

## “FRIENDS DOING BUSINESS WITH FRIENDS”

### PRESIDENT’S MESSAGE

Greetings to All!



I took a trip to Florida in December to visit my Father-In-Law, and stopped at the airport gift shop to purchase a magazine to read. I usually grab something along the lines of **Time** or **Discover Magazine**, but saw a couple of interesting cover blurbs on **The Economist**, so I thought I would give it a try. Inside was a very small article called “King Customer” that I found very interesting, and thought I would share some of its findings with you.

So it seems that most of us have customers called “super-consumers”, “lead consumers”, or “high-pressure fans”. I’m sure you are familiar with them, even if you do not think of them this way. They are the people defined not only by the amount of stuff they buy, but also by their attitude toward the product (or maybe even service) being provided. They form a very real emotional attachment to the things they consume. On average they are just a tenth or less of your customers, but all total can sometimes account for 30% (or even more) of your sales.

The article went on to state that many businesses can take them for granted, or even feel that they are an annoyance, but this is a very grave mistake to make. Not only will these “super-consumers” add much to your bottom line, they can also be big advocates in promoting your business and the goods or services you offer, or worse yet can direct people away from you if you treat them badly. They can help you in many ways if you let them.

I often reward my hard-core “fans” with free promotional posters, special deals on rare items, or just work extra hard on finding them unusual items for their hobby.

What do you do for your “Super-Consumers”?

Thanks for listening!

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



### WELCOME TO OUR NEW KCOC MEMBERS:

Hernandez Construction Services Inc  
Theresa Ferguson  
33 Merz Boulevard, Suite 2  
Fairlawn, Ohio 44333-3641  
330-796-0500 ext 303  
fax 330-786-0800  
www.hernandezcorporation.com

Schwarzwald McNair & Fusco LLP  
Daniel S. White  
1300 East Ninth Street, Suite 616  
Cleveland, Ohio 44114-1503  
216-566-1600  
fax 216-566-8242  
www.smcnlaw.com

This Newsletter sponsored by:



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



Like us on  
**Facebook**

## New Board Director Joins KCoC

Seth Vaill joins the Board following three years of establishing and building **Just a Dream Entertainment** (or JADE, Inc) and **The Rialto Theatre** at 1000 on the Boulevard. With his brother Nathan, Seth has purchased and renovated the original Rialto Theatre building, a local movie theater from a century ago. They brought to the Kenmore location their recording studio and expanded the business to include a beautiful new venue for programs, meetings, receptions, and music and entertainment performances. JADE has been active in hosting and promoting the activities of the Kenmore Neighborhood Alliance, and, with the help of KNA and the City of Akron, is soon to renovate the façade of the building and install a new marquee to remind the town of its original look.

Seth pursued a Bachelor of Arts degree in history from the University of Akron and Nate a BA in art and painting from Hiram College. The two have produced various recordings for area music artists and performers and have four recordings of their own from their bands called Nate X Ten and a Band Named Ashes. Every weekend the Rialto hosts shows from local music groups, comics, and new theater groups. Seth has various contacts in the neighborhood and in the greater area who are interested in business opportunities on the Boulevard, especially in food, beverage, and art and culture.



## KBOT FLASHBACK



### 10 Years Ago - February 2007

- ⊕ **Scott Smith**, President
- ⊕ Goss Memorial Church is the new location for KBOT lunch meetings.
- ⊕ Dave Moore of the Akron City Planning & Urban Development Department discussed the Akron Building Façade Program.

### 15 Years Ago - February 2002

- ⊕ **Jeff Scott**, President
- ⊕ The Annual Banquet & Installation of Officers held at The Hibernians.

### 20 Years Ago - February 1997

- ⊕ **Rich Masterson**, President
- ⊕ This year's Annual Banquet & Installation of Officers was called "A Deserved Tribute to Lee McCutchan" for all the hard work she did for both KBOT & ABOTC.

### 25 Years Ago - February 1992

- ⊕ **Mel Kent**, President
- ⊕ No information available.

### 30 Years Ago - February 1987

- ⊕ **Dennis Bloomer**, President
- ⊕ This year's Annual Banquet & Installation of Officers, called "Ladies Night", was at the Hilton West, and included a Style Show with celebrity models and gifts for all the Ladies present.
- ⊕ The First National Bank on Kenmore Boulevard invited KBOT members to a "Funny Money, Bad Checks, & Cash Rip-Off Schemes" seminar.

THE GREAT BIG  
**HOME + GARDEN SHOW**  
FEB. 3-12  
I-X CENTER

## JOIN THE REGION'S BIGGEST CHAMBER NETWORKING NIGHT!

THURSDAY, FEB. 9TH 4PM-6PM  
I-X CENTER

THE GREAT BIG HOME + GARDEN SHOW HOURS FOR THURSDAY ARE 11AM-9PM

PRIVATE PARTY AT THE GARDEN SHOWCASE!  
JOIN YOUR LOCAL CHAMBER AND MANY OTHERS ACROSS THE REGION AT OUR ANNUAL CHAMBER NETWORKING NIGHT!

MEET AND MINGLE WITH JIMMY MALONE FROM MAJIC 105.7FM, WIN PRIZES FROM EXHIBITORS, ENJOY HOT APPETIZERS, SODAS (CASH BAR AVAILABLE), AND OF COURSE ENJOY THE SHOW!

**\$15 PER PERSON**  
USE CODE: **CHAMBER**

Order your tickets at: <https://www.microspec.com/tix123/eTic.cfmcode=TGBHGS16&disc=CHAMBER>

THIS TICKET ENTITLES YOU TO FULL DAY ADMISSION AT THE SHOW. COME EARLY, OR STAY LATE! \$1 FROM EACH TICKET GOES TO THE JIMMY MALONE SCHOLARSHIP FUND.

REGISTRATION TABLE FOR THE EVENT IS LOCATED IN THE WEST LOBBY. GET YOUR WRISTBANDS STARTING AT 3:30PM.



**GreatBigHomeandGarden.com**

MARKETPLACE | EVENTS