

“BRINGING BUSINESS BACK HOME”

PRESIDENT’S MESSAGE



Greetings to All!

Have you looked at your web site lately?

I am approaching the 20th Anniversary of my web site (and the 30th Anniversary of my business, but lets save that for another time). I cannot believe I have been using it for that long, time does fly when you are having fun (and with my business, it’s all about the fun!). However, I think it is time for an update on how my website looks (calling Tom Lesiczka), but I am also trying to decide if I should drop a major feature of my site, and that is what has me thinking today.

Part of my product mix in my store is old/collectible comic books, and I have a lot (about 30,000 different). Not all are listed on my site, but since starting this job in 1997 probably about 70% are by now. It takes a lot of work to add & subtract these listings as I buy & sell these old comics. At peak sales around 2006, I was selling about \$2000 a month via the internet. Now last year in 2016 I was lucky to sell about \$50 a month.

Why the huge drop in sales? I think at this point that every comic book store in America has a web site, and with eBay & Craigslist added to this competition, there are many ways to find the same things I have to offer both faster & cheaper.

It has taken me years to get to the 1000+ pages which list the name, grade, and value of these old comics, so it is hard to decide to just give up on what I have done. But it takes more than a few hours every week to add the new ones & subtract the ones sold, and all for \$50 a month in internet sales? The time involved is not worth the small sales I receive, and since I still do great with the walk-in traffic my store gets when selling these collectible comic books, maybe it is time to quit wasting time on this aspect of my web site.

So, while looking into a face lift for my web site, I need to think about what is worth putting ON my web site. I still plan to list new items that I purchase from collections & such, because the new always gets attention from most of my on-line customers. But is it worth listing old comics that have been in my store for years, and my regular customers (both in-store and on-line) don’t even look at any more, well that’s another subject.

It’s hard to give up a business habit after doing it for years and years, but sometimes you just need to let go and concentrate on new ways of doing business.

Thanks for listening!

John Buntin Jr, President
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First “Meet & Greet” at Freedom Tax Service

Please join us on Thursday March 23rd for the first 2017 “Meet & Greet” event for Kenmore Chamber of Commerce members! This evening networking meeting will be at **Freedom Tax Service**, 1014 Kenmore Boulevard, and will include refreshments, drinks, and fun conversation with fellow business members. Many door prizes will also be given away. And since this is the start of tax season, you can even ask owner **Jeff Vujevich** a question or two about this year’s tax codes.

This networking event will be from 5:30 to 7:30 pm, and no RSVP is necessary. We hope to see you there!



Freedom Tax Service is located at 1014 Kenmore Boulevard

WELCOME TO OUR NEW KCOOC MEMBERS:

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David Berg

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fax 330-723-0267

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KBOT FLASHBACK



10 Years Ago - March 2007

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

15 Years Ago - March 2002

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

20 Years Ago - March 1997

- ⊕ **Rich Masterson**, President
- ⊕ Guest Speaker for the March Luncheon was Chuck Woodward of Senior Action Workers Program.
- ⊕ The Board thanked Bruce Baylor for bringing in many new members who are taking advantage of his Workers’ Compensation Program.

25 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.

30 Years Ago - March 1987

- ⊕ **Dennis Bloomer**, President
- ⊕ Members now have two insurance benefit plans to chose from - Kaiser Permanente & Independent Medical Plan, Inc.

35 Years Ago - March 1982

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