

Chatting with Melissa Cameron Fleming



What was behind your interest in working within the Christian retail industry?

I had always had a passion for creating and developing educational toys for infants and toddlers. It was the career path I chose before I had children. Now as a Christian mom, I have dedicated my life to teaching my children the things of God. Working in the Christian retail industry has allowed me to bring the two together.

How did you join the Alphabet Alley team?

Four years ago I was given a few Alphabet Alley products to sample and immediately fell in love with them. I thought if I ever went back to work, I would love to work for this company. These products are exactly what I would want my kids to be playing with while I sow into them the foundation of our faith. Well, three years later I received a phone call from a mutual friend and he asked me if I would be interested in interviewing for the National Accounts Manager position for Alphabet Alley. I was thrilled to say the least and knew the Lord had opened this door for me. I interviewed and the rest is history. I thank God every day for this opportunity and this company. Truly a blessing!

What are your favorite Alphabet Alley products?

All of them!! Honestly, I love all of the products but if you are going to make me choose then I would have to say the Go Fish! games. I love to play cards, could do it for hours if I had the time. The Go Fish! games travel with us wherever we go, they fit right in my purse and can be played at a moment's notice. I am also extremely excited about the launch of the Bible Train Adventures. I also love to read and find so much joy in



reading to my kids. Some days that is all we do. I know these books will become my "new" personal favorites and my kids too.

What Alphabet Alley toys do your kids play with the most?

My two year old son, Ryan, loves to play with the Noah's Ark Stacking Blocks. He loves to count each block as he stacks them and loves even more knocking them down. My four year old daughter, Kate, loves the Go Fish! games and the matching games best. When she gets a match, she gets very excited, even so much as to help me get a match too. These games in particular have also lead to some wonderful discussions about God and his creation. Praise God for that!

Your brother promotes and creates numerous Christian films and programs-is there one in particular that means the most to you?

Fireproof the movie, hit home hard for me. My ministry is my family. It is what I pour myself into. To see on the big screen a direct reflection of what so many marriages are like these days with and without Christ in their lives, was very convicting. I embrace each day with a heart of thanksgiving that I fulfill the roles God has placed me in, to be a wife to my husband and a mother to our three children.

What is Alphabet Alley doing to promote faith in the American family?

They are bringing our history, God's word, back into the heart of our children through play. What an amazing opportunity this is for us moms, grandparents and/or teachers to sow into our children's hearts and minds, the things of God and have fun at the same time. Another reason I am so excited to be a part of this company and Bible Train Adventures are the stories that will be featured from this line. These are not just cute stories we like to read to our kids, these are the stories we must be teaching our kids and Alphabet Alley is doing just that.