

# BUSINESS CONNECTIONS

[www.rainbowtel.net](http://www.rainbowtel.net)

1-800-892-0163



**For 82 Years, This Co-op  
Has Continued to Grow**

# BUSINESS CONNECTIONS

**Albert Einstein once said, "Life is like riding a bicycle. To keep your balance, you must keep moving."** The theme of moving runs throughout this issue of *Business Connections* as we explore it both literally and figuratively.

It starts on page 3 with **7 Tips for Office Moves**. If your business plans to change locations anytime soon, you'll want to check out this practical advice to streamline the process.

**Nemaha County Co-op** moved into a new building in Seneca recently, as you'll discover in the Business Spotlight on pages 4 and 5. This move was prompted by a growing need for more office space, and Rainbow Communications is helping the Co-op keep multiple locations connected with Hosted PBX and other services.

Sometimes moving forward requires adopting new ideas to replace tired traditions. On page 6, we encourage you to **Grow With the Times to Grow Your Business**. Then again, moving forward is possible even when you stay in one place. This was the case for **Clete Kramer**, Service Center Manager at Mr. Tire in Seneca, featured on page 7 in **Been Here, Never Left**.

Whether the next move for your business involves a new address or a new strategy, Rainbow Communications is ready to get moving to help you achieve your goals in a cost-efficient way. Let us know what's next for you.

Sincerely,  
Rainbow Communications  
Business Solutions Department



**L to R:** Julie Bergman, Business Solution Specialist; Jerad Enneking, Business Solution Specialist; and Angie Kreider, Director of Business Development



*Business Connections* is a publication of Rainbow Communications, 608 Main St., Everest, KS 66424.

**Editorial and Circulation Contact:**  
Kaley Clark,  
628 Oregon St.,  
Hiawatha, KS 66434  
800-892-0163

Extra issues are available to business customer employees on a limited basis while supplies last.  
Contact: Kaley Clark,  
628 Oregon St.,  
Hiawatha, KS 66434  
800-892-0163

All brand names and product names used in this publication are trade names, service marks, trademarks, or registered trademarks of their respective owners.

Copyright© 2018 by Rainbow Communications and Cornerstone Publishing Group, Inc.

**Postmaster send changes to:**  
Kaley Clark  
Rainbow Communications  
628 Oregon St.  
Hiawatha, KS 66434



PRINTED ON RECYCLED PAPER

# 7 Tips for Office Moves

How to make the process as painless as possible



*Moving your family into a new home is stressful enough. But moving your business to a new location presents even more numerous and complicated challenges. Here are some tips to help streamline your next office move:*

## 1. Plan, plan, plan.

Most moving disasters are the result of insufficient planning. A small office may need at least three months to prepare and a medium to large office may need six to eight months. Get blueprints or a floor layout so you can identify key components such as electrical outlets and determine the new office layout. Leave nothing to chance. You may also want to schedule the actual move for a weekend to minimize the impact on customers.

## 2. Make it a team effort.

Involve your entire staff in the relocation process, from the original decision to the open house. Employee input opens the door to more creative solutions during the move while increasing morale and productivity.

## 3. Toss obsolete materials.

A change in office location is the ideal time to purge unnecessary paperwork and archive old records to off-site storage. An added benefit is the more you throw away or send to remote storage, the more you end up saving on moving costs.

## 4. Pay attention to packing.

Instead of simply tossing a few boxes into each person's office, offer some instructions on efficient packing. Provide assistance if possible for packing special equipment like computers and phones. If you're moving complex equipment with numerous

interconnecting cables, for example, leave cables attached wherever possible. Tape cords and cables to the machines they serve, rather than boxing them, to avoid searching and frustration when it's time for reassembly.

## 5. Meet with key vendors.

Schedule planning meetings with the companies that provide your Internet connection, phone lines, security systems, and related services. Make sure they're involved in your move and everyone knows how your communications technology will operate at the new location.

## 6. Divide and conquer.

To reduce the stress of an office move, you may want to move employees in small groups or departments, rather than all at once. Another strategy to consider is keeping your old office operational during the move, with employees stationed at both locations. This eliminates the potential lost revenue of a complete shutdown.

## 7. Notify your contact list.

Make sure everyone you do business with—including customers, vendors, and industry colleagues—knows the timing of the move, your new address, and how your business will operate during the move. It's a good idea to assign this task to one person to oversee.



# Nemaha County Co-op

Dedication to members has led to impressive growth

*Nemaha County Co-op was established in 1936, and in the 82 years since, has expanded to meet the needs of farmers and other residents in a growing number of Kansas communities. Its mission is this: “Dedicated to Service, Dedicated to You!” As a cooperative, Nemaha County Co-op is focused on its members, who are also its owners and customers.*

## **Many Locations, Products, and Services**

In Seneca, Nemaha County Co-op now operates two office buildings as well as Mr. Tire. It also has facilities in Corning, Baileyville, Centralia, Vliets, Belvue, St Mary’s, Wamego, Axtell, and Summit. During the six years of 2011 to 2016 alone, a total of five locations were added, the most recent of which being Axtell Grain in 2016.

Most of these Nemaha County Co-op locations offer ag chemicals, petroleum products, propane, fertilizer, seed, feed, and grain storage. The exception is Mr. Tire, which offers tire sales, oil changes, batteries, and minor car repairs.

## **Expanding to Meet Growing Needs**

Keeping Nemaha County Co-op running smoothly are 100 dedicated full-time employees, six part-time employees, and 12 seasonal employees. Some of the seasonal employees are Co-op retirees.

Bobby Martin, CEO, says, “We appreciate the willingness of these Nemaha County Co-op retirees to work and lend their expertise when the need arises. The goal of our structure is to have management and employees working together as a team to serve our members to the best of our ability. We have a great team!”

This team started to require more space to work, leading to the purchase of a new building for administration in Seneca.

Martin explains the decision this way: “We had been studying whether to add on to our office on East Main Street as we had run out of space for our staff. We had also used all available meeting space for offices and had been temporarily (for a year) using a storage space in the basement of our warehouse. We preferred to add on to our old office, but the 6th Street office was graciously offered to us at a reasonable cost. It allowed us to move in immediately with minimal construction. It also has a large meeting room, a convenient location close to downtown and 36 Highway, and privacy for our customers and employees that did not exist at our old office.”

### Staying Connected with Rainbow Communications

Rainbow Communications provides several solutions to the Co-op’s main location in Seneca and to Mr. Tire—phone service, Hosted PBX, Fiber Internet, and a surveillance system. In addition, the Hosted PBX has an extension at the Summit location.

“Recently we installed a fiber Internet connection, which allowed us to use Hosted PBX from Rainbow Communications. It connects our phone system at three of our locations, and we have plans to add more locations in the future. We have used the surveillance system for several years, and it has helped with finding lost and/or damaged property,” Martin notes.

He adds, “We really appreciate the local service Rainbow Communications provides to Nemaha County Co-op. The Fiber Internet connection is fast and very reliable. We also get friendly and prompt customer service from the Rainbow Communications team.”

**“Recently we installed a fiber Internet connection, which allowed us to use Hosted PBX from Rainbow Communications. It connects our phone system at three of our locations, and we have plans to add more locations in the future.”**

—BOBBY MARTIN, CEO, NEMAHA COUNTY CO-OP



### COULD HOSTED PBX BE RIGHT FOR YOUR BUSINESS?

You want a reliable and efficient phone system to manage internal calls as well as stay connected to customers and suppliers. But you don’t want to have to think about it too much; you just want it to work so you can focus on your business.

If your business is considering a phone system upgrade, we urge you to consider Hosted PBX from Rainbow Communications. Angie Kreider, Director of Business Development, says, “Hosted PBX is adaptable to any size business, and is an especially beneficial service when you have offsite employees and/or multiple locations. It ties together the phones of all employees and enables internal transfers of calls between locations. Employees who work from home get access to the same phone features as those working at the office—all they need is a laptop and Internet connection.”

Kreider adds, “Rainbow Communications makes it easy to switch to Hosted PBX. There’s no big upfront investment, and we do a free inspection of wiring before installation. We also provide on-site training so employees get comfortable with the new system.”

Visit [www.rainbowtel.net/business/hosted-pbx](http://www.rainbowtel.net/business/hosted-pbx) for more details.

# Grow With the Times to **Grow Your Business**

To stay relevant and successful,  
branch out and explore new  
opportunities

It's impressive to be a longstanding business with deep roots in the community. Keep in mind, however, that holding on too tightly to traditions from the past may be hurting your business in the present. Why? Because blindly following tradition causes us to turn off our brains and can get in the way of critical thinking, imagination, and innovation.

Think about these questions: Do you handle tasks a certain way simply because that's the way you've always done them? Are you using outdated computer or communications technology? Do you still have the same marketing materials, merchandising displays, or products that you had five years ago?

To foster growth, stay open to fresh ideas and encourage your employees to look for better and faster ways to do their jobs and serve your customers. Many resources are readily available which can help plant the seeds for new opportunities. For example, join a local business or community group to hear inspiring speakers and network with new people. Expand your knowledge by studying the success stories of businesses in other industries. Browse around Pinterest for images that may spark a more creative tactic for items such as your office interior, product packaging, or advertising.

To grow your business, it's important to take advantage of today's powerful and cost-efficient options in communications services. For details on the solutions offered by Rainbow Communications, call 800-892-0163.



The U.S. Small Business Administration also offers a variety of growth tips at [www.sba.gov](http://www.sba.gov), including:

- **Offer your business as a franchise or business opportunity.** Franchising your business will allow for growth without requiring you to manage the new location. This will help to maximize the time you spend improving your business in other ways, too.
- **License your product.** This can be an effective, low-cost growth medium, particularly if you have a service product or branded product. Licensing also minimizes your risk and is low cost in comparison to the price of starting your own company to produce and sell your brand or product.
- **Form an alliance.** Partnering with a similar type of business can be a powerful way to expand quickly.
- **Diversify.** Diversifying is an excellent strategy for growth because it allows you to have multiple streams of income that can often fill seasonal voids. Some of the most common ways to diversify are to sell complementary products or services, teach adult education or other classes, and become a paid speaker or columnist.
- **Target other markets.** Your current market may be serving you well, but are there others that could use your products?



Clete Kramer

## Been Here, **Never Left**

*Normally this page features “Returning to Your Roots” articles about people whose career paths brought them back to their hometowns. In this issue, we instead showcase someone who stayed close to home — Clete Kramer, Service Center Manager at Mr. Tire.*

“I’ve never had the desire to leave. Not even once,” Kramer says. He’s clearly dedicated to this tightknit community, as evidenced by the ways he gives back to it.

For example, Kramer has been a part of the popular Baileyville Benefit Tournament for years, which has always been near and dear to his heart. This year the event raised a record-breaking amount of funds to give to individuals in need of financial assistance in the Nemaha County community and surrounding areas. He also served for 30 years on the Seneca Fire Department (now retired), and for decades has been active with Knights of Columbus, the local bowling association, and numerous benefits helping families in need.

Kramer has worked for Mr. Tire in Seneca for 39 years and is now Service Center Manager. He describes his primary job responsibility as “making sure things run smoothly,” but he also does inventory, interacts with customers, and helps with oil and tire changes as well as other Mr. Tire services.

“We really strive to provide excellent customer service at Mr. Tire. That’s our main thing. We have a nice waiting room with comfortable seating, a TV and reading materials, plus coffee and snacks. Customers always get a friendly greeting when they arrive. We do tons of oil changes—more than anyone else in town. We also check the air pressure on tires to make sure customers can drive safely when they leave,” notes Kramer.

Do you have any advice for young people in the community? Kramer replies, “I worked hard to get where I am today, and this community helped me get there. There are always good jobs that young people can have, and not every job in Seneca requires a college degree. Staying with the same employer can help you build retirement funds, and retirement comes around quicker than a person thinks. I also recommend young people get involved in the community and reap the benefits.”

# Multiple **locations.** Multiple **connections.** Multiple **benefits.**



Does your business have multiple locations? Rainbow Communications offers Hosted PBX to give you an end-to-end secure and reliable phone solution. By choosing Hosted PBX, you gain multiple benefits including:

- Low up-front cost
- Flexible infrastructure that grows with you
- Multiple device integrations
- Easy management from any browser

For details on pricing and availability,  
call 800-892-0163.

