

# Kenmore Chamber of Commerce

(formerly Kenmore Board of Trade)

March 2022

## “BRINGING BUSINESS BACK HOME”

### PRESIDENT’S MESSAGE

Greetings to All!

I used to go to a lot of trade shows in the late 1980s and early 1990s.

The “modern” comic book distribution system began about 1980, so the idea of comic specialty stores did not start until that decade (not counting book stores that also sold old comic books), and the owners had a lot to learn about running a retail business. So to compete for customers like me, all the different distribution companies (and there were many in those early years), would do yearly trade shows. And at these trade shows they would bring in many experts to teach us new retailers of comic shops how to not only attract customers but also how to keep customers. And one of the first things I learned was to take care of existing customers. Once you got them, why would you not do all you can to keep them? I bring this up because of the way a company I have been doing business with for two decades seems to have forgotten this fact.

My 35th anniversary is this year, and I wanted to order some special dice for my game playing customers like I have done many times in the past. But the company said it could not start an order now because of supply issues. They were currently running two months behind on producing product. That I can certainly understand, having been dealing with a lack of comic and card supplies for the past year (why must everything be made in China?). So I said just put me on a list and let me know when you can make these special dice for me, since my anniversary runs the whole year. And they said no, they are taking zero orders now and I should just call back in two months. How hard is it to keep a list of what your customers want to order, and call them when the order is ready, if that is what they want? I do it all the time with mine, and the fact that I have survived for 35 years when so many of my competitors have not says a lot about this method of taking care of your existing customers.

I know the past two years have been tough on all of us, and some businesses have managed better than others, but it seems to me the most successful businesses have (and should) work harder to keep their customers happy. If you don’t care for their business, and you do not want to go that extra mile to help them out, then do not be surprised if that customer finds another business that will do what it takes to make the customer happy.

Thank you for listening, and please be safe!

John Buntin Jr, KCOC President  
john@kenmore-komics.com



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### WELCOME TO OUR NEW KCOC MEMBERS!

<p><b>K &amp; N Liggett, LLC</b>  <b>Restaurant Consultant</b>          Matthew Liggett          13940 Mystic Rock Road          Columbiana, Ohio 44408-9389          724-822-2244</p>	<p><b>Network Design Consultants, Ltd</b>  <b>Tech Services for Businesses</b>          Scott McClain          4300 Dressler Road NW          Canton, Ohio 44718-2752          330-499-1599  <a href="http://www.networkdesignconsultants.com">www.networkdesignconsultants.com</a></p>	<p><b>Niles Mfg. &amp; Finishing, Inc.</b>  <b>Electro-, Top- &amp; Powder Coating</b>          Beth Hall          465 Walnut Street          Niles, Ohio 44446-2369          330-544-0402  <a href="http://www.nilesmfg.com/default.html">www.nilesmfg.com/default.html</a></p>
<p><b>Notify Technology Corp</b>  <b>Providing Mobility Management Solutions</b>          Paul DePond          888 Boardman-Canfield Rd, Ste C          Youngstown, Ohio 44512-4277          234-228-7100  <a href="http://www.notifycorp.com">www.notifycorp.com</a></p>		<p><b>Pregnant with Possibilities Resource Center</b>  <b>Social Service Agency</b>          Veranda Rodgers          16004 Broadway Ave, Ste 203          Maple Heights, Ohio 44137-2557          215-510-5101  <a href="http://www.pregnantwithpossibilities.com">www.pregnantwithpossibilities.com</a></p>

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## Community Energy Advisors Create Viridi

Community Energy Advisors (CEA) is a benefit provider for energy management. They work hard to provide Chamber Members with the best electric and natural gas supply products available. A sound energy strategy addresses electricity and natural gas rates and usage as well. Over the years they have provided our members with many additional energy management services focused on driving savings. Examples of these services include facility audits, LED light installations, real-time monitoring, and solar generation installations.

To better reflect the growth of CEA's energy consulting and advisory services, they have formed a new company called Viridi. Viridi translates to "green" in Latin. Through Viridi, CEA will provide our members with a broad spectrum of financial and environmental sustainability services to enhance their energy value proposition.

Viridi works with its customers to establish and achieve sustainability goals. They provide access to best-in-class solar installation and energy efficiency partners. Additionally, they secure Renewable Energy Certificates and Carbon Offsets on a wholesale basis and retire them on behalf of their customers who are looking to lower their carbon footprint. Community Energy Advisors plans to continue to drive best-in-class electricity and natural gas retail supply products and brokerage services, and combined with Viridi, they are positioned to be an extension in all things related to your utility power and gas needs.

Please contact Rick Davidson, President of Community Energy Advisors, at [rdavidson@ceateam.com](mailto:rdavidson@ceateam.com) if you have any questions.

## Emerging Professionals Virtual Coffee Chat: "What is a Mandate?"

The latest Virtual Coffee Chat for Emerging Professionals is called "What is a Mandate", and is scheduled for Wednesday March 16th. This free virtual event will run from 8:00 to 9:00 am, and will continue this monthly series by hitting on the hot topic of "mandates".

There is no doubt that you have heard this term associated with vaccinations, yet mandates exist in many aspects of HR work. In this session, Stella Skaljac, Founder/CEO of ImagineHR LLC, will share a brief history of mandates, discuss the common mandates found in HR work, and will interact with attendees to answer any questions that emerge from this discussion.

This Virtual Event is strongly encouraged for those who are curious about working in HR, have less than 8 years experience in HR, and/or have ventured into HR after years in a different industry/field.

To sign up for this event, please go to Cleveland SHRM at <https://www.clevelandshrm.com>, find the calendar listing on the home page, and click on the 3/16/2022 event.



## KBOT FLASHBACK



### 10 Years Ago - March 2012

- Ⓜ **David E. Culbertson**, President
- Ⓜ KBOT members were invited to a seminar on identity theft presented by Tim Dimoff.

### 15 Years Ago - March 2007

- Ⓜ **Scott M. Smith**, President
- Ⓜ Luncheon speakers were Roger Ormsby & Ron Shannon of AIG Insurance, who spoke about how small businesses can expand benefits without increasing costs.

### 20 Years Ago - March 2002

- Ⓜ **Jeff Scott**, President
- Ⓜ No information available.

### 25 Years Ago - March 1997

- Ⓜ **Rich Masterson**, President
- Ⓜ Guest Speaker for the March lunch was Chuck Woodward of Senior Action Workers Program.

### 30 Years Ago - March 1992

- Ⓜ **Mel Kent**, President
- Ⓜ The Kenmore Board of Trade's Ladies Night Banquet was held at The University Club this year, with entertainment from the Etta Mae Smith Dancers.

### 35 Years Ago - March 1987

- Ⓜ **Dennis Bloomer**, President
- Ⓜ Members now have two insurance benefit plans to choose from - Kaiser Permanente or Independent Medical Plan, Inc.

### 35 Years Ago - March 1982

- Ⓜ **Kermit Bair**, President
- Ⓜ The Ladies Night Banquet was held at Anthe's Restaurant.