



local matters

Think local first!

FRIENDS OF BIBA CARD



BIBA launched the new Friends of BIBA Card at the October 6th Laury Hammel event at Laconia Middle School.

The card has a one time fee of \$10,

with proceeds used to advertise the card and fund future BIBA events. Currently, the BIBA Card can be purchased at All My Life Jewelers, The Insurance Outlet and at all BIBA events.

We hope to provide the capability to purchase the BIBA card online at www.bibanh.org in the future.

Specific offers are listed on our website providing merchants the ability to change their card-related promotions through the year.

Please email friendsofbiba@bibanh.org or call 527-8050 with any changes or questions on the program.

When consumers purchase the card, they also receive a color brochure highlighting current specials and directing them to www.bibanh.org for updates.

As of this printing, 26 biba members offer Friends of BIBA card specials.



LABELLE'S SHOE REPAIR

The "Sole" of a business

Laconia — A steady stream of customers walks through the door of Labelle's Shoe Repair on a rainy Friday afternoon. Some come to get jacket zippers replaced, others want patches applied to clothing while several are picking up repaired, widened or re-heeled shoes.

Jan Boudreau who, with her husband

George, bought the store from Bob Labelle in February, 2004, greets each customer from behind the counter.

"George wanted to get out of the brick-laying business," says Jan, with a laugh, "and, almost eight years later, I'm still here and George is back brick-laying."

It's an all too familiar story for local entrepreneurs—a spouse's hope to grow a local business typically requires that their life partner hold down a steady, regularly paying job.

"We make enough income here to pay the bills," notes Jan, "and sometimes I get a paycheck, sometimes I don't."

A milestone for Jan was earning her Pedorthist certification. After 130 hours of classroom time, six months of study and a four hour written exam, Jan offers Medicare-covered products and services for Diabetics.

Jan explains that diabetic customers who suffer from neuropathy are unable

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local matters EVENTS

November

MEETINGS

Laconia Business Roundtable
November 10, 6 pm

Location: TBA

Second meeting with Laconia Mayor Mike Seymour discussing business-to-city relationships. Contact him at Seymour@fsbnh.com for details.

Meet & Greet
Brad Fitzgerald, Woodshed
Roasting

November 9, 6 - 9 pm

116 Hounsel Avenue, Lakes Region Business Park

America Unchained
Saturday, November 20

For more information visit:
amiba.net/campaigns/unchainedinfo.html

February

EVENTS

Camp Fire Dining

February 18, 6 to 8 pm

Better Together is planning a new mid-winter outdoor dine-and-walk event in downtown Laconia. Put the date on your calendar and stay tuned for more information. Visit: www.campfiredining.com for an idea of what they are up to.

to feel their feet and can't know if shoes fit properly. "We make sure they fit," explains Jan, adding that local doctors, having learned about her specialized services, send patients to Labelle's for properly fitted shoes, orthotics and hosiery.

For Jan, running a local business is much more than having products to sell, it's about customer service. "I love everyone who walks through that door," says Jan, "whether they buy anything or not."

MEET THE BOARD

CHRIS MCCARTHY

Chris is a southern NH transplant who moved to the Lakes Region after college and hasn't looked back.

Chris opened up The Insurance Outlet in June '09 after his prior employer was sold to an out of state company. He's been selling and servicing home, auto, business & life insurance for the last 9 years, and takes pride in the 'first name' service he can provide all his clients.

A resident of Belmont, Chris and his wife Janelle can be found kayaking, golfing, landscaping & enjoying all that the Lakes Region has to offer.



KEVIN SPERL

Kevin Sperl is founder of *ME•DÁ•RY MEDIA, LLC* and *LAKES REGION SPIRIT* magazine.

Kevin has 30 years of experience in Computer Software Engineering and seven years as a professional photographer/photojournalist.

Kevin joined the board in 2010 and is its newsletter editor. In his spare time, Kevin trains for marathons and is looking forward to his Boston debut in April, 2011.

Kevin has two grown children, Megan who lives in Boston, and Danny who lives in Florida. Kevin lives in Gilford with his wife Lynn, whose son Ryan resides in California.

And, she is realistic when it comes to surviving in the current economy—keeping tight control of inventory, paying bills on time, providing good customer service and keeping prices low.

"I also thank God for every day I wake up," she adds.

As temperatures drop and local thoughts turn to ice and snow, Jan is ready with popular shoe and boot dryers and ice creepers. She also specializes in proper fit of over-the-counter orthotics. "Bring in the shoes you are going to

wear and I'll fit you with the right orthotics," she says.

Finally, with every customer that walks in, Jan makes sure, that when they walk out, they'll keep Labelle's in mind for future needs.

"Appreciate your business!" she tells them.

Labelle's Shoe Repair, open Monday thru Friday from 7:30 till 4:30 and Saturday from 7:30 till noon, is located at 612 Main Street, Laconia. Jan can be reached at 603.528.1528 or by email at labelleshoe@gmail.com.