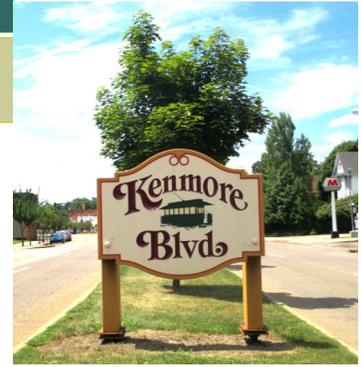


“FRIENDS DOING BUSINESS WITH FRIENDS”

PRESIDENT’S MESSAGE

Greetings to All!

So, have you heard about the latest fad sweeping the nation - Pokémon Go?



I remember my first encounter with Pokémon, when the first set of cards were released in 2000. For that year’s Kenmore Holiday Celebration (our first) I created the “Children’s Treasure Hunt”, where children (with their parents) visited 17 different businesses on Kenmore Boulevard, so that they may get a “treasure” from each (and the parents would be introduced to the businesses while they were there - how’s that for promotion!). Their final stop was my store (Kenmore Comics & Games), where they got a free Pokémon card pack. I had four boxes (144 packs) ready to give away, and ran out two hours before the event finished. I was not expecting such a turn out, but Pokémon was already a hit with the kids and became a steady seller for years.

Pokémon Go, however, isn’t quite the same. There are still plenty of kids (and adults) playing the game, but my ability to sell anything to them has not been very successful. The first couple in my store (adults in their twenties) complained about the reception of their phones which had a problem working (there is a “Fall Out Shelter” sign in my basement from the 1950s for a reason). The next visitor, also in his twenties, walked four feet into my store, stared at his phone for five minutes, never looked up or acknowledged me in any way, and then left without a word. After him came another gentleman who complained to me that I was the wrong “team”.

A fad not exactly impressing me so far.

The newspapers, TV and radio accounts talk about this fad, usually about opportunities to promote your business to the participants, or complaints about the rudeness, carelessness, or lack of respect for where the game is taking place (I agree that a cemetery is no place to play a game, especially around grieving people).

So, is this fad (and it is a fad, we all know there will be something new in a year or two) truly an opportunity for us to do more business? I suppose you get out of it what you put in. I am told you can purchase “stuff” from Nintendo to attract players to your business, where you can sell them food or coffee or whatever it is you think they will purchase. Certainly we all want customers to walk through our doors, and it is always up to us on how we present ourselves to them after that point.

After a few more misses, I finally had a group of three teens purchase some soda pop from me, and thank me for allowing them to come in and “play” for a bit. Maybe there is still hope to make something out of this after all.

I would be interested in hearing any stories from you about your experiences with Pokemon Go, and certainly any ideas to pass on to your fellow business members.

Thanks for listening!

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



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KBOT's Next "Meet & Greet" Take 2!

Our apologies for the cancellation of the July 21st "Meet & Greet" at *Prentice Funeral Home*. We had received so many calls from our members saying they couldn't make it that we decided to reschedule this event to Thursday August 18th.

So, Take 2: The Kenmore Board of Trade's August "Meet & Greet" event will be held at *Prentice Funeral Home*, 1154 Kenmore Boulevard on Thursday August 18th! This evening networking meeting will include refreshments, drinks, and fun conversation with fellow business members. Many door prizes will also be given away. This networking event will be from 5:30 to 7:30 pm, and no RSVP is necessary. We hope to see you there!

And please make a note in your social calendar that the September "Meet & Greet" will be at *The Rialto Theatre* on Thursday September 22nd. Details next month!



Kenmore Board of Trade Now on Facebook!

The Kenmore Board of Trade has recently launched our own Facebook page. We will be highlighting upcoming KBOT events, member specials and updates, as well as various other community happenings.

Whether it is exciting news or special promotions, we would also love to feature your company on our page. If you have content that you would like to have featured on the KBOT FB page drop Tom (tom@makemakecreative.com) an email.

Check out the Kenmore Board of Trade on Facebook and please make sure to like our page!



KBOT FLASHBACK



10 Years Ago - August 2006

- ⊕ Scott Smith, President
- ⊕ Lee McCutchan is collecting door prizes for the September ABOTC "Meet Your Officials Picnic".

15 Years Ago - August 2001

- ⊕ Jeff Scott, President
- ⊕ August luncheon on new member benefit - Scriptsmart Prescription & Vision Program.

20 Years Ago - August 1996

- ⊕ Rich Masterson, President
- ⊕ No August meeting held.

25 Years Ago - August 1991

- ⊕ Judith Rosenberg, President
- ⊕ After much discussion, the board decided not to have political speakers at the regular meetings, as it would be impossible to give all who are running for an office an equal opportunity to speak.
- ⊕ The Board will either sponsor or co-sponsor with the Kenmore Kiwanis a Crime Watch Program at the Community Center.

30 Years Ago - August 1986

- ⊕ Warren Ferrell, President
- ⊕ No August meeting held, just a reminder to all to attend the "Meet Your Officials" Picnic.

35 Years Ago - August 1981

- ⊕ Don Jackson, President
- ⊕ No August meeting held.