



Submitted by: Tricia Baker Schmitt nominating Greg Bolton, greg@calefs.com

Company/Organization: Calef's Country Store

Number of Employees: 30-50

For-profit/ Nonprofit: for profit

Category: community

Challenge or Opportunity:

Calef's Country Store of Barrington's has been "buying and selling local" since Ulysses S. Grant was President." This general store has survived all the modern changes including 5 generations of family ownership, the sale of the store to out of state owners and the birth of the Internet. They continue to stay relevant and have a loyal following.

Approach or Solution:

Calef's has retained loyal employees. The most notable is Mr. Joel Sherburne, who just celebrated 60 yrs of employment at Calef's in Sept 2017. Joel's loyal service and homespun humor makes him a favorite of regulars and newcomers. Greg Bolton, current owner, is beloved by his staff for retaining the culture of the historic community landmark.

Impact:

Greg has brought some modern ideas to the Calef's to increase sales & foot traffic. The store now offers corporate & holiday gifts & has a retail web site. Greg also communicates with customers through FB and creates special events to gather the community. However, the inside remains cosy & familiar with penny candy, pickled sundries & warm smiles.