

EDITORIAL & COMMENT

“The creative mind plays with the objects it loves.”
– Carl Jung

Ace Rental: A Fresh Look For Spring Projects

ACE RENTAL, Continued from page 1

“We’re here to help customers get the job done so that they can enjoy spring and summer activities with their families and friends.” With a newly redecorated showroom and sales floor, and a completely refreshed service area, Ace is ready to maximize customer service and productivity, and minimize stress.

Ace Rental Center is proud to carry a new line of Redmax products for rental or sale, including commercial mowers, high quality home mowers, and hand-held tools for both commercial and homeowner use. It also rents, sells, and services the Stihl brand of chainsaws, trimmers, and leaf blowers. Ace also has more new equipment in its fleet, including chipper, a pipe inspection camera, a sod cutter, as well as new equipment for concrete cleaning, polishing, and refinishing.

James Johansen of Ace Rental Center comes to the business with a background in both retail and in concrete construction. With his specialized knowledge, he can help customers not only rent exactly what they need for a concrete project, but also provide training in how to achieve a clean, refinished concrete floor with a decorative finish. According to Raynor, “James specializes in providing the type of customer service that we all hope we get whenever we go into an establishment. He can walk customers through the process of making an old, stained concrete slab look like a great floor again.”

All of Ace Rental Center’s staff is dedicated to helping a renter with the whole process of their project, not just showing them how to turn on a piece of equipment, but by first making sure they understand the scope of the customer’s project, then making sure they rent the correct equipment, and finally providing education and training in using the equipment successfully. They will match the customer with the right equipment, not just the most expensive or biggest rental or sale. It is part of Ace Rental Center’s mission to help their clients be as productive as possible, and to make their rental experience a stress-free one so that they can focus on the job or the event at hand.

Ace Rental Center has also rebranded their event rental center, which is now called RSVP Events. It has anything needed to build an amazing event, from tents, bounce houses, and dunk tanks, to dance floors, sound systems, lighting, tables and chairs, and even elegant restroom trailers with heat and air conditioning. Customers can visit the newly refreshed events showroom to see some of the available options, including tableware and linens.

Spring projects may include outdoor work, and Ace Rental Center sells a full line of mulch, loam, and sand, as well as renting lawn and garden equipment, tractors, pressure washers, and ladders and scaffolding. And if customers find that their own small engine mowers or other tools need some spring help, Ace Rental Center has a newly expanded and upgraded small engine service department. It is run by Ted Clough, a technician trained not only in all of Ace Rental Center’s equipment lines, but in other brands as well. The tool repair window inside the Ace showroom makes it fast and easy for customers to drop off items for repair.

Ace Rental Center is also pleased to be working with an intern from Work Opportunities Unlimited, a community-based program which assists students who are interested in the workforce but may have barriers such as developmental disabilities. They provide job placement and training to students in real-world businesses.

With so many exciting changes, Ace Rental will be holding an open house on Saturday, May 5th from 10 a.m. to 1 p.m. In addition to exploring the new look of their showroom and rental floor and seeing the new line of Redmax tools, customers can bring in one piece of small engine equipment for a free 10-minute diagnostic. Hot dogs and popcorn will be provided. They are also giving away a Redmax HB281 handheld blower on their Facebook page, @acerentalcenter. Simply look for the posting and follow instructions for a chance to win.

Ace Rental Center will also be partnering with the Keene SwampBats baseball team this season, on June 8th and July 6th, by providing a kids’ area at the team’s Alumni Field venue. Named Ribby’s Land, after the SwampBats’ mascot Ribby the Bat, it will have a bounce house and dunk tank, as well as equipment from the Ace Rentals fleet that kids can climb on and explore.

So, whether customers are tackling spring home improvement projects, or planning family or community events, Ace Rental Center and RSVP are ready to help. Customers can call 603-352-6888 to reserve rentals over the phone, and soon they will also be able to reserve online via <https://www.acerentalcenter.com/>. Stop by and visit the showroom or bring tools in for repair at 502 Winchester Street in Keene. Their hours are Mondays to Fridays 7 a.m. to 5 p.m. and Saturdays 8 a.m. to 2 p.m. Ace Rental Center can also be reached by email at acerental@acerentalcenter.com. The staff looks forward to making your next project, event, or repair as easy and stress-free as possible!

Climate Resilient Community-Building

BUY LOCAL, Continued from page 1

Leaders decided on a big mission: to build a hub of sustainability and resilience that acts as an incubator, accelerator and engine of economic growth in balance with our resources. They strive to build on existing assets and brand our region as the center of knowledge for sustainability and resilience. Instead of focusing on just one industry, they look to promote many – including sustainable housing, regenerative food systems, and green enterprises.

“We can create family-sustaining, green-economy jobs to keep our young people here at home and to attract people from outside our region,” said Alex Wilson, Board Chair of the Ecovation Hub and founder of Building-Green, Inc. in Brattleboro, VT. “We can help to bring prosperity to this tri-state, four-county region.”

Education & Training Consortium

Last year, the Ecovation Hub formed a training consortium with four higher education institutions: Antioch University New England, Greenfield Community College, Keene State College and School for International Training. One of the consortium’s goals is to partner with businesses and workforce development organizations to develop a climate-ready workforce.

The consortium’s first offering is a Green Building Leadership Institute at Keene State College from May 21st to June 1st. The institute includes two week-long courses designed for both new and emerging leaders. Participants will improve their leadership skills, learn about new green construction trends and gain valuable strategies for designing sustainable buildings – whether part of a neighborhood, campus or municipality. For more information, contact the Keene State College Office of Continuing Education at 603-358-2290 or visit keene.edu/ce.

The Ecovation Hub’s work will become more and more visible in the coming months. As it does, we

will continue to highlight their work in future articles. Stay tuned at monadnocklocal.org/regeneration.

Village Roots Permaculture Barn Raising
Speaking of green building, sustainable agriculture and resilience, Village Roots Permaculture Farm’s crowdfunding campaign on The Local Crowd Monadnock recently reached its goal of raising \$10,000 – and they accomplished this goal in just two weeks! Village Roots is a family owned and operated, regenerative farm that is part of the Orchard Hill Community in East Alstead.

Owners Marty Castriotta and Ellen Denny will use the funds to purchase locally harvested lumber and hire local contractors to construct a dry and spacious barnyard. They will use the barn for the farm’s animals during the winter and hold educational workshops for the public during the growing season, including permaculture design and certification courses.

“The beauty of a barn raising is that it is a community endeavor,” shared Castriotta. “We’ll mill the wood and cut the timbers. You help by contributing to the campaign that will pay for our roof, siding, sight work, gravel, electric and much needed refrigeration. Then you show up on raising day, if you wish, and we raise the frame together.”

To me, Marty and Ellen’s success shows that our community is hungry to support businesses like Village Roots. Hungry to show your support? This campaign will continue to collect contributions through April 28 at <https://c-fund.us/f3q>.

Monadnock Buy Local is a regional network of citizens, businesses and organizations that promotes the positive economic and community benefits of spending dollars locally, while supporting programs and policies that forward a local, green, and fair economy. Jen Risley loves cultivating our local economy through her work with Monadnock Buy Local and the Monadnock Alliance for Sustainable Transportation.

Monadnock Buy Local

with Jennifer Risley



MYSTERY PHOTO

from THE HISTORICAL SOCIETY OF CHESHIRE COUNTY

This photo shows a dance with “McEnnally’s Band” c.1910. What building was the dance held in?



The first person to answer the question correctly at 9 a.m. or after on Friday will receive a \$10 Gift Certificate from the Marco Polo Gardens. Call The Monadnock Shopper News, West Street in Keene, at 603-352-5296. You may win only one contest every three months. Only one call per person per week. No walk-ins.

(Prepared by the Historical Society of Cheshire County)

The winner of last week’s Mystery Photo contest was Mike O’Donnell of Keene. The building was located on Granite Lake in Stoddard.



The Personal Touch – Keeping Downtown Alive And Well



Ted McGreer, owner of Ted’s Shoe & Sport, says that customers appreciate that the store’s employees listen to their needs.

In an era when shopping malls, big box stores, and online shopping are dominating the retail landscape, the vitality of downtowns across the country is being severely tested. “Small business retailers have a competitive advantage that none of these bigger, better-capitalized, and techno-powered retailers have: their personal touch,” writes Pamela Danziger, the president of Unity Marketing.

Ted McGreer, owner of Ted’s Shoe & Sport, can certainly attest to that idea. His employees complete

300 hours of training on such things as customer service skills, product knowledge, internal store systems, and industry trends before they help their first customer. “Customers appreciate that we listen to their needs before we fit them,” says McGreer. “It always surprises me when they say, ‘I haven’t had my feet measured in years.’”

McGreer also believes that the more successful Main Street merchants are, the more philanthropic they can be. “When people shop locally owned businesses, they give us the opportunity to support community events,” he said. “Online retailers, on the other hand, don’t give gift certificates, donations, or sponsorships to local organizations like nonprofits, sports teams, and road races.”

		Vol. 60, No. 27, April 25, 2018
Founded in 1958 by Gabriel and Barbara Shakour		www.shoppernews.com
PRESIDENT/PUBLISHER Mitchell Gabriel Shakour	EDITOR-IN-CHIEF/ ASST. PUBLISHER Michelle Green	
ACCOUNT EXECUTIVES: Heidi Bourgeois, Jason Hartman, Marilyn Weir, Diane Stolar, Al Struthers		
BUSINESS EDITOR: Dave DuVernay BUSINESS OFFICE: Linda Joyce - Office Manager; Kate Garrett		
EDITORIAL ADVISOR: Carla Folkert Shakour EDITORIAL CARTOONIST: Mike Marland		
EDITORIAL DEPARTMENT: Lori Catozzi Cook - Assistant Editor; Terry Poirier, Rose Kowaliv		
GRAPHICS DEPARTMENT: Mike Guyette - Production Supervisor; Ann Cusano		
WRITERS: Dave DuVernay, Michelle Green, Sheri Lapointe, Diane Stolar, Lori Catozzi Cook		
SOCIAL MEDIA: Gabriel Shakour		
CIRCULATION & READERSHIP AUDITED BY THE		
Postage paid at Keene, NH 03431. Outside the regular circulation area THE MONADNOCK SHOPPER NEWS is available at a rate of \$30 per year for a mailed subscription payable in advance. The Shopper will be responsible for errors in advertisements only to the extent of correcting the same in the next issue in space equal to the items involved. “The publisher reserves the right to accept or refuse advertising news, editorials or feature material on any basis.”		
A weekly free newspaper published every Wednesday by Shakour Publishers, Inc., 445 West St., Keene, NH 03431 CALL: 603-352-5296 FAX: 603-357-9351 E-MAIL: shopper@shoppernews.com POSTMASTER: Send address changes to THE MONADNOCK SHOPPER NEWS, P.O. BOX 487, Keene, NH 03431-0487		