



LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

The Dos and Don'ts of Retail and Office Security

*AN IMPORTANT, INFORMATIVE
QUESTION-AND-ANSWER
SESSION WITH A LANSDOWNE
POLICE DEPARTMENT
REPRESENTATIVE AND
LOCAL BUSINESS OWNERS*



**January 23, 2001 • Doyle's Deli and Grille
7 p.m. • Buffet Dinner Available**

If you own, operate or work for a business — you need to attend this valuable session. Please join us to learn more about this important issue.

FOR MORE INFORMATION, CALL 610-623-2091

Choosing the Right Wine: An Important Business Skill?

Suppose you're meeting some potential business partners for an important dinner. The group has decided to meet at a small restaurant where you can all discuss your plan of action in a quiet, private room. The place is famous for their mouth-watering Northern Italian dishes, but they don't serve alcohol. So the task of picking up a couple of bottles of wine has fallen into your hands.

As you walk into the liquor store, you remember that don't know the first thing about wine — you can't tell the difference between Merlot and Mountain Dew. Panic sets in. How can you make a good impression on your associates when you show up with Chardonnay instead of Chianti? Luckily, the Lansdowne Business and Professional Association is offering a

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January Meeting

What: January LBPA Dinner Meeting — Featuring special presentation on retail and office security (see info at left)

Where: Doyle's Deli & Grille
27 North Lansdowne Avenue

When: January 23, 2001

Time: 7:00 p.m.

Cost: \$12 per person (dinner)

Menu: Meatballs and Pasta Shells, Club Sandwiches, Caesar Salad, Potato Salad, Coffee, Tea and Soda.

Information: Call 610-623-2091

*"Even the darkest
hour has only
sixty minutes."*

— Morris Mandel

Your LBPA Officers

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Lansdowne Business & Professional Association
PO Box 12 • Lansdowne, PA 19050

February LBPA Meeting & Wine Tasting

What: February LBPA Meeting —Featuring Wine & Cheese Tasting

Where: Home of Pat & Nick Arone
129 N. Wycombe Ave.
Lansdowne, PA 19050

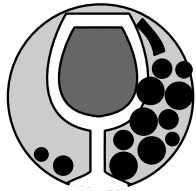
When: February 21, 2001

Time: 7:00 p.m.

Cost: \$14 per person

Details: Wine and cheese tasting to be led by Joseph McConnell, Specialty Wine Coordinator with the Pennsylvania Liquor Control Board.

Information: Call 610-623-2091



Choosing a Wine

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fun and easy way to learn the basics of selecting the appropriate wine for the particular occasion.

Speaking at the February 2001 LBPA meeting will be Joseph McConnell, Specialty Wine Coordinator for the Pennsylvania Liquor Control Board. He will lead the way through a tasty and informative wine and cheese tasting that will offer something for everyone.

This unique meeting and discussion is perfect for everyone who has ever wanted to know more about wine — from the wine novice to the regular wine drinker looking to expand their palate to the subtleties of different wines.

Scheduled to take place on Wednesday, February 21, the wine and cheese tasting will be held at the home of LBPA members Pat and Nick Arone. The meeting will begin at 7 p.m., and costs \$14 per person to attend.

Space is limited, so reserve your place at this event as soon as possible. For more information, call 610-623-2091.

Cost-Effective Ways to Know Your Customers Better

Want to know more about your customers and their wants and needs? Follow some of these tips to learn how to result in more satisfied customers.

1. Comment cards — you see them all the time at stores asking “What Do You Think?” or “Tell Us How We’re Doing” Whether or not a high percentage of customers actually fill them out, the key to utilizing comment cards is reaction. If you use comment cards, make sure you do something about suggestions you receive and contact those who offer good ideas.
2. Keep a notebook at your cash register or other area where you interact with customers. Anytime someone requests something you don’t offer or carry, write it down. Again, try to make every effort to fulfill these requests.
3. Talk to your customers. Regular customers who are comfortable around you will be less hesitant to ask for what you don’t offer, and more likely to tell you when your goods and services fall below their expectations. What do they like or dislike? Is there value in the services you provide? Conduct casual surveys with some of your regular consumers, preferably in an informal setting.
4. Your salespeople are also a valuable source of customer information — and competitive information as well. Facilitate regular conversation with your sales staff to learn as much as possible about business trends, new products and services, and customer requests.
5. Network with others who are in the same business as you are. If it is financially sensible, take a day and attend an industry trade show. Joining a trade association can also help, as many offer useful market studies at reduced costs.

Most importantly, use common sense and intuition to judge your customers’ needs and wants. And if you’re not sure, never hesitate to ask questions.

Remember...



LBPA Online



www.shoplansdowne.com