



LBPA TODAY

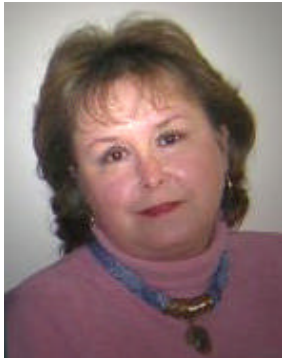
Information Update for Lansdowne Business and Professional Association Members

Time to Join or Renew Your Membership

A Message From The President

Well, here we are again — time to join or renew your LBPA membership. I trust you've noticed all the things we did last year and I hope you were one of the many who reaped the benefits of an LBPA membership.

If you've never joined our association, you should do it this year, because we're still moving and shaking and working to improve the Lansdowne business community, and you could be benefiting, too. Here are just a few ways LBPA worked for our business community last year:



- Breakfast, lunch and dinner networking / meeting opportunities
- Piggy-back (no-cost) Member-to-Member mailings
- 5000 piece promotional mailing to the Borough residences
- Enhanced online listings—even for those without a website
- Regularly published newsletter
- 2006 Member Directory publication and distribution
- Established liaison with the Borough to keep up on issues affecting businesses
- Established liaison with the Zoning Board
- Promotion of members at the Annual Arts Festival
- Promotion through the Lansdowne Symphony Orchestra
- Established liaison with the Main Street Program Manager
- Improved communications via email notices and reminders
- Connected members with local press during PR workshop

And for the community that supports us, we funded and coordinated three events—The Holiday Tree Lighting, The Memorial Day Parade and our Spring Wine Tasting, bringing more new people into our town.

We got better at getting press coverage for our events. No doubt you saw many of the news items in our local papers, and we will continue to help our members and our association get more visibility.

New Benefits and Options



November and distributed to every household in town by the beginning of 2007.

You can help promote yourself, along with fellow members, by keeping directories on hand for your customers, clients or patients. If you have a retail business, toss one in the bag with your customers' purchases.

- Our **updated website, ShopLansdowne.com**, will soon feature information about upcoming LBPA meetings—something many of you have been asking for.
- You may also choose to augment your **FREE** online listing by taking an **optional ad with a graphic** on our site's new page—**Outstanding Businesses in Lansdowne**. See other side for more details.

Lansdowne Announce! kicked in a few months ago. This service promotes events sponsored by Lansdowne community organizations. It helps community members find out what's going on around



LANSDOWNE ANNOUNCE!
Sponsored by LBPA

town., and includes awareness of the LBPA in homes and offices in Lansdowne as well as keeping the local press informed. We're continually building our distribution list, which now has about 200 names.

Successful businesses help communities to thrive. Thriving communities help businesses to succeed.

We want the community to know about the business presence in Lansdowne and will continue to work toward that goal. We hope you will join us in our efforts. **Please send in your member application with your 2007 dues today. Deadline to be in the NEW directory is October 31st.**

Meeting Notice—for current & prospective members Wednesday, September 13th

Time: 6—9PM

Where: Doyle's Deli & Grille, 27 N. Lansdowne Ave.

Dinner: Doyle's Famous Hot Roast Beef Buffet with Salads, Dessert and Beverages
You may bring your own adult beverage.

Cost: \$15

Reservations are requested by noon on 9/11

Call Kelly at 610-394-2547, or email kelly@kellybliss.com

Your LBPA Officers

President Pat Arone.....610-574-3449

1st Vice President Kelly Bliss.....610-394-2547

2nd Vice President Rick Grocott.....484-461-7665

Secretary Taleese Peters.....610-623-2064

Treasurer Bill Brown.....610-394-9044

Lansdowne Business & Professional Association
P.O. Box 12
Lansdowne, PA 19050



Become one of the
" Outstanding Businesses in Lansdowne"

On ShopLansdowne.com



Can people find your business on the Internet?
LBPA now offers an inexpensive way to establish, or beef up, your internet presence.

If you already have a site, link to it from our site. The more links to your site, the higher your search engine ranking. Even if you don't have a web site, you can NOW have a web presence!

In the coming months, we will be encouraging people to visit our site, and especially directing them to our "Outstanding Businesses in Lansdowne" page. So, being included is just another way people can find out

For \$49, you can have your logo or graphic with a fifty word description in

about your products or services.

We're sure you have questions, so here are answers to some. Please call Pat Arone at 610-574-3449 if you have more.

How big of an ad will I get? Go to <http://www.shoplansdowne.com/outstanding.html> to see some examples of size.

When will my ad be online? Please allow about two weeks from the time we get your artwork.

How long will my ad stay online? The ad will expire at the same time as your LBPA membership. Each year, when you renew your membership, you may also renew your ad.

How many times can I make changes to my ad? Three times a year seems reasonable to us. Consider making changes for seasonal sales or new product or service announcements. Please allow two weeks for changes to be made.

More about Outstanding Businesses in Lansdowne

How many ads may I purchase? At \$49, how can you resist not getting more than one? Of course, if you have multiple products or services you want to promote, why not take a few ads. Right now, our limit is three per business.

How does my Outstanding Business ad affect my regular LBPA online listing? With your \$50 membership, you already get a small 25-word description on the online membership list. It should be a description of your business—an overview of your products and services. From that listing, visitors will be able to go directly to your **Outstanding Businesses in Lansdowne** ad, which could have an expanded description of your features and benefits, seasonal sales—whatever you think will drive business to you. AND, it will include your logo or graphic.

What can I do to make the most of my Outstanding Businesses in Lansdowne ad? We encourage you to link to it from your web site. If you don't have one, you can direct folks to your ad on the LBPA site in your emails or other correspondence. Just tell them to go here: <http://www.shoplansdowne.com/outstanding.html>

We also recommend you take advantage of the 3 free changes during the year.

What's the first thing I have to do? Send in your dues along with \$49 for each ad you'd like. The sooner we get your ad information, the sooner it gets put online.

If you already have artwork (in jpg format), just send it to pat@aroneassociates.com with a headline and your description (up to 50 words).

If you don't have a graphic or logo for your ad, we encourage you to shop Lansdowne first. We have talented businesses listed online and in our directory under Advertising/Marketing. For instance, Hoff Communications and Stone Rose Design provide graphic design services.

What happens after I send my artwork to Pat Arone? Your ad will be put together and posted online. You'll be notified when it can be seen on the Internet.

ONLINE AD EXAMPLE

Your logo or graphic of comparable size can be here

YOUR OUTSTANDING BUSINESS HEADLINE CAN BE HERE

Use this space to tell the world about your business. If you have a web site, link to it. More links to your site means higher search engine rankings.

If you don't have a web site, use this space for your web presence. The search engines will find you here and you will show up when someone searches for you.

Put as much or as little contact information as you choose.

Your company name	Your URL
Your contact name	Your email
Contact phone number	Your business address

We think ALL Lansdowne businesses are terrific. However, if you want to be an **Outstanding Businesses in Lansdowne**, you should let us know just as soon as possible. For now, ranking is first come, first served.

Look for more promotion of **Outstanding Businesses** in future newsletters...and wherever else we can get the visibility!