

“BRINGING BUSINESS BACK HOME”

PRESIDENT’S MESSAGE

Greetings to All!

Is your business on a “Race to the Bottom”?

There was a great article in the Akron Beacon Journal two weeks ago (Monday January 20th), about the three Shopping Malls of Akron (Summit Mall, Chapel Hill Mall, and the gone but not forgotten Rolling Acres Mall). The article discussed the various reasons why Rolling Acres failed, Chapel Hill is about to fail, but Summit Mall is still going strong. One of the big reasons concerned how each Mall presented itself, which I think is appropriate for most of our Kenmore Chamber members.

It seems that both Rolling Acres & Chapel Hill were in a “Race to the Bottom”, in that they both mostly sought tenants of the bargain store variety. It was thought that these stores would bring in lots of customers, but two factors doomed this plan. The first was that with cut-rate prices each business had a low margin of profit on the merchandise they sold. At the end of the 20th Century this worked OK, until Amazon and all the other internet discounters arrived on the scene. The convenience of shopping by mail, added to the even deeper discounts they could offer than those stores in the mall, sealed the fates of all those bargain stores that made up a majority of Rolling Acres & Chapel Hill’s tenants. One after another, they closed and left those malls.

But how did Summit Mall not fall into this trap? One way was to seek out businesses who were “Racing to the Top”, meaning businesses who offered more than just cut-rate prices. These higher-quality retailers and restaurants chose to offer better products & services along with a better experience than shoppers could get with most internet sites. The lesson here is obvious - no business succeeds if their only plan to attract customers is to under-cut all other businesses. You can never outlast Amazon or any internet store if you make no money. Or if the services you provide are of the lowest quality, and the only experience your customers receive are poor ones, then you also will close and be out of business. So “Race to the Top” by providing the best you can!



Thank you for listening!

John Buntin Jr, President
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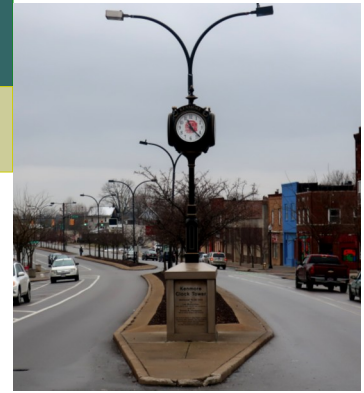
chamberenergy@ceatam.com | 330-280-2082 | ceatam.com/chamber

First 2020 “Meet & Greet” at The Home Depot - Cuyahoga Falls Store

Please join us on Thursday February 20th for a “Meet & Greet” event for Kenmore Chamber of Commerce members! This evening networking meeting will be at **The Home Depot - Cuyahoga Falls Store**, 325 Howe Avenue, and will include refreshments, drinks, and fun conversation with your fellow business members. See the included flyer for more details!

This networking event will be from 5:30 to 7:30 pm, and no RSVP is necessary. Many door prizes will also be given away. We hope to see you there at this fun evening event!

And please mark your calendars for the April 16th Kenmore Chamber “Meet & Greet” sponsored by **Schlup Pucak Funeral Home**, the May 21st “Meet & Greet” sponsored by the **Lil Bit Café**, and the June 18th “Meet & Greet” sponsored by the **Friends of Chestnut Ridge Park**.



Network at the Home & Garden Show

This year's NOACC Chamber Networking Night at the Great Big Home and Garden Show will be Thursday February 6th from 4:00 to 6:00 pm. Tickets are valid the entire day of the show. You can enjoy a mix and mingle with Jimmy Malone of Majic 105.7, with appetizers, door prizes, beverages (cash bar available) and great networking. For more information, see below.

THE GREAT BIG
**HOME
+GARDEN
SHOW**

**JAN. 31 - FEB. 9
I-X CENTER**



This ticket entitles you to a full day admission at the show. Come early, or stay late! \$1 from each ticket goes to the Jimmy Malone scholarship fund.

Registration tab for the event is located in the west lobby. Get your wristbands starting at 3:30pm.



**JOIN THE REGIONS
BIGGEST CHAMBER
NETWORKING NIGHT!**

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

The Great Big Home + Garden Show hours for Thursday are 10AM - 8PM

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**

<https://greatbighomeandgardenshow.tix123.com/?disc=CHAMBER>

GreatBigHomeandGarden.com

MARKETPLACE | EVENTS



KBOT FLASHBACK



10 Years Ago - February 2010

- ⊕ **Scott M. Smith**, President
- ⊕ An All-Boards evening meeting of ABTOC members was at Goss Church, followed by a meeting at the Councilman's Ward 9 meeting at the Kenmore Community Center.

15 Years Ago - February 2005

- ⊕ **John Buntin Jr**, President
- ⊕ Luncheon guest speaker was Brent Hendrix from Akron Gov.

20 Years Ago - February 2000

- ⊕ **Jill Stevenson**, President
- ⊕ The Banquet & Installation of Officers was held at the Martin Center on February 4th.

25 Years Ago - February 1995

- ⊕ **Mary Lu Warstler**, President
- ⊕ Kathy Schmidt of Innes Middle School talks about the "Right to Read" week in February.

30 Years Ago - February 1990

- ⊕ **Ann K. Morrow**, President
- ⊕ Mel Kent discussed final plans for this year's Ladies Night, including a fashion show with several male members of the Board participating.

35 Years Ago - February 1985

- ⊕ **David E. Whitmire**, President
- ⊕ More members of the Board volunteer for the "Faith in Youth" program, to speak at our Akron schools about careers open to our youth.

40 Years Ago - February 1980

- ⊕ **Mel Kent**, President
- ⊕ KBOT fundraiser for the "3rd Annual Olde Tyme Kenmore Festival" will be to sell raffle tickets for a red 1980 Spirit car.

WELCOME TO OUR NEW KCOC MEMBERS!

<p>Ace Background Check, Inc. Employment Screening Joe Bologna 5287 Thursby Road North Canton, Ohio 44720-1347 330-896-7100 www.acebackground.com</p>	<p>Belmont Manor Inc Nursing & Convalescent Homes Janet Nolan 51999 Guirino Drive St. Clairsville, Ohio 43950-8314 740-695-4404 www.lanciahealthcare.com</p>	<p>Buckeye Ceramic Tile Dist. Building Products & Materials Jeff Bleggi 388 McClurg Road, Suite 5 Boardman, Ohio 44512-6427 330-758-5749 www.buckeyetile.com</p>
<p>Drywall Barn Inc Building Products & Materials Dawn Schrader 408 North Meridian Road Youngstown, Ohio 44509-1224 330-750-6155 www.drywall-barn.com</p>	<p>Ethirace Clothing Company Retail Products & Services Terrence S. Bailey 971 Kenmore Boulevard Akron, Ohio 44314-2151 216-924-9185 www.ethirace.com</p>	<p>Gardening Indoor LLC Garden Centers Thomas Bobosky 9215 Market Street North Lima, Ohio 44452-9796 330-758-0272 www.gardening-indoor.com</p>
<p>Great Western Reserve Corp Fundraising Service Nicholas A. Kukta 3235 Manchester Road, Ste 8 Akron, Ohio 44319-1458 330-645-7900 www.gwrcfundraising.com</p>	<p>Jim Skiffey III Appraisals Real Estate Agents & Appraisers Marcella Simoudis 3958 Northwood Drive SE Warren, Ohio 44484-2644 330-219-2295</p>	<p>Lil Bit Café Restaurants Jennifer Herrick 992 Kenmore Boulevard Akron, Ohio 44314-2150 234-718-2233</p>
<p>Naragon Companies, Inc. Landscaping & Lawn Maintenance Susan Naragon 2197 Wadsworth Road Norton, Ohio 44203-5328 330-745-4778 www.naragoncompanies.com</p>	<p>Villa Vista Royale LLC Nursing & Convalescent Homes Janet Nolan 1800 Sinclair Avenue Steubenville, Ohio 43953-3328 740-264-7301 www.lanciahealthcare.com</p>	<p>Like us on Facebook</p>