

# IT'S YOUR BUSINESS



ITEM PHOTO / OWEN O'ROURKE

## Tri-City Sales celebrates new showroom in Salem

At the ribbon cutting Friday in celebration of the opening of the new Tri-City Sales showroom on Highland Avenue in Salem are, from left, Rinus Oosthoek, executive director

of the Salem Chamber of Commerce; Patti Kulevich with child Georgia Rose, Tom Kulevich, vice president of Tri-City; David Cohen, founder of the appliance and electron-

ics retailer; Salem Mayor Kim Driscoll, Rick Cohen, president of Tri-City; Stacy Cohen, Judy Cohen and Bruce Whear, president of the Salem Chamber.

## SHOP TALK

### Tri-City Sales celebrates opening of new showroom

Tri-City Sales celebrated the grand opening of its new store on Highland Avenue in Salem last weekend, with several days of special events and sales.

In celebration of their new state-of-the-art showroom, Salem Mayor Kim Driscoll was on hand, as were representatives of the Salem Chamber of Commerce, Vendor and Appliance Representatives, family members and also a few from the local media.

Also present and accounted for were VP of Tri-City Sales, Tom Kulevich, President (and brother-in-law) Rick Cohen and Founder David Cohen. The speeches were warm and funny, touching on the history of Tri-City Sales and also on the pride in being able to maintain a successful small business when competing against the large box stores and also in today's economic climate.

Founder David Cohen remarked at how important it is to 'take care of the customers,' that the service is personal and that the follow up is efficient.

Kulevich thanked all who attended, including all who contributed to the arduous task of building and planning the new showroom.

President Rick Cohen reflected warmly on his father David's role in starting the business over 70 years ago and in building the loyal customer base that remains today.

There was a raffle box allowing customers who donated \$1 to win large prizes donated by the vendors. Tri-City Sales is matching the total of the donations — all in support of the St. Joseph's Food Bank.

For those with a sweet tooth, there was also a large sheet cake boasting the Tri-City Sales logo baked by Blair Porter of Lady Cakes in Marblehead.

### Treasurer Cahill to address N.S. Chamber

State Treasurer Timothy P. Cahill will be the featured speaker at an economic and public policy breakfast held by the North Shore Chamber of Commerce April 1 at 7:30 a.m. at The Sheraton Ferncroft. Cahill will talk on the economic stimulus plan and the financial state of the Common-



Cahill



### LACC members mentor Swampscott students

Fifteen Lynn Area Chamber of Commerce business members have enthusiastically volunteered to serve in a mentoring program for Swampscott High School juniors.

The opportunity gives students a chance to shadow three different careers, on three different days, in hopes that the experience will guide them to a college that specializes in that field and set them on their professional path. The goal is to create opportunities for SHS juniors to experience the world of work through adult mentoring, coaching and networking.

Over 60 students applied and 25 were accepted into this first annual program.

The mentor program kicked off on Wednesday, Feb. 23 with a meet and greet breakfast.

LACC members participating are Joan McCormack (Atlantic Hearing Care, Inc.), Dr. Omar Ghoneim (North

Shore Center for Cosmetic Dentistry), Dr. Buck Weaver (Orthodontist), David Solimine Jr. (Solimine, Landegan & Richardson Funeral Homes), Lucy Dearborn (Lucia Lighting & Design), Cassie Vitali (LynnCam TV), Cathy Anderson (North Shore Community College), Warren Goodwin (Comfort Keepers), Theresa Hurley (Lynn Public Library), Dr. Darryl Smith (Dr. Darryl Smith DDS), Ann Steruti (Periwinkles Sandwich Shoppe), Tara Cleary (Daily Item), Suzie Moniz (Moniz & Mendez), Dr. Joe Kornfeld (Chiropractor) and Leslie Gould (Lynn Area Chamber of Commerce).

Members of the Swampscott Rotary Club are also serving as mentors. LACC President/CEO is also a member of the Swampscott Rotary Club and is serving as the mentor coordinator for both organizations.

Each student will make a final presentation showcasing their experiences on April 29.

wealth. For ticket information and to register call (978) 774-8565 or online at [http://www.northshorechamber.org/breakfast\\_register09.html](http://www.northshorechamber.org/breakfast_register09.html)

### LACC to hold speed-networking

The Lynn Area Chamber of Commerce will host a speed networking event with business etiquette advocate Jodi Smith, president of Mannersmith

on March 20 at the Port-hole Restaurant beginning at 7:15 a.m. Attendees will learn the do's and don'ts of networking and then put it to the test with speed networking, meeting other attendees, so bring plenty of business cards.

Jodi Smith is an etiquette advocate



Smith

and has been promoting better behaviors since 1986. Her business, Mannersmith, celebrated its 13th anniversary in January. Jodi holds a bachelor's degree in motivational psychology from the University of Rochester and a Master's degree from Cornell University. She consults to organizations, corporations, educational institutions and individuals on a variety of topics, including dining skills, office etiquette, professional protocol and wedding preparations. Jodi has been seen on NBC's Today Show, ABC's Good Morning America and on the CBS Early Show. She has been quoted in the Washington Post, Wall Street Journal and USA Today.

Registration will begin at 7:15 a.m. The formal program of do's and don'ts and speed networking plus breakfast will be from 7:30-9 a.m.

The cost to attend is \$20 members, \$30 non-members and includes a full breakfast. Please note that there will be no invoicing for this event.

The LACC accepts cash, checks, Visa, MC and Amex. RSVP to [JoAnn@LynnAreaChamber.com](mailto:JoAnn@LynnAreaChamber.com) or call the office at 781-592-2900.

### Network After Hours March 23

The Lynn Area Chamber of Commerce will host the March Networking After Hours March 23 at G Bar & Kitchen, 256 Humphrey St., from 5-7 p.m. Network with fellow business owners in a professional and friendly environment! \$10 per person includes hearty complimentary appetizers, cash bar, door prizes! Bring plenty of business cards! RSVP a must! Call 781-592-2900 or email [JoAnn@LynnAreaChamber.com](mailto:JoAnn@LynnAreaChamber.com). Please note that there will be no invoicing for this event. Please pay in advance or at the door. The LACC accepts cash, checks, Visa, MC and Amex.



### Blinds To Go to hire 20 workers

Blinds To Go, Inc. ([www.blindstogo.com](http://www.blindstogo.com)) is looking to add 20 employees to its four Boston area stores, including one in Peabody. The expansion is part of the company's hiring goal of 400 additional store personnel this year for its retail showrooms in the U.S. and Canada. The company is North America's largest manufacturer/retailer of window shades and blinds.

At a time when the retail industry is hemorrhaging jobs, Blinds To Go, Inc., is bucking the trend. "We actually see the recession as an expansion opportunity. Because of our emphasis on training and development, we form really special relationships with our customers. That is something that really insulates us, to some extent, from what is happening in the general economy. Because our customers know us and have a relationship with us, if they need the product, they'll still come back to us."

### Revere chamber hosts expert business coach

The Revere Chamber of Commerce will host a talk by a professional business coach at its Business Breakfast meeting on Thursday, March 19 from 7:30-9 a.m.

The guest speaker is Van Smick of ActionCOACH Business Coaching. The talk is entitled "How to Have a Thriving Business in a Bad Economy."

Smick will offer strategies on how to survive, as well as how to use the latest guerrilla marketing techniques and other proven tactics.

The breakfast will be at Antonia's restaurant, 492 Revere Beach Boulevard. Tickets are \$15 for chamber members and \$20 for non-members.

The Revere chamber will also join with the chambers in Winthrop and East Boston for another round of Speed Networking on Wednesday, March 25 from 5:15-7 p.m. at the Winthrop Yacht Club, 649 Shirley St. in Winthrop. Admission is \$15 and includes food. To reserve a seat, call the chamber at (781) 289-8009.

To email the chamber, use its new address at [info@reverechamber.org](mailto:info@reverechamber.org).

### NS tech council plans March 25 breakfast

The North Shore Technology Council will meet at the Peabody Marriott, 8A Centennial Drive in Peabody, on Wednesday, March 25 from 7-9 a.m. For a networking breakfast.

Dan Abenaim, technical vice president and program manager at Analogic in Peabody, will give examples of how the company meets the challenges of innovation and commercialization. Richard O'Brien, business development manager for Venture Technologies, Inc., based in North Billerica, will talk about how the company designs and develops products that analyze, measure, control and communicate. Admission is \$25 for council members and \$45 for non-members. To register, go online to [www.nstc.org](http://www.nstc.org) or email for more information to [events@nstc.org](mailto:events@nstc.org).

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## SHOPS

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changes mid-stream that serve in the best interest of our customers."

According to Piccole, Mr. Specs has held up well against the bigger companies.

"We get nervous every time we see a chain open up, but we've been able to outlast most of them," Piccole said. "We actually have seen a lot of our customers who had left us for bigger brands return because they weren't being treated right."

In preparation for an economic storm being forecasted, some local companies have adopted the wait-and-see approach.

Atwill Furniture of Lynn has spent the last 80 years restoring furniture new and old. Owner Ronald Trapasso says while business has slowed, "the phone is still ringing."

"In a way, we actually tend to be busy during tough times,"

said Trapasso, who bought the business 30 years ago. "When times are tough, people tend to want to repair things rather than throw them away and buy something new."

Trapasso is now the sole employee of Atwill, which at one time employed six.

"Everyone's running scared right now, but there's nothing much we can do," he said. "But we're going to remain optimistic."

Migliaccio is taking a more aggressive approach.

"Everyone's been affected by the economy, but we're past that. Now it's about how we deal with it," he said.

Unable to compete with the amount of advertising revenue at the disposal of national florists, Migliaccio said the floral shop will focus its advertising locally, hoping to "re-establish" their product within the city.

"The worst thing that could happen would be for our cus-

tom to feel uncertain about our future as a business. We're in our 47th year; we're going to be around for another 47."

"Lynn has been great to us," added Magliaccio, who began working at the shop at 11-years-old. "I was raised out here, our business grew here, we put our kids through college here, it's a great city to live in and it's a great city to do business in."

According to the U.S. Small Business Administration, small businesses represent over 99.7 of all employer firms and employ over half of all private sector employees.

While she understands local consumers' need for variety, Gould warns shoppers of the effect their choices can have.

"Choosing to shop or eat out of town could add up to hundreds of thousands of dollars lost to the local economy," she said. "Money that could be given back to the community in some way, shape or form."

It's Your Business Directory reaches 34,000 readers every Tuesday. Call classified for more information about advertising here. **781-581-1960**