



LBPA TODAY

May 2000

Information Update for Lansdowne Business and Professional Association Members

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Lansdowne News to Peruse

Memorial Day Parade! Join your friends and neighbors this Memorial Day weekend as Lansdowne marks the traditional opening of the summer season with a fabulous parade on Monday, May 29. The parade route will begin at 8:30 a.m. at Lansdowne and Lacrosse Avenues, so be there!

Lansdowne Days are here! Get out and celebrate the weekend of May 12-14 as Lansdowne Days 2000 brings a variety of entertainment and fun for the whole family. From Friday night until Sunday afternoon, the borough will celebrate with concerts, trolley tours, a flea market, jugglers, an automobile and motorcycle show, marionettes and much more. Many of these events are free. For a complete schedule of events, tickets or more information, please call Lansdowne Borough Hall at 610-623-7300.

*“Anger makes dull men witty,
but it keeps them poor”*

Queen Elizabeth I

Did you miss the last LBPA meeting?

Then you missed a lot! In case you weren't able to make it, here's a recap of some of Diane McNitt's presentation on effective public relations:

How to Get Press Coverage and What is Newsworthy

Between 60 and 70 percent of everything you read in newspapers is a direct result of a press release, so it's essential to master the skill of press release writing. It is important to get to know the editors and reporters to whom you submit press releases. Ask them how they would like to receive your press releases — via mail, fax, or e-mail — and be sensitive to their deadlines. When writing releases, try to write in the style of that particular publication, and check editorial calendars for topics that are related to your industry. Lastly, make sure your press releases are newsworthy. Here are some ideas for newsworthy topics of your releases:

- Volunteer
- Speak at an industry function
- Enter a contest
- Receive an award
- Contribute to your favorite charity
- Enlarge your business
- Hire additional employees
- Move into a larger space
- Add a new product line or service
- Be a testimonial
- Sponsor a fund raising event or sports team
- Celebrate a company milestone
- Write an article
- Serve on an association or board
- Receive a patent

Want a copy of an LBPA meeting presentation? Call 610-623-2091 or download it from the web at www.shoplansdowne.com/newsletters 

Meeting Notice

What: May LBPA Business Meeting, Silent Auction and Antique Appraisal

Place: Twentieth Century Club
84 South Lansdowne Avenue

Date: May 11, 2000

Time: 7 p.m.

Fee: Admission is free!



Silent Auction Details: This year's Silent Auction promises more of the fun and excitement of last year's event. Come out and bid on more than 50 valuable products and services from local Lansdowne businesses. It's fun and easy — if you want to bid on an item, just write your offer on the bid sheet. When bidding stops, the highest offer wins!

Fran Wayne of **Before Our Time Antiques** will also offer antique appraisals. For a \$3 per item fee, Fran will appraise those curious items in your attic. Plus, Lewis Rinaman will give all appraised items a free photograph for insurance purposes. So dust 'em off and bring 'em in! (No firearms, please) All proceeds will benefit Lansdowne business district improvements. Call 610-623-2091 for more information.

Your LBPA Officers

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What You Know Can Help You

What do you know about your customers? The more you know, the more effective your targeted marketing efforts can be. With information about your customers, it's easy to develop a creative marketing plan with good promotional ideas.

For example, a retail business may find that nearly one-third of its customers bring their small children in with them. Why not provide a play area for the children so the parents can shop? Another retail business may serve primarily elderly customers who can't drive. Why not offer these customers delivery service for a small fee — or for free?

Suppose a service-oriented business has a number of clients with children. It would be smart for this business to sponsor a youth athletic team or to advertise in school sports or music programs. Simply put, the more information you have about your customers, the easier it is to meet their needs. If you have a database that includes relevant personal information about your customers, you can also use it to your advantage. In this case, a florist could send a postcard advertising bouquets to a spouse's business shortly before the couple's wedding anniversary.

Often businesses will introduce marketing ideas based upon a unique service or benefit, instead of based upon their customers' needs. In most cases, marketing ideas will not work unless they are based on the needs of the customer. The business owner who knows what customers want and need, who uses a database to record and track information about customers, and develops a marketing plan and creative marketing strategies based upon customer needs is the most likely to have the greatest success in attracting and retaining customers.

Portions of this article based on "Win Business with Customer-Driven Marketing," by Mike Deuerling 🌳

Member Spotlight: Edward J. Meloney, Inc.

What do Independence Hall and Upper Darby High School have in common? As different as a modern-day high school and a national historic site may seem, the link between the two facilities is that both had all or most of their respective renovation projects performed by a Lansdowne business — Edward J. Meloney, Inc.

It's entirely possible that you've never heard of Edward J. Meloney Mechanical Contractors, especially if you're not involved in the construction industry. But with a track record of producing top-quality work for a number of major projects, the company is one of the most recognized names in the industry in the Philadelphia metropolitan area.

The business can trace its Lansdowne roots back 100 years, when founder Edward J. Meloney — then an infant — moved to the borough with his family. Edward Meloney built a successful career as a mechanical engineer, becoming president of the Bowers firm. In 1962, he established his own company, Edward J. Meloney, Inc., and enlisted son Edward Jr. (Jim) and his wife Debbie in the firm.

The company — specializing in the business of performing commercial, institutional and industrial plumbing, heating, ventilating and air conditioning contracts — located its office in the former Fidelity Bank Building at the corner of Lansdowne and Baltimore Avenues. Although Edward Sr. passed away in 1963, Jim, Debbie and fellow Lansdowne resident Richard C. (Dick) Burke have remained with the company since its incorporation.

The business remained in the Fidelity Bank Building for more than two decades. In 1984, Edward J. Meloney, Inc. purchased the former Philadelphia Suburban Water Company property on Madison Avenue, adjacent to the SEPTA Regional Rail station, where the business remains and flourishes today.

Edward J. Meloney, Inc. maintains an office staff of 10 people and employs an additional 45 people in the field. Kirk Meloney, the son of Jim and Debbie, serves as the business' corporate treasurer and handles estimating, project management and information systems operations. Two of Dick Burke's sons, Brian and Danny, also work for the company as foremen in the HVAC department.

To date, Edward J. Meloney, Inc. has performed mechanical construction work on projects ranging from historic buildings such as Independence Hall to hospitals, schools, city and county facilities, and industrial plants in and around the Philadelphia five-county area. In addition to current HVAC projects for the Penn-Delco, Interboro, Marple-Newtown, Springfield and Philadelphia school districts, the company is currently completing work on \$4 million in contracts for the Upper Darby School District.

Over the course of four decades, Edward J. Meloney, Inc. has proved that a Lansdowne business can be a vital element in the local community while having an impact that extends far beyond the borough. 🌳