



## Outlasting the competition

At El Paso Scene, which has been serving the region for over 24 years, we've seen countless businesses come and go. The one guaranteed way to help ensure that local businesses succeed is to patronize them. Even the stores that have been around for decades need new customers to keep thriving. Be sure to stop by and give them some business this holiday season and beyond. While this story highlighted a sampling of some of El Paso's oldest retail stores, there are many others. If we've missed any that have been around for 20 years or more, give them a shout-out on our Facebook page with the hashtag #LongLiveElPasoBusiness.

Here's a list of a few of the local stores who have stood the test of time, and have been part of the El Paso community for at least 20 years, or much, much longer:

**Art Center of El Paso**, 3101 Yandell. 68 years!

**Coffee Emporium**, 5817 N. Mesa. 37 years!

**Collectibles**, 4700 N. Mesa and 1530 Lomaland. More than 40 years!

**Continental Dry Goods**, 305 S. El Paso. 34 years!

**Crazy Cat Cyclery**, 6625 Montana, 2800 N. Stanton and 5650 N. Desert. 23 years!

**Ella Blu**, 541 N. Mesa. More than 30 years!

**Etcetera Gift Cards and Candles**, 4242 Hondo Pass, Suite 104. 25 years!

**Hal Marcus Gallery**, 1308 N. Oregon. 32 years!

**Holland's Department Store**, 402 S. El Paso. Nearly 60 years!

**MarketPlace at Placita Santa Fe**, 5034 Doniphan. More than 30 years!

**Hernden's Brass Store**, 7360 Stiles. 41 years!

**Madonna Shoppe**, 5933 Gateway West. 71 years!

**Starr Western Wear**, 112 E. Overland, Downtown, and 11751 Gateway West. 53 years!

**Susan Eisen**, 5857 N. Mesa, Ste. 19 (in Century Plaza). More than 30 years!

**Vanities**, 7933 N. Mesa. More than 20 years!

## Merchants

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business's untapped customer bases, and think about the possibilities of reaching out to them as well.

Customers are what keeps that business going, and they will be able to tell a business what they are doing right and where they need to improve.

"If you can't learn from the customers, then your business is dead," he said. "If you don't have or know what your customer needs or wants, then you are setting yourself up for failure."

As far as keeping a customer base, Dayoub stressed the value of continual outreach through "old-fashioned" methods, even in this age of social media. It is fine and good to use these methods, but too many emails will just become spam, and customers will soon be irritated by or ignore them. Instead, reach out in via more personal means.

"What you need to do is pick up the phone, and call your customers. Thank

them for their business," he said. "Or, in lieu of a call, don't email them, but actually mail them a letter. They will appreciate it."

He said he understands the appeal of online services like Amazon, as they offer items for a good price, or things that can't be found locally. However, the more a local business knows its customers and their needs and wants, the more they can successfully cater to these needs.

He said the thing that consistently stands out with customers are good products with good customer service. As people will remember going into a restaurant and getting a bad meal, or walking into a store and getting treated poorly by the employees, they will also remember the good experiences and come back again. Dayoub said it's like the "Cheers" effect. People want to go where "everybody knows your name."

"If you walk into a shop, and they say 'Hi,' (and call you by your name), that makes you feel appreciated, and you'll want to return," he said. "That kind of thing you can't get online."

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