

C.A. Harler Trophies & Engraving, LLC

The essence of our true "Mom & Pop" shop is LOVE! We LOVE what we do! We LOVE the customers we serve! We LOVE Sumter!! We LOVE the community in which we serve! We LOVE having a unique opportunity to touch each and every corner of our community! And of course, we LOVE our children and want them to eat good and have all the great opportunities afforded by being lucky to be born in this great Nation! We consider it a great honor to be blessed to own a business that serves 4 counties and all across the state.

Business plan? Sell as much stuff as possible to as many people as possible costing as little as possible to create this perfect long-term reciprocating relationship! Our specialty is SERVICE! We will out service ANYONE and we do it well because it comes naturally to both my wife and me! The goods our business provide are not necessities, therefore a first-time customer must have a reason to come back in order for us to survive; we hone in on that. We will dance, sing, pray, cry, laugh, chat, and at some point, we will get to talking about your awards. We treat everyone like family and show sincere appreciation to the trust folks put into our work.

To stand apart from our competition we focus on service. As mentioned, we ALWAYS go that extra step or do that extra thing that makes a difference! We even deliver! We understand we are working with folks who are trying to get to us but have busy schedules....we will accommodate! We utilize social media and email for those customers who are unable to get away during working hours. We send photos and descriptions so that the customer knows what they are getting without the stress of driving across town. We try to make it as Simple as Possible!!!

We have our challenges. Our location is great but we are set back from the road and just a few doors down from our competition. Folks often go to our competition thinking they are coming to our shop just because it is easier to see. We have done a better job of making our shop visible, however we are limited by local ordinances. Even when we advertise, we have lost folks to going in the wrong shop. We have tried spelling it out in advertising, etc...we have decided we need to hoist a giant gold cup on top of a car and park it in front...we will get back to you on how that works out! We do use our local resources (Sumter Living, The Item and some radio) for advertising.

Our business has operated under the same name for 38 years. We are the 4th couple to own it and we have owned it going on 7 years. We just need you to come in then we believe you will come to us anytime you need something we can do!!! Almost all folks say "We are SO Glad to have found you!" "I can't believe this is a trophy shop! It's like HOME!" "I will NEVER go anywhere else!" We believe our prices and quality is best and our service is UNBEATABLE! Check us out!

We absolutely believe in enhancing our community in order for it to enhance us! Both my wife and I are bleeding hearts who just want to make a positive difference in this world. There are numerous community activities we engage in throughout the year. We have organized copy paper drives for our public schools in which we delivered over 50 cases of copy paper to our schools. We have done "Coats & Cans" for Christmas in which we collect and donate to United Ministries. We sponsor our local YWCA and we assist with volunteering with various local non-profit entities. We created the "Mary McLeod Bethune Service Award" that is given to a graduating senior from each of our High Schools. This comes

with a \$50 scholarship and rewards the graduating senior who personifies public service and humanitarian traits.

We are proud Chamber members and have been since we bought the shop. The Chamber offers a plethora of services and a wealth of knowledge for folks to help with their business. These folks understand our needs, challenges and issues and are never hesitant to assist and we never hesitate to ask. We have established amazing relationships with other Chamber members that have paid off in ways we could never imagine. Sumter Chamber has been a blessing to us and we are grateful to be a part. Like most things you have to put-in or reach out in order to receive the many benefits they provide.

Although our products are not heavy in environmental impact, we are very environmentally conscience and we do all we can to recycle and reduce our impact. We want to make sure our kids and their kids are able to build as many awards as needed for many years to come!