

# Seaside electronics store unfazed by recent Radio Shack bankruptcy

By Mike Williams  
EO Media Group

Its business as usual at Kennell's Electronics in Seaside, despite Radio Shack's decision to file for bankruptcy protection.

The Radio Shack franchise store will continue to have everyday electronics needs, said Nate Keck, assistant manager.

Radio Shack filed Chapter 11 in bankruptcy court Feb. 4. The Seaside store has been fielding calls from concerned customers ever since.

The folks at Kennell said the writing was on the wall long before the bankruptcy filing.

The store is owned by Dan Kennell and operated with help from Keck; his mother, retired school teacher Nancy Kennell; and his father, Van Kennell.

"They've been ordering some merchandise from third-party vendors for years. They're not alone."

"Most franchises have been getting third-party because the margin's better," Nancy Kennell said.

The Kennells have a laundry list of complaints with Radio Shack's operations, including its insistence that they carry certain products when they first bought the



MIKE WILLIAMS — EO MEDIA GROUP

**Nate Keck, assistant manager at Kennell's Electronics in Seaside, helps customers. The store is making the transition from Radio Shack franchise to electronics store.**

store nine years ago. The merchandise just didn't fit the community, Nancy Kennell said.

"We're not Portland; we're not a big city," she said. "We match our products to our community. We're going to stock what our community needs."

She declined to say exactly what products Radio Shack pushed on the store, but said the upscale items didn't fit in with what the community wanted.

"I finally put my foot down," she said.

Over the next few weeks the familiar Radio Shack

logo will start disappearing from the store at 1219 S. Roosevelt Drive as signs are replaced and Radio Shack merchandise sells out.

The store is having an Early Spring Cleaning Sale to move out the Radio Shack branded products. They'll be replaced with merchandise from other vendors, Keck said.

As for the diodes, transistors and other small electronic parts that built Radio Shack's brand decades ago, Kennell's has plenty in stock, and Dan Kennell is confident he's found a supplier to keep the parts drawers full.

Regular customers will notice very little, Keck said. Most of it will be behind-the-scenes issues of changing the business license, ordering and other things customers don't see.

"It's going to be a very smooth transition."

The store will continue to be a full-service Verizon Wireless store. They're also happy to offer assistance with electronics from other service providers.

Nancy Kennell said they can help with gadgets needing new batteries as well. She recently replaced the batteries in a Montgomery Ward garage door opener for a 100-year-old customer. Montgomery Ward closed its doors in 2000.

Business in the store was brisk, with customers seeking cellphone accessories, small electronics parts and other supplies. The Kennells are already making the transition to the new brand.

Nancy Kennell was struggling a little to remember to answer the phone, "Kennell's Electronics," instead of "Radio Shack." It's worth it, she said.

"At first I was thinking, 'What are we going to do?'" she said. "Now I'm thinking we'll do better."

# Local seismic history to be discussed

Sarah Sterling, anthropologist and Portland State University assistant professor, will discuss the Pacific Northwest's seismic past during a presentation at 7 p.m. March 12 in the Cannon Beach History Center and Museum.



SARAH STERLING

Sterling researches the history of Indian settlements and past environmental conditions during the 2,000 years of occupation at Tse-whit-zen, a

lower Elwha Klallam village on the shore of Port Angeles harbor. She also has studied ancient earthquakes in coastal northern Washington.

In this presentation, she will discuss archaeological and geological evidence of tsunamis in the Pacific Northwest by focusing on what was learned while excavating ancient villages.

The coastal regions of the Pacific Northwest have long been menaced by the possibility of great earthquakes and tsunamis. The archaeological and geological records of the region retain evidence of ancient seismic events. Native



SUBMITTED PHOTO

**Sarah Sterling digging at an archeological site.**

American oral traditions of the region further confirm that such events have occurred in the past.

# Business seminar focuses on succession planning

A seminar will be available in March for business owners who want to retire and turn their business over to someone else.

Called "Succession Planning: Enhancing Value and Preserving Legacy," the three-hour seminar will be offered March 2 in Astoria and March 3 in Cannon Beach. It will be suitable for

family-owned businesses of any size.

Arnie Hendricks, with Financial Management Resources, will teach the class. Hendricks is a management consultant and chief financial officer who has worked for 23 years with over 250 companies.

Participants will discuss personal financial planning

and life transition issues and the link between personal financial planning and succession planning. They also will develop a personal financial plan and discuss tax considerations.

The seminar is planned from 8:30 to 11:30 a.m. March 2 at Clatsop Community College, 1651 Lexington Ave. Columbia Hall,

room 219, and from 8:30 to 11:30 a.m. March 3 in the Cannon Beach Chamber of Commerce Community Room, 267 N. Spruce St.

Pre-registration is required. To register, email SBDC@clatsopcc.edu for a registration link or call 503-338-2402. The cost is \$49, payable at the seminar by check or credit card.

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