

## “BRINGING BUSINESS BACK HOME”

### PRESIDENT’S MESSAGE

Greetings to All!

I have been experiencing “The Good, The Bad and the Ugly” of customer service lately.

**The Good:** I had a very squeaky driver-side door on my car, and the dealership I usually go to kept saying I needed to replace the hinges to fix the noise (at a very large expense). But I went to an auto repair place here on Kenmore Boulevard for an oil change, and after I picked up my car the noise was totally gone. I asked the owner Bill what he did to fix the problem, and he said when he heard the noise he just put some lube on it (no charge), because he saw an easy fix for me and just considered doing it because he wanted me to have a good experience going to his shop. Doing something for a customer above & beyond what they ask for is always the definition of “Good” customer service, and he now will get all my future auto repair business.

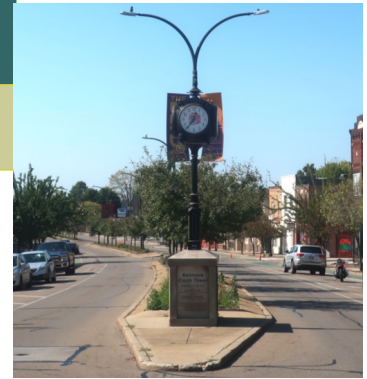
**The Bad:** Is it really that hard to smile at your customers? I tried a new food place on Kenmore Boulevard, but they were not ready to give me what I wanted. They were out of stock on about a third of the menu, and it seemed like a hassle to the person behind the counter to deal with this situation. I left with a bad impression of the place, but a smile from the server while explaining things would have had a much more positive impact on my experience there. When a customer enters a business, I thought greeting them with a smile was one of the top five written laws of customer service, but so many places I go never remember this simple way to start to make a customer happy. I would think this would be at the beginning of any employee training manual, but so many owners & managers forget to tell their employees this simple method of pleasing a customer.

**The Ugly:** At this time I do not want to start a discussion about whether it is proper or not to charge your customers a surcharge for using a credit card. I understand the pros & cons of doing this. However, at the dealership I mentioned earlier, I was quite unhappy to find that when I arrived to pick up my vehicle after a tie-rod replacement, they informed me of their newly started 4% extra charge for paying via credit card. Had they informed me in advance, I would have brought the cash, but not telling me until it was too late did not make me happy (that’s why I went local for the oil change). If you make MAJOR changes in the way you do business, please remember to inform your customers BEFORE that change effects them, if not you risk losing a customer over something that could have been explained first, with a smile of course.

And if you are paying 4% in credit card fees, you better talk to KCOC Benefit Provider Lisa Heller of **BancCard** at 216-215-7547 right away!

Thank you for listening, and please be safe!

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



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Selena Serotko  
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Cortland, Ohio 44410-9393  
330-372-8800  
www.trumbullmahoning.com

Virtual Manufacturing RS, Inc.  
GibbsCAM CAD/  
CAM Sales Engineering  
Jeffrey G. Casto  
1251 Columbia Road  
Valley City, Ohio 44280-9761  
330-273-3199  
www.virtual-mfg.com

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## Akron Beacon Journal's "Best of ..." Awards

The Akron Beacon Journal has again sponsored their "Best of the Best" awards over the past several months, with their final list including the winner and the top 2 finalists for many categories. Kenmore Chamber members who made the list this year include the following:

- All-Around Restaurant Finalist** - Lanning's Restaurant
- Chowder/Gumbo/Soup Finalist** - Lanning's Restaurant
- Fine Dining Winner** - Lanning's Restaurant
- Jewelry Finalist** - Glenn Fisher Jewelry
- Happy Hour Finalist** - Lanning's Restaurant
- Ice Cream/Frozen Yogurt/Frozen Custard Finalist** - Handel's Ice Cream
- Martini Finalist** - Lanning's Restaurant
- Romantic Restaurant Finalist** - Lanning's Restaurant
- Seafood Restaurant Winner** - Lanning's Restaurant
- Siding Company Winner** - South Akron Awning
- Steakhouse Finalist** - Lanning's Restaurant
- Tanning Salon Finalist** - Tansations Tanning
- Wine Selection - Restaurant/Bar Winner** - Lanning's Restaurant

Congratulations to these fine Kenmore Chamber members!

Addresses and phone numbers to these and other fine Kenmore Chamber of Commerce members can be found on-line at your **Kenmore Chamber of Commerce Business Directory** at [www.kenmorechamber.org](http://www.kenmorechamber.org).



## KBOT FLASHBACK



### 10 Years Ago - October 2013

- ⊕ **David E. Culbertson**, President
- ⊕ Many of our members attended the 5th Annual "After Summer Networking Extravaganza" at OPEN M on October 2nd.

### 15 Years Ago - October 2008

- ⊕ **Scott M. Smith**, President
- ⊕ This month's guest speakers at the KBOT luncheon were Police officer Jim Conley and Fireman John Gordon.

### 20 Years Ago - October 2003

- ⊕ **Scott M. Smith**, President
- ⊕ New acting KBOT treasurer Jim Lowe and new acting KBOT secretary John Buntin Jr are introduced at this month's lunch meeting at The Hibernian Club.

### 25 Years Ago - October 1998

- ⊕ **James Lawson**, President
- ⊕ No information available.

### 30 Years Ago - October 1993

- ⊕ **Ed Abdula**, President
- ⊕ The KBOT again sponsored the annual Kenmore Halloween Parade on Kenmore Boulevard.

### 35 Years Ago - October 1988

- ⊕ **Lee McCutchan**, President
- ⊕ A vote is made to do a revision of the KBOT constitution.

### 40 Years Ago - October 1983

- ⊕ **Jasper McCutchan**, President
- ⊕ Kenmore member Ralph Creed won the JJ Buchholzer Award & member Rollin Reiter won the Joyce DeWitt Kinser Award, both presented by the ABOTC.



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