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Reinventing the American Business Wheel

SPARKS, Nev – In today’s business world it’s not enough to just provide a product for the consumer. Communities require more from businesses and two companies are filling the void. It’s My Community Store and Coast to Coast Computer Products are operating on business models that provide a service for both the community and the consumer by selling office and printer supplies.

It’s My Community Store, founded by Jenifer Rose is reinventing the way businesses can support their communities. Rose developed a business model that donates up to 10 percent of every order to a non-profit of the customers choosing. This strengthens the relationship between businesses and charities while providing a steady stream of funding for important programs in the community. With over 70 non-profits in 5 states, and hundreds of businesses purchasing every day office supplies through the program, It’s My Community Store is off to a great start on their mission to connect businesses with charities and strengthen communities.

“It is no longer about buying or selling a pack of post-it notes or a toner cartridge, it’s about that pack of post it notes helping a child with cancer get the treatment they need,” Jenifer Rose, CEO of It’s My Community Store.

Rick Roussin is helping the community in a very different way. Roussin founded Coast to Coast Computer Products 27 years ago when he was only 60 days clean from drugs and alcohol. As a recovering addict himself, Roussin extends a helping hand to the community by hiring recovering. He decided to give people with pasts similar to his an opportunity to stay clean and sober and to create a successful future for themselves.

Coast to Coast is dedicated to providing their employees with the best compensation plan in their industry while creating a culture dedicated to the personal growth of each person. Seventy percent of Coast to Coast’s top 10 sales people come from half way houses and 12 step programs. With over 200 employees and 50 million in annual revenue, Coast to Coast is providing those who would otherwise be seen as “unemployable” with great jobs, many having 6 figure incomes.

“I myself was strung out on Drugs and alcohol at a young age. My own road to recovery taught me that many talented, good people might end up down the wrong path and deserve a second and sometimes a third or fourth chance,” said Roussin. “People who may be caught up now need to know there is a solution and hope for them too.”

Roussin is committed to giving people second chances and helping them stay clean and sober, while Rose is committed to creating a steady revenue stream for charities across the country. Two people building companies that are based on the simple principle of supporting people and communities.

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*For more information, or to schedule an interview with Jenifer Rose, CEO, please contact Aaron at* [*aaron@itsmycommunitystore.com*](mailto:aaron@itsmycommunitystore.com) *or by phone at (775)741-5041.*

*It’s My Community store is an office supply company dedicated to giving back to the community. Up to 10 percent of every order is donated to a local charity or non-profit of the customers choosing. This income allows non-profits and charities to help underprivileged children, build homes in their community and provide funding for cancer research. Established in 2011, It’s My Community Store continuously adds non-profits and charities as well as businesses dedicated to helping the community. Visit our web site at* [*http://www.itsmycommunitystore.com*](http://www.itsmycommunitystore.com) *and follow us on Facebook & Twitter.*