

## Business Name Change

For the past 20 years I have been privileged to be able to make house and small business calls under the business name "*Personal Computer Tutor*" or just "*PC Tutor*" for short. When I started 20 years ago personal computers, for the most part, were the only consumer electronics that most people were using. I did have the occasional *Palm Pilot* or digital watch to sync but nothing like it is today. My business name served me well all those years. But about ten years ago, when *Mac* computers started to become more popular, I became aware that many people did not realize that I also worked with *Mac* computers. And now with all the different mobile electronics and Internet connected devices it had become clear to me that a name change was in order so that potential new clients did not think that I only worked with *Windows* PCs.

With this in mind I have officially changed my business name to "*kerno.biz LLC*". I could not figure out a name that would include all the consumer electronics on the market today so at least now with a name like this everyone will wonder what it is that I do and will have to ask. My title now is "Computer & Consumer Electronics Consultant" which says it all but is too long as a business name.

Here is a sneak peak of my new business cards. As you can see I also have a new email address, [claudio@kerno.biz](mailto:claudio@kerno.biz), if you would like to update your address book.



BTW, you can continue to write your checks to "*Claude Kerno*" or use "*kerno.biz LLC*". Thank you for the trust you have given me to help you with all of the consumer electronics in your life! And if you know anyone who needs a little help with the gadgets in their life please let them know that I can help.

Thank you!

### **Updates/Upgrades**

[Click here](#) to see if you should do an update or upgrade.

### **Newsletter Archives**

[Click here](#) to read some of my past newsletters.

Some of my clients do not realize that my business has expanded to all mobile devices. In fact, any consumer electronic product that you can purchase I can help you with. So if you would like help setting up or syncing your new smartphone or tablet or connecting your new WiFi TV to the Internet, just let me know.

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