just what to do with it when you already had it—I could help a lot of people."

During regular visits to the barber, the main character asks and receives answers to the questions most people with little financial background have. While Chilton recognizes the importance of knowing about investing alternatives and retirement savings plans, he is quick to point out that the key idea in the book is saving.

"I can't make you rich quickly," he says, "but if you're willing to stick with the program over 15, 20 or 30 years, you can do just fine."

Another approach to handling your finances comes from Suze Orman in *The Courage to Be Rich*. Orman, who writes a regular financial column for *The Connection*, addresses traditional subject matter such as bond funds, annuities and retirement accounts. But, like Chilton, she places an emphasis elsewhere. Orman insists that readers need to take stock of their spiritual wealth before looking at financial wealth. Among other topics, she looks at how clutter in our lives affects us, how we can attain financial intimacy and if and when to partake in charitable giving.

For those who like and need charts and worksheets to help them work through the steps to financial freedom, Orman created *Suze Orman's Financial Guidebook*. Designed to accompany her book *The Nine Steps to Financial Freedom*, the guidebook is filled with self-tests, checklists and information sheets. She equates it to having a one-on-one financial planning session with her.

"It's a guide for those who are financially blind," she says. "How do you take those blinders off? Can you make a commitment to yourself and then keep it? If not, you'll never be financially free."

If you're looking for information specific to your personal situation or challenges, you have several options of books to help you succeed.

For those who are approaching retirement, *You're Fifty—Now What? Investing for the Second Half of Your Life*, by Charles Schwab, co-founder and CEO of the Charles Schwab Corporation, offers sound advice.

Schwab tells *The Connection* that he wrote the book for three reasons: Retirement touches everyone, people are living healthier and longer lives and companies are moving away from traditional pension plans.

"Given all this, the unfortunate fact is that, as a rule, we Americans are simply not saving enough," says Schwab. "According to the 2001 Retirement Confidence Survey, only 30 percent of Americans have done a detailed analysis of their retirement needs. Certainly, for many, retirement seems a long way off—so it's easy, almost natural, not to focus on it."

To help readers prepare for retirement,

**THE COSTCO CONNECTION**

A variety of financial planning books are available this month in most Costco warehouses.

# book beat

## AN INSIDE VIEW OF THE BOOK INDUSTRY

the book includes information on investments, insurance and estate planning.

"My hope is that *You're Fifty* will inspire Americans to start planning now for a rewarding and productive retirement," says Schwab. "I firmly believe the second half can be the best years of our lives and that a sound investing strategy can give us the means and courage to achieve our dreams."

Two other books designed to help specific groups are David Bach's *Smart Women Finish Rich* and *Smart Couples Finish Rich*, in which the golden rule is to pay yourself first.

Bach, a financial adviser and educator, began by teaching financial planning seminars to women. When the attendees began to ask for additional reading material, he realized the market lacked a book about financial planning for women. *Smart Women Finish Rich* evolved to fill that void.

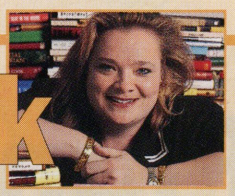
Bach describes it as an action-oriented book, and says that by the second or third chapter women are taking the steps necessary to secure a financially successful future.

Special features in the newly revised edition include information on hiring a financial adviser, raising your kids to be financially responsible and growing your income. The new edition also includes a chapter on success stories.

In *Smart Couples Finish Rich*, Bach takes the principles from the book for women and applies them to couples. He says the underlying idea of the book is that couples who plan together stay together. Like Orman, Bach encourages couples to look at their values before planning their financial future.

"The biggest myth with couples is that you need a budget," says Bach. "In a relationship, one person is the 'budgetor' and one is the 'budgetee.' The budgetor makes the budgetee miserable. Just put away your money first, and you won't need a budget."

So, regardless of your situation—married or single, male or female, starting a new job or looking forward to your last few years of employment—financial planning is a necessity. Even though I'm pretty sure elves don't exist, with some smart planning, everyone can have the financial security to make their financial dreams come true. C



### buyer's pick

When the year's shortest month feels as if it's the longest—with its dreary days and spring still a month away—a good book can do the trick to save you from February's doldrums.

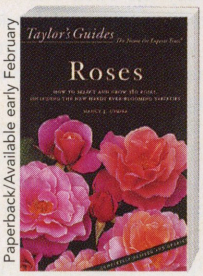
Consider *This House of Sky: Landscapes of a Western Mind*, by Ivan Doig. This, the author's first book, transports readers to Montana with words both poetic and lyrical.

Originally published in 1978, Doig's book is a memoir of his growing up in Montana. It begins on Doig's sixth birthday, when his mother dies from lifelong asthma.

"You don't read this book as much as you drink it in," says Pennie Clark Ianniciello, Costco's book buyer. "It is beautifully written."

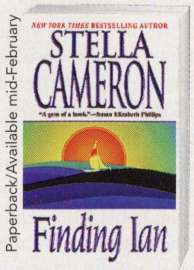
*—Stephanie Ponder*


## Bookbeat



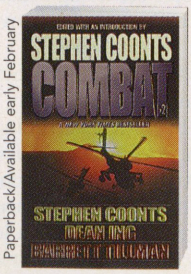

Paperback/Available early February

As *Garden Design* says, "*Taylor's Guides* are the best, most authoritative and intelligently organized guides on the market." Find out for yourself with these helpful and informative guides! (Houghton Mifflin)




Paperback/Available mid-February

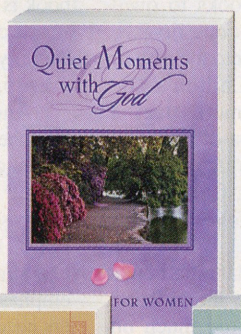
Still reeling from his wife's death and the guilt from renouncing his only son, Byron Frazer attempts to reconcile with his tragic past. His journey brings him to a village where he finds not only his son, but a future that offers him a glimmer of hope. (Zebra)

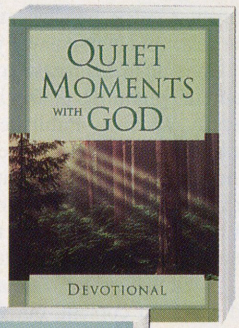


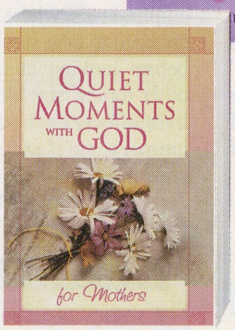

Paperback/Available early February

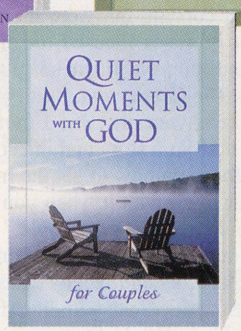
In the new millennium, there are new weapons, new strategies and new leaders. In Stephen Coonts' *Combat* series, come face-to-face with a new kind of war through 10 short novels by the best voices in military fiction. (Forge)

Spend some quiet time with these devotional books. Each one will inspire and soothe you with testaments of faith and belief. When so much of life seems to be a shouting match, you can find God in the *Quiet Moments*. (Honor Books)



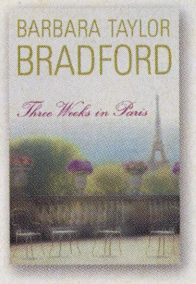




Products may not be available in all locations.

For additional selection...shop @ **costco.com**

# Manners and murder for your late-winter reading

***Amy Vanderbilt Complete Book of Etiquette*, by Nancy Tuckerman and Nancy Dunnan.** The 50th-anniversary edition of this classic book is an indispensable guide to navigating tricky social situations with ease. It is filled with timeless information, such as how to address every dignitary in the world, and up-to-date concerns, such as whether one should leave a response to an invitation on an answering machine. This edition includes samples of correspondence for every event, a guide to tipping and a checklist for preparing for a job interview.




***Three Weeks in Paris*, by Barbara Taylor Bradford.** Four students share the challenges and excitement of developing their artistic talents at the prestigious Anya Sedgwick School of Decorative Arts in Paris. Once best friends, they part enemies and after graduation go their separate ways. Years later, they receive invitations to celebrate Sedgwick's 85th birthday. They must revisit their past and examine what happened. For three weeks they rekindle ties and awaken in one another the sense of possibility they shared so long ago.

***Warning Signs*, by Stephen White.** The brutal slaying of Boulder's controversial district attorney strikes deep in the heart of everything that clinical psychologist Alan Gregory holds dear—and his wife worked for the dead man. The DA's body is just the first in a series of nasty incidents in this fast-paced story of crime and punishment, tragedy and retribution.

***Shadow Warriors*, by Tom Clancy with General Carl Stiner (Ret.).** This new nonfiction book takes a look deep into the heart and art of war as seen through the eyes of one of America's outstanding commanders. Stiner and Clancy trace the transformation of the Special Forces from a small core of outsiders in the 1950s through Vietnam and to the rebirth of the Special Forces in the late '90s. Their missions are complex—raids, counterterrorism, hostage rescues—and also lifesaving—building settlements, cleaning up water supplies and getting villages back on their feet.

***The Summons*, by John Grisham.** For the first time since *A Time to Kill*, Grisham returns to Ford County, Mississippi, a place rich in colorful characters and dark family secrets. The court is back in session!

*—Valerie Ryan*

## ADVANCE BESTSELLERS LIST

*Listed below are upcoming popular book releases that are sure to be bestsellers. The dates reflect when they are expected to be at Costco warehouses.*

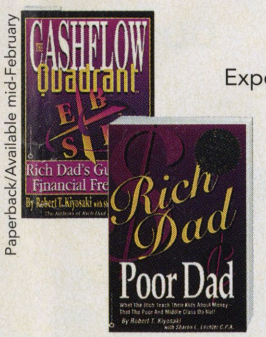
***Available the week of February 4:***
*The Summons*, by John Grisham*

***Available the week of February 11:***
*Three Weeks in Paris*, by Barbara Taylor Bradford

***Available the week of February 25:***
*Warning Signs*, by Stephen White
*Cottage*, by Danielle Steel*

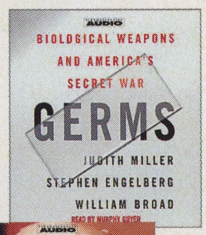
* Available by preorder from **costco.com** for delivery during the release week.

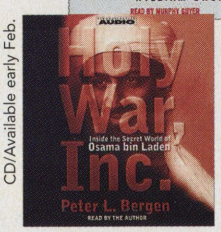
## Bookbeat




Paperback/Available mid-February

Experts share their insights on money and families in the bestselling *Rich Dad* series. With straightforward advice, they explain how you and your kids can follow the path to financial freedom. (Warner Business Books)

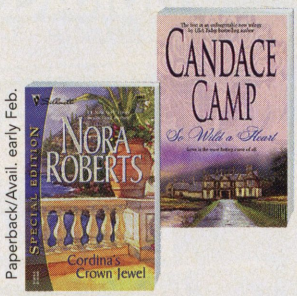


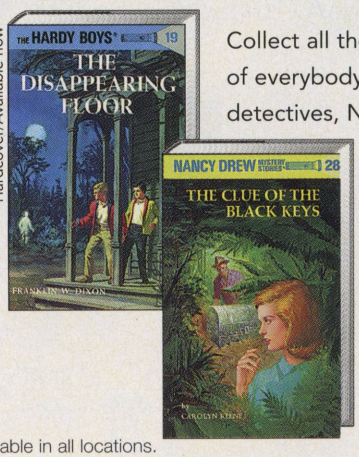

CD/Available early Feb.

Whether you're concerned about current affairs or curious about milestones of our nation's past, you can learn about the events that have shaped our lives in books such as *Germs*, *Holy War*, *War in a Time of Peace*, *Band of Brothers*, *Wild Blue* and many more. (Simon & Schuster Audio)

Enter an exciting, glamorous world of romance and intrigue through the novels of bestselling authors Candace Camp and Nora Roberts. (Mira/Silhouette)

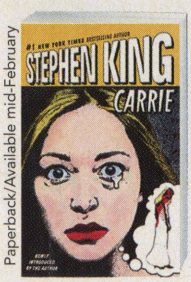



Paperback/Avail. early Feb.




Hardcover/Available now

Collect all the suspenseful adventures of everybody's favorite teen detectives, Nancy Drew and the Hardy Boys! Since their first appearance on the sleuthing scene, these determined detectives have never gone out of style. Available as a six-pack. (Price Stern Sloan, a member of Penguin Putnam Inc.)




Paperback/Available mid-February

Stephen King, the reigning king of horror, provides a special introduction to the paperback editions of three of his most chilling creations: *Pet Sematary*, *Salem's Lot* and *Carrie*. (Pocket Books)

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# Learning fun for your little duckies.

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# A Disney double

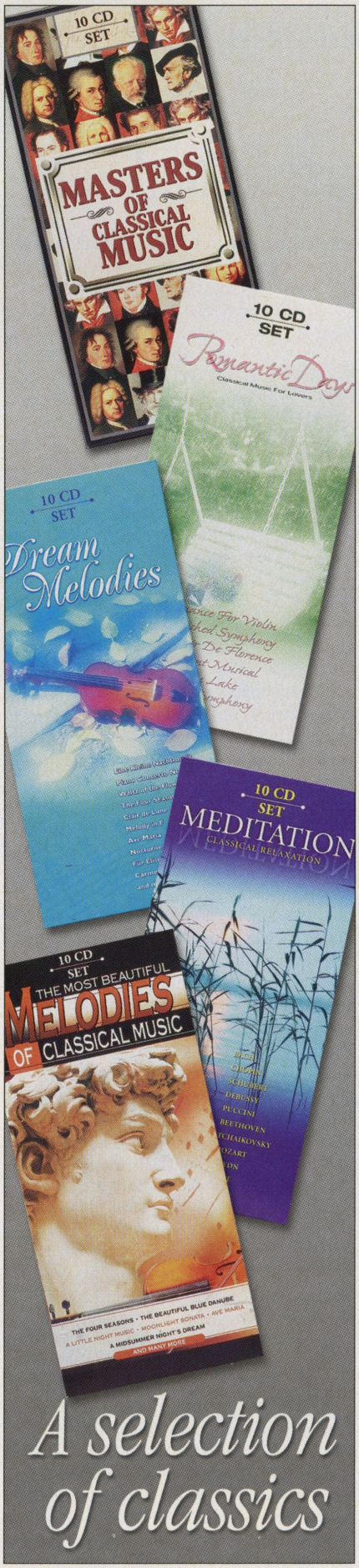
Disney magic is alive and well this month with the release of both new and old versions of animated classics.

***Cinderella II: Dreams Come True***, available on DVD and video, continues the tradition of irresistible music, lush animation and all your favorite characters from the original Disney classic. When Cinderella and her prince return to the palace from their honeymoon, the new princess suddenly finds herself cast in the role of royal hostess. But the traditional rules of the royal court don't allow her to entertain in her own warm and wonderful way. With the help of everyone's favorite fairy godmother and a band of mischievous mice, Cinderella and her friends find that the only true way to succeed is to be yourself.

***Peter Pan Special Edition.*** Walt Disney's 14th animated treasure, about the boy who never grows up, has been fully restored and remastered on both DVD and video. This family favorite follows the adventures of Peter, who, accompanied by his feisty sidekick, Tinker Bell, teaches his young friends Wendy, John and Michael how to make their dreams take flight.

***Captain Corelli's Mandolin.*** Nicolas Cage and Penelope Cruz star in this tale about the enduring hope of love and the devastating brutality of war, set amid the Italian occupation of Greece during World War II. Cage plays Captain Antonio Corelli, one of many soldiers brought to the Greek island of Cephallonia. He strikes up a friendship with a villager named Pelagia (Cruz) when he is assigned to live in her father's home. Her beauty and intelligence capture his heart, and his fondness for the village's vibrant community causes him to question his reasons for fighting. But as the war grows ever closer, Antonio and Pelagia are forced to choose between their allegiance to their countries and the love they feel for one another. The film is available on DVD this month.—*Mark E. Stroder*



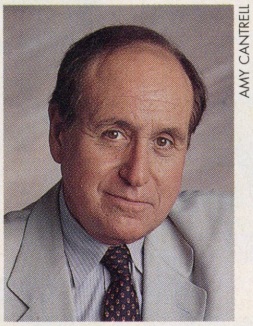






# Real-life lessons in credit and loans

Parents will often co-sign a loan to help their children buy a home or get a first car. Co-signing is also the easiest way to help a young person obtain a credit card and start building a credit history. Using the co-signer's positive credit rating ensures there is collateral to pay the balance.

The downside for the co-signer is that he or she is responsible for the full amount of the debt if the child can't, or won't, repay the loan. That can damage the co-signer's credit history. There are also more serious cases where co-signers have been forced to declare bankruptcy after lending money to an irresponsible family member who used the money and left the debt for mom and dad.


AMY CANTRELL

*David Horowitz*

Often, in that scenario, when the creditors knock on the door, love flies out the window. The situation not only costs money, but can also destroy a relationship.

Here's another situation that is tricky: co-signing for a child to help establish credit through a credit card. Let's say mom and dad co-sign so that son Jonathan can have a credit card with a $750 limit for college expenses. Suppose that Jonathan spends more than the credit limit. It's a simple problem for the bank to handle: Just go after the co-signer for payment. But this might not be the end to mom and dad's involvement.

Their financial guarantee continues beyond the time they decide to help Jonathan get credit. That's because credit-card loans have no set termination date. So, unless the parents personally terminate the credit card as co-signers on the account, they are still responsible for the payments.

Here's the simplest solution. Let the child get a secured debit card, where the limit is set by how much money is in the youngster's bank account. When the cash is gone, the credit is used up. It's a better way for kids to learn how to be responsible about money.

Better still, just give the child an allowance that is negotiable only during an emergency. He or she can also find a part- or full-time job to earn money. That's a great way for kids to learn to handle money and see how far they can stretch it if they are running low.

## Protect your Social Security number

Social Security numbers are one of the most common forms of identification. But the numbers are easy to steal, and can be used to confuse businesspeople, credit bureaus, law enforcement agencies and even banking institutions. I was shocked, but not surprised, that all 19 terrorists who took part in the September 11 attacks had Social Security numbers that were stolen or obtained by legal means, and used those numbers as IDs.

Social Security numbers were originally intended as a tracking device for citizens to make sure their federal government earnings and benefit records were accurate. Over the years the numbers became a universal identification system for virtually everyone for credit, banking, security and other services.

The use of Social Security numbers is out of hand, and I think it's time to find a more foolproof way to protect our identity. Congress has stayed away from the issue because of the huge costs involved in getting such a program developed. But not doing it has an even higher price in our high-tech society.

## Warning for women decaf drinkers

Medical researchers have dismissed most of the serious effects of drinking coffee in the past few years. Scientists, however, still say that too much caffeine is responsible for things such as excessive urination, heartburn and sleeping problems.

Many coffee drinkers settle for decaf, which has a minimum amount of caffeine. But now researchers at the American College of Rheumatology in Atlanta, Georgia, have found that women who drink four or more cups of decaf a day can double their risk of rheumatoid arthritis. The finding is based on most commercial decaffeinated coffee sold in the United States, which is treated with a legal, but harsh chemical called methyline chloride.

That is why many decaf drinkers are switching to coffee treated by the "Swiss water process," which is chemical-free, but pricier than popular brands that use the chemical process. It's easy to tell how the coffee is decaffeinated by reading the label.

For more information on the link between decaf and rheumatoid arthritis, see the site of the American College of Rheumatology at *www.rheumatology.org* or consult your family physician. C

*Costco member David Horowitz is a leading consumer advocate. His two-hour national radio program airs Saturdays and Sundays on Talk Radio Network. For a list of stations and times, go to* www.fightback.com.

## Ask David Horowitz

I purchased a new home in 1993 that had a GE glass stovetop. Recently, a small jar dropped out of a cabinet and landed on the cooktop, and the glass shattered into a zillion pieces. GE said it was not covered. When the glass in a very old barbecue broke, Sunbeam said, "That is special tempered glass; that should never have happened," and replaced it for free. What's the deal with GE? The jar weighed about a half ounce!

***Doris***
***Phoenix***

**Doris**, most appliances have limited warranties. But some parts, like the glass top, are not covered under certain circumstances. If the glass had shattered under normal use, it certainly would be covered. But it's probably not covered for impact, as that is not considered normal wear and tear.

Even though the glass jar was light, its impact had more to do with the distance it fell and the angle at which it hit the stovetop, not unlike the way a small pebble can shatter a automobile's windshield.

Also, many companies outsource customer service matters, which means that usually they give nothing away as a courtesy. They make their secondary income by selling parts and accessories. The exception would be replacing a product that was recalled for safety or mechanical reasons.

The bottom line: Prepare in advance when buying an appliance. Federal law allows a prospective buyer to read a manufacturer's warranty of extended guarantee before making the purchase. Also check with the retailer to see if they will intervene in a dispute with the customer and manufacturer to try and work out a resolution of the problem.

## Q&A

To ask David Horowitz a question, log on to ***www.fightback.com***, and "Ask David." He will personally respond to your problem if you follow the instructions printed on his Web site. Questions and answers of the greatest interest to Costco members will be used in this column with the permission of the individual contributor, and will be posted on *www.fightback.com*.

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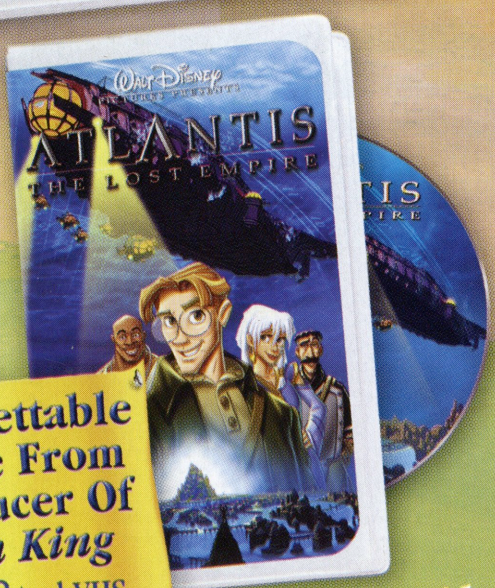

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Ivan Doig

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2 June '03

one-page **fax** to Pennie Clark Ianniciello

Pennie, hi--

I'm in the early throes of planning with Scribner for my *Prairie Nocturne* book tour, and want to make sure we do right by you in our scheduling of signings. Since I know the territory from having trooped over it so many times, I'm doing the fine-tuning of my Montana/Spokane part of the tour myself, and there's a convenient slot for a mid-day signing in Missoula on Sept. 29, much as we did on my last book, if you'd like.

We also did a signing at the Aurora store last time around, and I'm certainly game to do that again, if it could be towards the holidays after Scribner quits trotting me out of town for this book. (They say they're actually touring me into New York this time.) The tour is pretty extensive already and for self-preservation I'd better not take on much more, but if you're convinced another store or two in this area--Everett or Tacoma where I never have a logical signing venue?--would really pay off around holiday time, we could talk it over.

So, when you get a moment, please give me a call to let me know your thinking on any of this, and I'll do what I can to modulate matters with Scribner accordingly. Carol and I will be away June 18-28 (Montana, natch). And if it's any logistical help to you, the publicity person working on this at Scribner is Allison Kling (212) 632-4952; my editor there is Nan Graham, and Susan Moldow her very self made the pitch for the book at their sales conference.

Hope you're thriving, and look forward to hearing from you. All best,

Ivan

THE COSTCO CONNECTION®

February 2002 • Volume 17 • Number 2

A lifestyle magazine for small business



# Picture Perfect

## Costco 2001 Photo Contest Winners 19

**International Grand Prize Winner**
Cover photo taken by Carole Adair, United States

—Plus—

**Buying Smart: Roses and more** 24

**The wines of Italy** 33

**Romantic travel** 35

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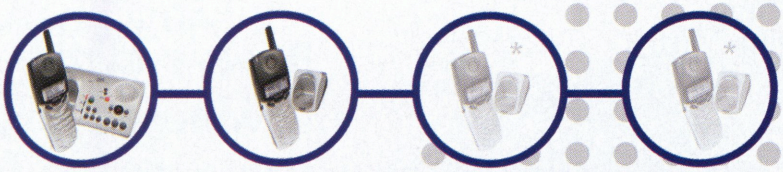
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the book includes information on investments, insurance and estate planning.

"My hope is that *You're Fifty* will inspire Americans to start planning now for a rewarding and productive retirement," says Schwab. "I firmly believe the second half can be the best years of our lives and that a sound investing strategy can give us the means and courage to achieve our dreams."

Two other books designed to help specific groups are David Bach's *Smart Women Finish Rich* and *Smart Couples Finish Rich*, in which the golden rule is to pay yourself first.

Bach, a financial adviser and educator, began by teaching financial planning seminars to women. When the attendees began to ask for additional reading material, he realized the market lacked a book about financial planning for women. *Smart Women Finish Rich* evolved to fill that void.

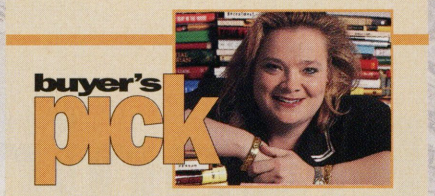
Bach describes it as an action-oriented book, and says that by the second or third chapter women are taking the steps necessary to secure a financially successful future.

Special features in the newly revised edition include information on hiring a financial adviser, raising your kids to be financially responsible and growing your income. The new edition also includes a chapter on success stories.

In *Smart Couples Finish Rich*, Bach takes the principles from the book for women and applies them to couples. He says the underlying idea of the book is that couples who plan together stay together. Like Orman, Bach encourages couples to look at their values before planning their financial future.

"The biggest myth with couples is that you need a budget," says Bach. "In a relationship, one person is the 'budgetor' and one is the 'budgetee.' The budgetor makes the budgetee miserable. Just put away your money first, and you won't need a budget."

So, regardless of your situation—married or single, male or female, starting a new job or looking forward to your last few years of employment—financial planning is a necessity. Even though I'm pretty sure elves don't exist, with some smart planning, everyone can have the financial security to make their financial dreams come true. C




When the year's shortest month feels as if it's the longest—with its dreary days and spring still a month away—a good book can do the trick to save you from February's doldrums.

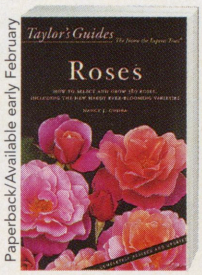
Consider *This House of Sky: Landscapes of a Western Mind*, by Ivan Doig. This, the author's first book, transports readers to Montana with words both poetic and lyrical.

Originally published in 1978, Doig's book is a memoir of his growing up in Montana. It begins on Doig's sixth birthday, when his mother dies from lifelong asthma.

"You don't read this book as much as you drink it in," says Pennie Clark Ianniciello, Costco's book buyer. "It is beautifully written."

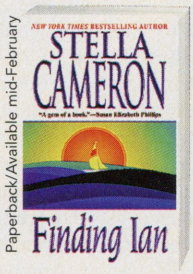
*—Stephanie Ponder*

# Bookbeat



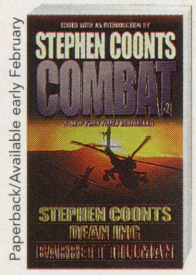

Paperback/Available early February

As *Garden Design* says, "*Taylor's Guides* are the best, most authoritative and intelligently organized guides on the market." Find out for yourself with these helpful and informative guides! (Houghton Mifflin)




Paperback/Available mid-February

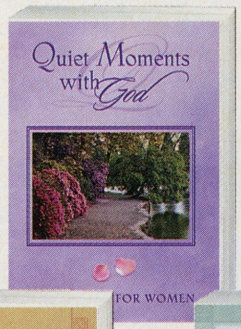
Still reeling from his wife's death and the guilt from renouncing his only son, Byron Frazer attempts to reconcile with his tragic past. His journey brings him to a village where he finds not only his son, but a future that offers him a glimmer of hope. (Zebra)

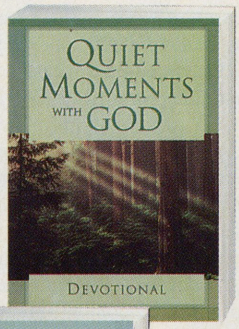


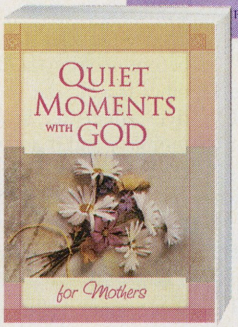

Paperback/Available early February

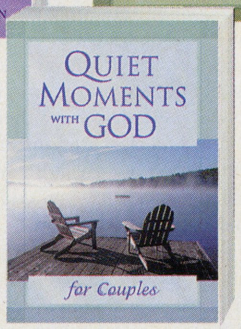
In the new millennium, there are new weapons, new strategies and new leaders. In Stephen Coonts' *Combat* series, come face-to-face with a new kind of war through 10 short novels by the best voices in military fiction. (Forge)

Spend some quiet time with these devotional books. Each one will inspire and soothe you with testaments of faith and belief. When so much of life seems to be a shouting match, you can find God in the *Quiet Moments*. (Honor Books)




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# Planning for your future

## Books help readers attain successful financial planning

*By Stephanie Ponder*




I don't know about you, but the topic of financial planning always seemed like something to think about in the very distant future. Even then, I was sure that everything would work out on its own—kind of like the shoemaker whose work is finished at night by helpful elves.

Guess what. Those elves have yet to make an appearance.

If, like me, you are ready to give up on elves and start to take care of your financial security, Costco has several books to quell your fears and help answer your questions.

One title that can ease you into the area of financial planning is David Chilton's *The Wealthy Barber*. Published more than a decade ago, it has stood the test of time and stands out in the genre. Using a fictional barber and a good dose of humor, Chilton lays out the steps readers need to follow to take control of their financial future.

"I felt that most financial planning books had excellent content, but were intimidating and in a lot of cases focused too much on investing and not on financial planning," Chilton tells *The Connection*. "And of course they [the books] were dry, and I thought if I could wrap it all in a story and inject a lot of humor and focus on how to get the money—not just what to do with it when you already had it—I could help a lot of people."

During regular visits to the barber, the main character asks and receives answers to the questions most people with little financial background have. While Chilton recognizes the importance of knowing about investing alternatives and retirement savings plans, he is quick to point out that the key idea in the book is saving.

"I can't make you rich quickly," he says, "but if you're willing to stick with the program over 15, 20 or 30 years, you can do just fine."

Another approach to handling your finances comes from Suze Orman in *The Courage to Be Rich*. Orman, who writes a regular financial column for *The Connection*, addresses traditional subject matter such as bond funds, annuities and retirement accounts. But, like Chilton, she places an emphasis elsewhere. Orman insists that readers need to take stock of their spiritual wealth before looking at financial wealth. Among other topics, she looks at how clutter in our lives affects us, how we can attain financial intimacy and if and when to partake in charitable giving.

For those who like and need charts and worksheets to help them work through the steps to financial freedom, Orman created *Suze Orman's Financial Guidebook*. Designed to accompany her book *The Nine Steps to Financial Freedom*, the guidebook is filled with self-tests, checklists and information sheets. She equates it to having a one-on-one financial planning session with her.

"It's a guide for those who are financially blind," she says. "How do you take those blinders off? Can you make a commitment to yourself and then keep it? If not, you'll never be financially free."

If you're looking for information specific to your personal situation or challenges, you have several options of books to help you succeed.

For those who are approaching retirement, *You're Fifty—Now What? Investing for the Second Half of Your Life*, by Charles Schwab, co-founder and CEO of the Charles Schwab Corporation, offers sound advice.

Schwab tells *The Connection* that he wrote the book for three reasons: Retirement touches everyone, people are living healthier and longer lives and companies are moving away from traditional pension plans.

"Given all this, the unfortunate fact is that, as a rule, we Americans are simply not saving enough," says Schwab. "According to the 2001 Retirement Confidence Survey, only 30 percent of Americans have done a detailed analysis of their retirement needs. Certainly, for many, retirement seems a long way off—so it's easy, almost natural, not to focus on it."

To help readers prepare for retirement,

**THE COSTCO CONNECTION**

A variety of financial planning books are available this month in most Costco warehouses.

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3 Nov. '03

one-page **fax** to Pennie Clark Ianniciello, Costco

Pennie, hi again--

Before I lose sight of it in the onrush of the holidays and my continuing booktour, I'd like to get written directions to the Tacoma and Everett stores for our Dec. 3 & 4 booksignings, if I may. Mailing them to me would be best, as my fax is on our phone line and not always on. Thanks--I'm looking forward to the events.

All is going well with *Prairie Nocturne*--at the moment it's #3 on the Denver bestseller list and #2 on the PNBA's. Some other good news is that Scribner intends to repackage *English Creek* and *Ride With Me, Mariah Montana* when the Penguin paperback contracts run out early next year and make them a set with *Dancing at the Rascal Fair*, finally the trilogy in a uniform format.

Carol sends her greetings, and we both hope you're weathering okay in what we know has been a hard time.

All best,

Ivan



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