

6B The Daily Nonpareil

Business

Olson takes over at Word Merchants

By MIKE CONDON
The Daily Nonpareil

Word Merchants is alive and well, according to new owner Ruth K. Olson.

Olson purchased the business from Ray and Veronica Trezona on Sept. 8 when Veronica Trezona went to work for Bill Ramsey and Associates in that company's new Council Bluffs office.

Many presumed that Word Merchants, established at 102 S. Main St. by the Trezonas in 1985, would be closing.

That's where Olson came in.

"I guess I always had a secret desire to work with and run my own business," she said. "Veronica and I have been friends for a long time. I didn't exactly plan on buying Word Merchants. I guess you could say it was thrust upon me."

Her biggest goal right now is to let people in town know that the business is still open.

"There are a lot of people who thought Word Merchants would close when Veronica went to work for Ramsey," said Olson. "I'm hoping that people will realize that the business is still here."

Olson brings impressive credentials to the job. She has worked on the staff at the Council Bluffs Chamber of Commerce, where she was, and still is, involved with Leadership Council Bluffs.

She also worked for 10 years at Union Pacific. Olson's most recent job was as a computer programmer



Nonpareil/Kevin Potter

Ruth K. Olson, new owner of Word Merchants, sorts out copies to be delivered.

with a Kansas City-based firm. Part of the reason for leaving that job had to do with excessive travel.

"I'd be spending all week down in Kansas City and weekends back here," she said. "It got to be real old, real fast."

Olson admits the last six weeks have been quite busy. Currently, she is working by herself in the office. At times, the amount of work can get to be a little hectic.

She adds that Veronica Trezona has been a great help during the time of transition.

"Whenever I've had a question, I've called her and she's just been great," said Olson. "I also spent a lot

of time helping her get set up in her new office."

As for changes under the new ownership, Olson said there aren't going to be many. The one major change will be the deletion of public relations from the services offered.

Part of Veronica Trezona's expertise was in that area. She has taken many of those clients on to her new position at Ramsey.

"I enjoy doing things with design," said Olson. "Printing and typesetting will be our major functions. We do a lot of flyers and things of that nature."

Another attraction of the job was a chance to work in the downtown

area. Olson's home isn't far from her new office.

"I've always enjoyed being a part of the community," said Olson, whose offices also serve as headquarters for the Wabash Trace Nature Trail. "Being involved is important to me."

The Wabash Trace is one project to which Olson has devoted many hours. For a small fee, the Trace uses Word Merchants' services to answer any questions and promote the area. They also have much of their printing work done for a reduced cost.

"It's an arrangement that has worked out well for both sides," she says.

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ago 38,100, year ago 40,900.

Live sales, compared with Tuesday's

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