



For Immediate Release

Media Contact:
Lisa A. Shenkle
410.439.4695
Lisa@crewscontrol.com

**First B2B Learning Site for Retailers, GiftandHomeChannel.com,
Launches with Help from Crews Control**

Silver Spring, MD – The first B2B learning channel for retailers, www.giftandhomechannel.com, launched in September, 2007. But before Ray Gaulke, President of *giftandhomechannel.com* could launch the site, he needed to find a way to tape educational presentations from retail merchants around the country.

Building the first B2B learning channel as a clearinghouse for all things educational for retailers, Gaulke wanted to tap into the collective knowledge of seasoned merchants.

At *giftandhomechannel.com* “we are going to provide a life-long learning experience,” says Gaulke. “Our approach - short burst learning segments - deliver content in bite-sized portions from retailers from all across the USA.” The trick, Gaulke says, was how to assemble this content in an affordable way. “How do we capture these stories from around the country?” he asked.

A recommendation from a colleague led him to Crews Control.

“We were really impressed with the quality of Crews Control’s blue chip client list and after talking to them over the phone, we were convinced that Crews Control had the kind of cameramen we were looking for,” he says.

Giftandhomechannel.com ended up utilizing over 15 different crews and according to Gaulke, the quality has been “amazingly consistent.”

From shoots outside of Houston to those in Chicago, Minneapolis, Detroit and New York, among others, content is expansive and includes on-line presentations for retailers on how to buy, hiring practices, acquiring new customers, increasing the average

sale, developing customer loyalty, merchandising techniques, business planning and promoting your store plus many other segments and topics.

Crews Control shot over 250 learning segments, in real store environments with difficult lighting, while some shops were open for business. Among the challenges: finding enough electrical outlets.

Gaulke explains that the retailers used are not accustomed to being on camera, but Crews Control's camera crews supported the talent and paid close attention to detail, offering to shoot over again, if needed, until the shot was perfect.

"In different markets, I would meet them that morning for the first time and knew immediately they were on my team," says Gaulke."

Crews Control is the exclusive agency handling the booking and billing of pre-screened, highly experienced film and video professionals worldwide. For more information go to www.crews-control.com or call 1-800-545-CREW (2739).

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