



Record breaking turnout surprises Ross' management

March 17, 2012 Andrea Glover, *Elko Daily Free Press*

ELKO — It's no secret around Elko that when new shopping options come to town, they'll draw a crowd.

Maybe after Ross Dress For Less' grand opening, management will listen.

"The CEO couldn't believe the opening for a community of this size. He said everyone in town must have gone," said Gary Pinkston, owner of the Elko Junction Shopping Center and founder of Meridian Pacific Ltd., a real estate development company.

The grand opening of Ross Dress for Less on March 3 resulted in record sales volume double what the store had been expecting, and by the end of the weekend, the store was sold out.

"The sales volumes were double what their budgets were," said Pinkston. "It was one of their largest openings in history."

After Rue21, Jo-Ann Fabric and Crafts and Famous Footwear all reported record breaking sale volumes during their grand opening celebrations, Pinkston anticipated Ross' grand opening would follow suit. He offered the company additional storage space to stock up on merchandise, and while it was initially declined, the company soon reconsidered.

"The biggest problem was they just couldn't get the merchandise fast enough," said Pinkston. "They had trucks running out of Salt Lake City all night."

Elko's grand opening corresponded with the grand opening of a store in Susanville, Calif. By the end of the day, the Elko location beat the California store 2-to-1 in sales volume.

"Everyone is very pleased with the openings," Pinkston said. He added that Ross' unadvertised, soft opening on March 2 had "outstanding" results.

Maurices also celebrated their grand opening March 3 — moving to the Elko Junction from the East End Shopping Plaza.

The store has been open in Elko for about 10 years and reported the biggest sale day in their history during their grand opening.

Pinkston attributed much of the success of Elko Junction to the people in the community of Elko.

"Stores wouldn't come to Elko if there weren't the people in Elko," said Pinkston. "In California, cities don't welcome us as much. It's fun for us to work here."