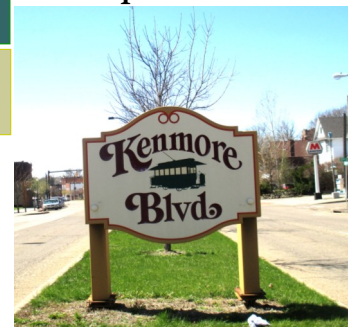


“FRIENDS DOING BUSINESS WITH FRIENDS”

PRESIDENT’S MESSAGE



Greetings to All!

This year marked the 17th Annual Kenmore Easter Craft & Egg Hunt in our community!

The Kenmore Board of Trade has a committee which coordinates this event with other groups in Kenmore, including the Kiwanis Club of Kenmore, the Kenmore Historical Society, & the Kenmore Community Council. We feel that it is important to give back to our community by holding events which bring everyone together, and can help create stronger bonds between our businesses in our Ward and our residents (our other major event, the December Kenmore Holiday Celebration, really does an excellent job of this).

So I remind all our members to give back to the community your business is located in, as this is always a win-win situation. Donate gifts or cash, promote these events in your business, or if time allows volunteer to help make your local community event a fun time for all. You will be remembered.

And for another great way to promote yourself locally, see the article on *Save Local Now* on page 2.

Thanks for listening!

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



Children do Mad Science Lab Fun



Everyone Gets a Balloon Before the Hunt



The Egg Hunt Begins While the Easter Bunny Watches (top right)

This newsletter is sponsored by:

Anthem.  

**KBOT Members go to:
chambersaver.com/noacc/
for a free quote!**

New Benefit - Save Local Now!

Are you curious about expanding your digital marketing program but worried about navigating an unfamiliar frontier, which can often be confusing and full of pitfalls? Well, the Kenmore Board of Trade can help! KBOT has partnered with *Save Local Now*, which allows us to offer our members a value-added digital marketing platform as well as in-person marketing training on how *Save Local Now* works.

Save Local Now can help you dip your toes into digital marketing – social publishing, e-mail marketing, content management, and search engine optimization (SEO) – with no cost to you.

According to a recent article in **Crain's Cleveland Business**, *Save Local Now* “helps level the digital playing field and create a community-focused, buy local initiative through partnerships with local chambers of commerce.”

Members of participating chambers get free access to a digital platform of services that can be used to promote their business. The platform includes a mobile app, search engine optimization, email marketing, event and deal publishing, and real-time analytics. The best part is that it is already wrapped up in your KBOT dues and doesn't cost you a penny!

If you still feel overwhelmed diving into the digital frontier, Tom Lesiczka, a KBOT board member, is available for hands-on training. He will help you get started with *Save Local Now* and boost your marketing reach, even if you've never been on *Facebook*.

If you would like to get started with *Save Local Now*, please email Tom at: tom@makemakecreative.com or you can call him directly at 330-703-1000.

KBOT's Next “Meet & Greet” at Smiths House of Carpet

Mark your calendar, because Thursday May 26th is the next “*Meet & Greet*” event for Kenmore Board of Trade members! This evening networking meeting will be at **Smiths House of Carpet**, 1215 Kenmore Boulevard, and will include refreshments, drinks, and fun conversation with fellow business members. The next art picture celebrating Akron's *Inside/Out Art Program* will also be unveiled at **Smiths House of Carpet**. More details will be provided in the next month newsletter of the Kenmore Board of Trade.



KBOT FLASHBACK



15 Years Ago - April 2001

- ⊕ **Jeff Scott**, President
- ⊕ Lunch meetings at Hibernians Club.

20 Years Ago - April 1996

- ⊕ **Rich Masterson**, President
- ⊕ After a great presentation by Bruce Baylor, it is voted to promote Baylor & Associates Workers' Compensation Program to our members
- ⊕ Jim Lawson starts a committee to create a new brochure to give to prospective members.

25 Years Ago - April 1991

- ⊕ **Judith Rosenberg**, President
- ⊕ No Minutes available.

30 Years Ago - April 1986

- ⊕ **Warren Ferrell**, President
- ⊕ The Board orders two “Buckle-Up” signs from King Sign Co to be placed in Ward 9.
- ⊕ Plans for the 9th Annual Olde Tyme Kenmore Festival continue, with Rep. John Seiberling to be the Grand Marshall.
- ⊕ The Baptist Temple will hold a Ward 9 Town Hall meeting, with all city divisions & departments on hand to answer questions.

35 Years Ago - April 1981

- ⊕ **Don Jackson**, President
- ⊕ The Board's Traffic Flow & Control Committee recommends fixing school crossings by Smith and Lawndale Elementary Schools.