



LBPA TODAY

June 2000

Information Update for Lansdowne Business and Professional Association Members

VOLUME 4 NUMBER 6

Silent Auction 2000: Bigger and Better

The May LBPA meeting featured the Second Annual Benefit Silent Auction and Antique Appraisal. The evening, which took place at a packed **Twentieth Century Club**, was a tremendous success and lots of fun for everyone involved.

Attendees submitted their bids on more than 50 packages of products and services from Lansdowne businesses. Additionally, antique fans from all over Delaware County and beyond brought their antiques to the event to have them professionally appraised.

The entire LBPA membership wishes to extend a big thank you to everyone who helped make this event possible. **Fran Wayne**, the knowledgeable (and patient) owner of **Before Our Time Antiques**, took the time to give dozens of antique owners appraisals and detailed information, when possible, on their items. **Lewis Rinaman** of **Lewis Rinaman Photography** helped out with the appraisals, taking free photographs of all appraised items.

The entire event would not have been possible without the tireless efforts **Rose Marie Redheffer** and **Pat Arone**, who spent weeks soliciting and collecting items for the auction. With the assistance of **Kelly Bliss**, these two performed most of the set up for the evening at the Twentieth Century Club.

The evening was kept lively thanks to the music provided by **Joe Foley** of **Schaffer Sound and Video**. Rose Marie Redheffer also made sure nobody went home hungry, supplying desserts for sale which raised nearly \$100.

Jennifer Hoff and her staff at **Hoff Communications** contributed hours of their time in the production of the silent auction catalog and the bidding sheets. Particularly worthy of recognition is **Rosanne Rossello**, who spent many hours crafting her interesting and picture-perfect descriptions of items for the auction catalog.

Lastly, the biggest thank you of all goes out to the many LBPA members and Lansdowne businesses who contributed their items, helping us raise more than \$2,200 for improvements to the business district.

This event is shaping up to be one of the most anticipated nights of the year for Lansdowne residents. Start thinking now of a service or product you can offer to next year's auction. If you have any ideas for making this event even better in the future, call Jennifer Hoff at 610-623-2091. 🌳

*"In skating over thin ice,
our safety is in our speed."*

Ralph Waldo Emerson

Meeting Notice

What: June LBPA Dinner Meeting

Place: La Campagna Restaurant

60 East Baltimore Pike,
Clifton Heights

Date: Wednesday, June 21, 2000

Time: 7 p.m.

Fee: \$28 per person (includes tip & tax)

Details: Come enjoy a great meal with some great local businesspeople.

Choose your entree — Chicken Joanne, Veal Francese, or Sea Scallops. Appertizers include Roasted Peppers with Fresh Buffalo Mozzarella, Eggplant Rollatini, and Pasta Medley. Salad, coffee and dessert are also included. Cash bar extra.



Don't Forget —

**Vote for your 2000-2001
LBPA Officers!**

Agenda:

- Vote for your 2000-2001 LBPA Officers!
- Silent Auction Wrap-up
- Wish list for next year

Your LBPA Officers

President

Jennifer Hoff(610) 623-2091

First Vice President

Lewis Rinaman(610) 623-5955

Second Vice President

Carrie Boyden(610) 259-3149

Secretary

Pat Arone.....(610) 626-5707

Kelly Bliss(610) 394-2547

Treasurer

Rose Marie Redheffer.....(610) 583-3000

Lansdowne Business & Professional Association
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Keeping Your Customers Happy

No matter what business you are involved in, the surest way to keep a customer returning is to ensure that they are happy. While you can't affect the way your customers feel about their housecleaning, their car troubles or their personal lives, you can affect the way they feel about doing business with you.

Here are a few simple ways that you can make doing business with you just a little more enjoyable:

Give free gifts (especially coupons).

A free gift, regardless of size, value or simplicity, is always something that a customer sees as a pleasant surprise. How about having a stack of "no special occasion" coupons handy to give out to a customer for no apparent reason — wouldn't you appreciate such a gift? You'll surely appreciate your customers' return business.

Charge less than expected.

Everyone likes to be surprised by paying less than expected for a purchase or a service. Spread this bit of cheer and deliver more for less to your customer. Underpromise and overdeliver!

If you can have it done sooner, have it done sooner.

Don't forget how valuable time can be! If you finish a customer's job or prepare their order ahead of schedule, let them know. Everyone likes to be surprised by having a job finished faster than expected.

Make your customers feel special.

Learn as much as possible about your customers so you can better serve them and their needs. Acknowledge customers whenever you see them, on the job or off.

Make yourself available.

Don't forget your customers once you make the sale. Always respond promptly to their calls and questions. If you offer a guarantee, back it up with a smile. 🌳

Member Spotlight: Westminster Travel

Want to know the easiest way to get to the Bahamas from Lansdowne? Or how about Hawaii? Suppose you want to know how to get to the Philadelphia Eagles game in Dallas against the Cowboys. Well, no matter where you're looking to travel, you'd be smart to start your journey off with a short jaunt to 28 North Lansdowne Avenue — the home of Westminster Travel and owner Bob Dowd.

Since 1981, hundreds of travelers have started their journeys with a visit to Westminster Travel. According to Bob, there's a reason that so many people have grown to depend on Westminster Travel for their business and vacation travel plans. "We know the business," Bob explains. "All these years being in the business enables us to find the ideal vacation for just about anyone. We deal with the airlines on a regular basis, so we can find the best fares possible."

Specializing in cruises, vacation packages and a number of specialty tours, Westminster Travel works to give customers the best value for their vacation dollar. Yes, even with all of the hype about booking trips via the Internet, there's a forgotten advantage to doing things the traditional way, particularly when it comes to traveling. Bob points out that the discounts that many of the Internet travel sites boast about aren't quite what they're cracked up to be. "We're doing just as well or better than them," he says.

"We're real people, real members of the community who are here to help you," Bob says. "Let's see you get in touch with someone from Expedia (a popular Internet travel booking service) when you're flight's delayed."

Bob unquestionably knows a bit about the travel industry. He began his career in the passenger service and sales departments at United Airlines, where he worked for 20 years. In 1981, he drew on his experience to start Westminster Travel, opening the first office in Springfield. Within a few years, Bob had established stores in Lansdowne and on Township Line Road in Drexel Hill.

Westminster Travel is also a family business. Bob's wife Anne and all four of the couple's children have worked for the business at one time or another. Son Michael and daughter Barbara are still employed by Westminster Travel.

The agency handles a number of honeymoon trips, and some other popular offerings include Ireland tours and three- and four-day weekend trips to Philadelphia Eagles away games. The all-inclusive packages offer Eagle fans the opportunity to see their favorite team in action and take in a bit of a big city for a few days. Prices on the Eagle trips start at about \$500, Bob says.

While about 80 percent of the travel Westminster Travel handles is for leisure, the agency also excels in business travel. Bob explains that he is arranging a package for fellow LBPA member Debbie Appaluci's dance team. The team will be traveling to a national competition in Orlando this summer, and Westminster Travel is arranging the trip.

"It's a fun business," Bob says. "The best thing about this job is that everybody who comes through the door is happy. After all, they are going on vacation." 🌳