

Chris's Corner: More than just a name

I operate my business as Hefner Food Equipment dba Hobart Sales & Service. We always include Hefner Food Equipment when we answer the phone and it is on our trucks, envelopes, invoices, correspondence, etc.

It's not an ego thing. It is to let the people I do business with that there is a family name and person behind our company.

I think it matters.

I like doing business with companies where the owner puts his name and his reputation on the line. It says something to me. It says the owner is telling his customers that they have skin in the game.

Italian Village or Giannilli's II?

Demilio Heating and Cooling or Westmoreland Heating and Cooling?

Charley Family Shop 'n Save or Giant Eagle?

I am not knocking businesses who don't do this, but I have a soft spot in my heart for those that do.

On many occasions I've meet someone or been introduced to someone and they will ask me if I am related to or involved with Hefner Food Equipment. It is a source of pride for me. It tells me my reputation proceeds me and in today's world I think it's important.

My name and my business are synonymous and it should be because we are one and the same.

So, what is in a name? Many times, it says it all.