



Westfield Comics, Etc.

7475 Mineral Point Rd. in
High Point Centre
Madison, WI 53717
(608) 833-4444
www.westfieldcomicsetc.com

Hours: Monday-Friday 10-9, Saturday 10-6,
Sunday Noon-5

Bob Moreau is the manager of Westfield Comics, Etc., the retail store component of Westfield Comics, a national mail-order comics subscription service. You'll find the full text of Moreau's responses at www.cbqxta.com in the "Recommend a Comics Shop" forum.

**DESTINATION:
COMICS!**
Spotlighting comics shops across the nation!

Please provide a timeline of your store's history.

Westfield Comics, Etc., opened in May 1991 in Whitney Square Mall. The store moved to the High Point Center Shopping Centre at the end of November 2007.

The word that best describes your business philosophy?

Courtesy.

Describe the neighborhood where your store is located. Why did you choose this location? What do you do to be part of that neighborhood?

Westside Madison is mostly urban malls. We are near such other businesses as Barnes & Noble, which helps draw people to the area.

What will customers see when they come to your store? What should catch their eye the moment they walk in the door?

A well-organized store, larger, cleaner, and more brightly lit than most comics shops with a large selection of new-release comics and graphic novels, most displayed full-face.

Does your family work with you in the store?

No.

How many employees do you have?

Seven.

Who's the most unusual employee?

Josh, the assistant manager.

Are you a chain of stores and, if so, how does that business model differ from an individual store?

We are currently the only retail store for a large subscription service. We are symbiotic in that we can check with each other, if product isn't found at one location.

How would a new customer describe your store? How about a longtime customer?

Large, clean, organized, well-merchandised, and friendly.

How do you cater to/attract families to your store?

We treat kids and parents as well as any customer, if not better. We hold seminars for making their own Mighty Muggs. And we remain aware of what's in demand for new children's material.

What makes your store a destination?

The product we carry. The friendly service we provide. Being the largest comics shop in our city.

How do you promote your store?

Through Internet ads, the *Yellow Pages*, school fliers, *The Onion*, local weekly circulars, tie-ins with local theaters, and at local libraries.

What has been your best sales day to date?

Free Comic Book Day, May 2009.

Do you participate in Free Comic Book Day? If so, please share highlights. If not, why not?

Yes. Every year has been larger than the previous. We have had local artists come in to do sketches and talk to the customers. We hold contests and, in 2009, we sold sketch cards with proceeds benefitting the Comic Book Legal Defense Fund.

What do you do on new comics day?

New books are available ASAP. We talk with our customers as we get their pulled comics.

Who has been your most popular creator at a store signing?

We were lucky to get Mark Waid and Alex Ross at the end of their *Kingdom Come* tour. And we had Neil Gaiman about the time that *Sandman: Brief Lives* was still coming out in single comics.

Who would you most like to have appear at your store?

Gaiman again, but he might be too big these days.

What upcoming promotions, sales, etc., do you have?

We had a Halloween food drive and costume contests. Later in 2009, we'll have an end-of-year sale and movie tie-ins with such films as *Where the Wild Things Are* and *Avatar*. ☐