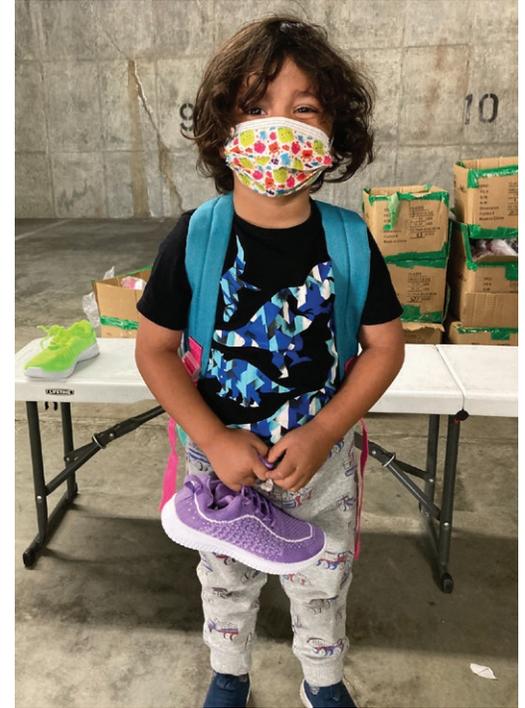


THE BIZ BUZZ NEWSLETTER



Around The Office


[VIEW LIST](#)

Blaisdell's Ranks in SFBT's 2022 Top Women-Owned Business List

Blaisdell's is a proud woman-owned business backed by a team that continues to show its growth. This year Blaisdell's positioned #23 among the top 100 women-owned business in the Bay Area based on 2021 revenue reporting. This list includes 51% or more women-owned businesses in Alameda, Contra Costa, Marin, San Francisco and San Mateo.

The San Francisco Business Times published the list recognizing Blaisdell's on August 12th. Blaisdell's also made the East Bay's Top 100 list in position #16.



Back-to-School Season Means Back to Backpack Packing for Over 4,500 Students Across Northern Cal

Our sales and customer service team assisted Highland's Community Charter and Technical School by packing 3,500 backpacks filled with various school supplies for grades K-12. Additionally the Blaisdell's team completed a second rally in late July with packing another 550 backpack sets for Alameda County Children and Family Services. Both organizations use their resources at this time of year to provide essential educational tools to their clients and their families in need as they prepare for the back-to-school season. Learn more about our backpack program and ways to help at blaisdells.com/backpackprogram.

In The Community

Shown below: Blaisdell's delivery drivers, Marcus, Matt, and Nasir, pictured with LAHF Founder, Dee Johnson, and 100 Black Men of the Bay Area Executive Director, Darryl Richardson.

Blaisdell's Donates \$17,500 & Delivers Backpacks to 25,000 Students Across Oakland Public School District

Lend A Hand Foundation (LAHF), an Oakland-based 501c3 nonprofit organization, celebrated their 25th anniversary of giving this year by setting an ambitious goal of providing 25,000 K-12 students with backpacks and school supplies for the 2022-2023 school year. They succeeded with the help and support of local businesses including Wells Fargo, PG&E, Target, One Toyota of Oakland, OAACC, along with elected officials including Nate Miley, Keith Carson, Loren Taylor, and many more.

Blaisdell's involvement in the team effort including the procurement of the 25,000 backpacks and supply sets, securing packing resources, a \$17,500 sponsorship, and the donation of our trucks and delivery team. Blaisdell's, in conjunction with Oakland Unified School District's warehouse, delivered all the completed backpack sets to over 50 public schools within the district during the month of July.

Blaisdell's will be honored for their service and support to their annual program at Lend A Hand Foundation's upcoming Gala hosted at Scott's Seafood in Jack London Square on Friday, September 23rd.

Learn more about Lend A Hand Foundation's hand in the community, sponsor and support online at lendahandfoundation.org.



WATCH VIDEO



Blaisdell's Donates 125 Elementary School Backpacks to 4C's of Alameda County's Back-to-School Giveaway

4C's of Alameda County's Hayward and Oakland offices have ensured that children have what they need to successfully return to the classroom this year... and we were happy to help! Blaisdell's donated 125 backpacks and attended their distribution event on July 29th. Clients who attended the event picked our and received an assortment of items including essential supplies, books, shoes, and clothing.



VIEW PHOTOS

Blaisdell's Sponsors Center for Elder's Independence PACE Party and 40th Anniversary Celebration

Blaisdell's employees, Lisa and Pam, attended the event on Thursday, May 5th (shown above) with CEI's Property Manager, Denise Geer. We joined the list of supporters as a copper level sponsor with a \$2,500 donation. In addition to sponsorship, Blaisdell's donated a wine cooler to their silent auction to help raise funds for their clients and programs. Thank you CEI for your 40 years of service and dedication to our senior population!

Reminder: Nonprofit Choice Award nominations close November 30th

Have you submitted your nomination for our 5th annual Nonprofit Choice Awards? Your two minutes and input could award a local nonprofit with \$1,000 towards their cause. Place your nomination today at blaisdells.com/nonprofit-nomination

Product Spotlight



SHOP

Item: KCC58710

KC PROFESSIONAL ICON AUTO ROLL TOWEL DISPENSER

Part of a system with industry-leading innovation, the ICON dispenser effortlessly enhances the look of the restroom with an exclusive, interchangeable designer faceplate to help re-imagine the restroom.



SHOP

Item: SPSECOHLSIX

STUBBY PENCIL STUDIO ECO NEON HIGHLIGHTER PENCILS

This new item is an assorted 6 pack of sustainable highlighters responsibly made in Austria using wood from managed forests. With a natural finish, they are biodegradable and will never dry out!



SHOP

Item: MMM17304ES

3M COMMAND ELECTRONIC CORD BUNDLERS

Command cord organizers mean no more dangerous, tangled cords behind your computers, appliances and entertainment centers. This two pack is easy to apply and easy to remove.



Employee Spotlight: Brian Tura

Brian Tura is one of Blaisdell's veteran sales executives! His customers cannot say enough good things about his work ethic, product expertise, and welcoming personality and our team thinks he's pretty neat too!

Position: Sales Executive, East Bay

Tenure: 8+ Years

Hometown: Berkeley, CA

Astrological Sign: Sagittarius

Ghirardelli Chocolate: Sea Salt Almond

Restaurant: Cheese Board Collective

LEARN MORE



Blaisdell's Facilitates Wikimedia Furniture Donation to Several Nonprofits and Schools in the East Bay

Wikimedia Foundation recently made some updates to their San Francisco headquarters and in doing so, wanted to be socially and environmentally responsible in relocating their existing office furniture. Blaisdell's was here to assist! Nonprofits including LAHF and Lifelong Medical received 38 Humanscale chairs and adjustable desks with OUSD high school, Rudsdale Continuation, receiving over a dozen Pivot drafting tables and pogo seats for their extracurricular classrooms.



Blaisdell's Donates 84 Cases of Bottled Water to Clark Cares Golf Tournament

Every year Clark Construction hosts a charity golf tournament to rally financial support for local nonprofit organizations across California. This year the fundraising event was held at Chardonnay Golf Club in American Canyon, CA.



Nespresso Professional Added to Blaisdell's New Breakroom Offerings

Looking for a way to elevate your breakroom and incentivize employees to return to the workplace? Look no further than Nespresso.

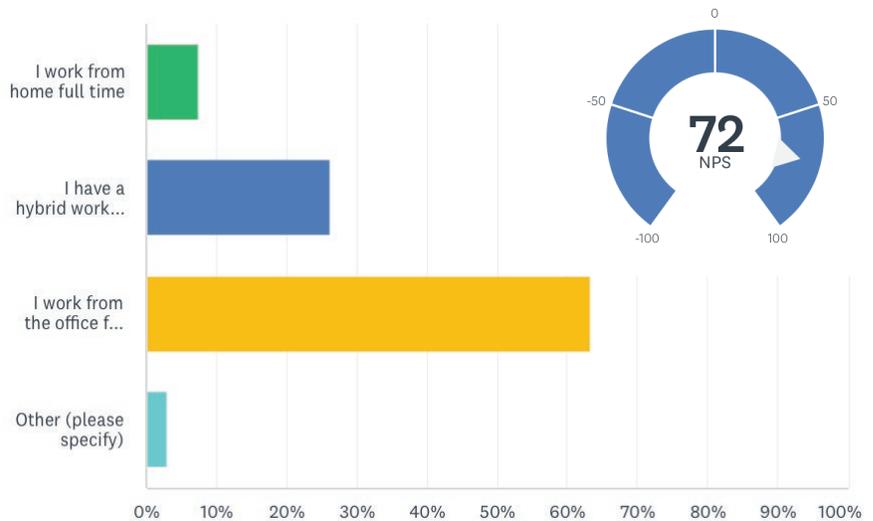
Coffee has always been a favored employee perk, stirring up co-worker camaraderie and starting off each employees workday on the right foot. Contact us to see how Blaisdell's and Nespresso can better assist your workplace in welcoming your workers, clients, and guests back to your business.

[SHOP NOW](#)



Blaisdell's 2022 Customer Satisfaction Survey Yields Over 450 Responses Loaded with Great Feedback

Thank you to the 461 customers who participated in this year's customer satisfaction survey! We certainly value your feedback and have already went to work on adding new products, making website adjustments, and improving areas of our business based on your feedback and suggestions. We're happy to report Blaisdell's received a 72 NPS score with a complete satisfaction rating above 75% across all four of our departments including customer service, account management, delivery, and accounting. Workplace trends continue to shift as more businesses are welcoming back employees to the office full time or on hybrid schedules.



All customers who completed the survey were automatically entered to win a \$100 giftcard. Congratulations to our winner, Linda at West Dermatology, who was randomly selected to receive the prize! If you missed the survey and would like to provide feedback, please complete it online at surveymonkey.com/r/yesurvey2021.

Time Out For Trivia



Time out! Did you know taking a break improves focus and concentration and provides a mental reset?

Simply take a break and put your mind to the test with a couple quick-witted trivia questions for your chance to win some sweet prizes! In this newsletter, we will be giving away a Trailmaker backpack filled with an assortment of back-to-school and back-to-work goodies.

[SUBMIT ENTRY](#)

ANSWERS FROM LAST TRIVIA SURVEY:

1. What was the original name of Microsoft Windows?
C. Interface Manager
2. Modern US conventional keyboards contain how many keys?
B. 101
3. The AV-TEST Institute registers over ____ viruses and potentially unwanted applications daily
C. 450,000
4. The first ever hard drive disk was made in ____.
A. 1959

★ Congratulations to Joslyn from Protein Research for being our trivia winner!