



LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

Member News Briefs

Here is where you can share with us your accomplishments, milestones and recognition. Come on --- you work hard, so brag a little. Send your news to Pat@AroneAssociates.com, or call 610-574-3449 to tell me about it.

Poth Associates, Inc. Celebrates 45th Anniversary

Poth Associates, Inc. is a direct mail provider specializing in small- to medium-volume projects. (500 to 50,000 recipients) The company's focus on this segment of the market allows it to provide clients with a superior level of customer service—resulting in fast turnaround, accurate mailing lists, and ultimately, higher response rates. Poth employs custom software that provides postal sorts and CASS certifies to comply with rigid postal regulations.

Poth Associates is capable of running numerous sized pieces, from post-cards to envelopes to newsletters. Any cumbersome or questionable pieces are always pre-tested before committing to a job, part of a strategy to work with clients to manage or eliminate additional charges or unforeseen problems before they happen.

Poth Associates also says the company's reputation for quality and continued client satisfaction is the best form of advertising. Accordingly, Poth receives a large percentage of direct mail work through referrals.

Café Harlem Awarded First Place in Benefit Cook-Off

Café Harlem, Church Lane, Yeadon, one of our newest members, won their award at the 2005 4th Annual Neil Stern / Gary Maddox Barbeque Challenge, which benefits the Youth Golf Academics Program

Lettie Holden, co-owner and kitchen wizard, took home the Blue Ribbon in the BBQ Chicken Division / Restaurant Class.

FROM THE LBPA PRESIDENT

2005 Wrap-Up

The LBPA season started with our participation in the Lansdowne Arts Festival. What a terrific event! I encourage you to find some way to get involved next year – take an ad in their booklet, drop off literature at the LBPA table for hundreds of eyes to see. Volunteer to man our table for an hour or two. It's a great way to meet folks in our community and from the surrounding communities. And, sometimes it's a terrific way to drum up business. Just ask Rick Grocott (EZ Flow HVAC) --- he came away with lots of leads while hanging out at the festival.

Our September program speaker put us all on guard, showing us how we might protect ourselves from identity theft. The Borough was kind enough to let us use Council Chambers for our meeting so that we may have internet access for our speaker's presentation. Anyone interested or suspects that they are a victim of identity theft can contact John Featherman through his website www.johnfeatherman.com

In October, Gary Chilutti, Lansdowne Main Street Manager, gave us a summary of the Main Street Program. We look forward to hearing more from him as the Program evolves. Whether your business is right in the central business district, in a perimeter business district, or you operate from a home office, this program will impact your business. Take the time to keep informed. It's your town. It's your business. Gary's office is at 12 S. Lansdowne Avenue. His phone number is 484-461-7001

Thanks to the entire Board, our membership drive was well organized and effective. Our goal was 10, but, in fact, we welcomed 20 new or rejoining members. This year our directory lists 85. Fantastic! Membership is ALWAYS open, so if you find a business who wants to join, just send them our way.

And, thanks to Jennifer Hoff (Hoff Communications) for her advice and hard work to produce our 2006 directory, and for the multitude of things she's always willing to help us with. Of course, let's not forget the great job Rose and Frank Redheffer of Hansen Printing do to print and mail out our newsletters, meeting notices and our directory.

Throughout the Fall, we've been tweaking and updating our website, and we aim to continue. So, please stop by once in a while to check things out. www.ShopLansdowne.com. Got any changes or suggestions to make? Is your listing correct?

continued on reverse

NEXT MEETING: January 2006

When: January 11, 2006

6 p.m. — 9 p.m.

Where: Central Park Restaurant,
Baltimore Pike, Springfield

Details: Please join us upstairs in their newly renovated banquet room for a delicious sit-down dinner. Please enter via the stairway visible from Baltimore Pike. Also, The *Daily Times* wants to interview some of us for their people poll. The first twelve to arrive have the first option to participate.

Cost: \$25 per person. To RSVP, please call Pat Arone at 610-574-3440 by January 9.

Heads Up

In the coming months, look for details about what has now become our Annual Wine Tasting event. As usual, it will be held in May. Please invite friends, family, and neighbors, as all are welcome (must be age 21 or older). Last year about 40 attended.

Did You Know?

If you want to mail to LBPA members and can't wait for a piggyback mailing opportunity, you can get labels from Jennifer Hoff (Hoff Communications). Call 610-623-2091

“A sense of humor is part of the art of leadership, of getting along with people, of getting things done”

— Dwight D. Eisenhower

Your LBPA Officers

PRESIDENT

Pat Arone.....(610) 574-3449

FIRST VICE PRESIDENT

Kelly Bliss(610) 394-2547

SECOND VICE PRESIDENT

Rick Grocott(484) 461-7074

SECRETARY

Taleese Peters(610) 623-2064

TREASURER

Bill Brown(610) 394-9044

Lansdowne Business & Professional Association
PO Box 12 • Lansdowne, PA 19050
www.ShopLansdowne.com

FEATURED MEMBER**Just Great Companions: Private-Duty Health Care**

As we operate our businesses and try to balance our lives with family and social activities, many of us are now experiencing the affects of the health-care issues of our parents, spouses and other family members.

Whether a temporary need to help a loved one recover from a surgery or accident, or to help deal with a debilitating stroke, illness, or an aging parent, it impacts our lives tremendously.

Since 1992, Just Great Companions has been providing the kind of care that fits with any in-home care need. And, most important, by providing competent care to the client, their staff

of nursing assistants and certified home health aides give relief to caregivers, who most often don't realize its significance. Frequently, the caregiver is worn out giving every ounce of effort for the sake of the person in need. That need not happen with a reliable support team, available for short term or round-the-clock service.

Just Great Companions, located on Lansdowne Avenue (in the Patricia Court Apartment complex) is headed by Eloise Jay-Jones, a woman with a vision. While gaining her experience first-hand as a home care worker and then as a staffing coordinator for sev-

eral nursing agencies, Eloise saw an enormous need, but also saw gross misuse of the labor force to provide competent care. To her the solution was simple: Choose only the most qualified companions, treat them with dignity and expect no less from them while on the job with clients. All health care aides have a Certificate of Nursing Assistant and at least one year of home care experience.

Today, Just Great Companions proudly holds dear many hundreds of letters from clients who praise their work. For more information, see the enclosed brochure or call 610-284-4244.

Welcome New and Rejoining Members

Café Harlem – Breakfast, lunch & dinner, Sunday brunch, and weekend jazz entertainment.

Charlene Hennessy – Apartment and office rentals.

Just Great Companions – Private duty specialists

Kathleen Lambert – Architect

Lansdowne Eye Associates – Comprehensive eye care

Lansdowne Diner – Open daily for breakfast, lunch & dinner.

Linda Moreland – Psychology services

Family Dental Care – Dental services

Zoning Update

On December 19, 2005 the Zoning Hearing Board approved an application to operate a silk screen and shirt print shop with twelve employees at 160 E. Plumstead Ave. and to operate a Daycare at 268 Drexel Avenue (an expanded use of Don's Dance World studio).

Want to Have a Say in Your Downtown?

The Lansdowne Economic Development Corporation is looking for a few volunteers for its Promotion Committee. The LEDC Promotion Committee will be discussing how to promote our downtown and what tools are needed to bring more folks to our borough. Want to have a say? Have some thoughts to share? Just call or email Jennifer at 610-623-2091 or jennifer@hoffcomm.com to sign up.

2006 Directory is Published and Distributed

Please make them available to all who visit your office or shop. Call Rick Grocott, 484-461-7074 for more copies.

2005 Wrap-Up (continued)

If you are interested in what's going on in town. I suggest you go to our site and click on the links to the Comprehensive Plan and the Downtown District Redevelopment Plan. Check out the Borough's site (on our links page) for their meeting schedule and minutes.

I'm sure those who attended our morning get-togethers in November will agree they went well. We got to meet some members who just can't make it to our evening meetings. Various business topics were discussed, and there was some plain old socializing, too!

Thanks to the hard work of Don & Mary Ann, Don's Dance World, for coordinating the program, our Tree Lighting was a terrific success. This year was the best ever! Here is a special thanks to others who also made the event a hit:

Fran Wayne, Before Our Time Antiques: Santa's favorite elf

Howard & Pat Dennis, Mesquite Bar-B-Que: Brewed up 25 gallons of delicious hot chocolate

Mayor Jayne Young: Expertly threw the switch to light the lights

Borough Council: Turned our simple Tree Lighting in a beautiful Street Lighting!

Borough Staff: Especially Steve Travers, John Gould and John Pecko – the guys who actually got up into the trees to install the lights.

The Police & Fire Departments

Don's Dance World Dancers

Penn Wood High School Brass Ensemble**The Girl Scout Singers**

And **Santa** — who disguises himself during the rest of the year as a Lansdowne mailman

Your Board of Directors also worked behind the scenes distributing posters and flyers, arranging free parking, getting local press attention, buying and distributing the hot chocolate and cider, and numerous other details to make our event run smoothly.

Of course, we thank Mother Nature for her kindness this year. It was a beautiful night with just enough crispness in the air to make our hot beverages ever so welcome.

In December, we gathered with fellow members to eat, drink and be merry. The food was delicious, the ambience warm and friendly. What a nice way to gear up for the hectic holiday season. Although it was a social evening, there were quite a few business cards being passed around.

Also in December, some of your LBPA board members attended the Borough Council meeting to learn as much as we could about a proposed reduction in the number of police officers. At this writing, we do not have final details. We left the meeting when Council agreed to see where it could rework the budget to keep our police force intact. Final budget was advertised for December 21 approval.

On behalf of the LBPA Board of Directors, we sincerely wish this new year brings you health, wealth and happiness.

— Pat Arone, President