



LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

Member News Briefs

Expanded Holiday Hours at Thrift Shoppe

The Thrift Shoppe, 20 North Lansdowne Avenue, has expanded hours for your holiday shopping pleasure. They will be open Fridays in December (the 14th and 21st)...so stop by and browse all of their great stuff.

Tree Lighting a Bright Night Once Again

If you missed it, you missed a great evening on Lansdowne Avenue. The Annual Tree Lighting, a LBPA sponsored event, featured the marvelous dancers of **Don's Dance World** and a visit from Santa. The hot chocolate was flowing and the weather cooperated so a great time was had by over 200 onlookers. Watch for this event next year.

Did You Know?

As a member of the LBPA, you are entitled to use our membership list (which is almost 100 strong). Available as labels (\$5), or electronic (free), use this list to tell everyone about your business or service. Advertising does work!

The Gift of Wellness

Looking for a gift for that special someone? What about a gift certificate for a massage or an adjustment...just call Dr. Jeri at **Lansdowne Family Chiropractic Center** (610.626.5661).

LBPA Members Collaborate for USA Today Advertisement

Todd Bauders of Contrast Photography completed a photo shoot with Kelly Bliss for a full page ad to run in USA Today. Todd got some great photos of Kelly's exercise class and Healthy Eating Class. The ad will be used to sell Kelly's new book "Don't Weight, Eat Healthy and Get Moving NOW!" along with two of her "Fitness with Bliss" workout videos. Keep your eyes open for these two Lansdowne businesses to be seen in this nationwide publication in January!

Dance Lessons Make Great Stocking Stuffers

Don's Dance World has gift certificates available for the holidays, and offers eight-week courses in jitterbug, disco, hustle, swing, ballroom, wedding dances, rock-n-roll, and country line dancing. Ballet, tap, jazz, and hip-hop classes are available for children and adults of all ages. Registration for all classes is accepted year round. For more information call 610-622-6029.

"Receiving gifts can be nice, yet true happiness is when you appreciate what gifts you already have"

December LBPA Meeting: Holiday Celebration Dinner

What: December LBPA Meeting and Holiday Celebration Dinner

When: Tuesday, Dec. 18, 6:30 p.m.

Where: The Bungalow
Clifton Heights, PA

Cost: \$22 per person

Cocktails (cash bar): 6:30-7:15 p.m., including cheese & fruit trays

Buffet dinner: 7:15 p.m.; featuring:
Chicken Florentine
Sliced Eye Round
Roasted red bliss potatoes
String Beans almandine
Spring Mix salad with balsamic vinegar
Dessert: Assorted mini pastries

RSVP: Call 610-623-2091 for details. Please reserve your seat before Friday, December 14.

Your LBPA Officers

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Member Spotlight: Fidelity Graphics

The Fidelity Graphics office, located at 285 Windermere Avenue, near Marshall Road, holds quite a bit of history within its walls. Much has happened there since founder Pete Driscoll and his partner started the business 30 years ago as Fidelity Business Forms Company Inc.

For one thing, the only partner involved with the business these days is Driscoll's wife, Clare (the original partner left many years ago). Additionally, the goods and services offered by Fidelity has taken a rather winding path to where it is today.

As indicated by the title, the company's specialty in the beginning was designing forms, letterheads, envelopes and other business documents. Business was good, and remained steady, that is, until technology started to revolutionize the forms and printing industries. With the advent of desktop publishing and the Internet, demand for forms diminished, and more work became the domain of copy shops.

Adapting to Change

About 10 years ago, Driscoll changed the name of the business to Fidelity Graphics, to reflect the changing nature of his customers' needs. The focus of the work shifted toward more color work, including flyers, annual reports, and three and four-color letterhead.

Fidelity now offers a wide array of advertising specialties, imprinting logos and other personalized business

messages on t-shirts, mugs, keychains and other unique items. Recently, Fidelity helped a particular client by creating customized t-shirts that were compressed into miniature 55-gallon drums marked with the company logo.

Another 'Story' to Tell

Believe it or not, Fidelity Graphics is also in the business of entertaining kids. For the past eight years, Driscoll has offered customers personalized children's books. These books include a number of popular children's titles, customized with the recipient's name, family and friends throughout the story.

On many weekends, the Driscolls head to local craft fairs to offer the books. Using the necessary software and a quality laser printer, customers can hold their personalized book in their hands in just minutes. "They make unique, reasonably priced gifts for kids," Driscoll says.

So what is it that keeps Fidelity Graphics going after three decades? Ask Pete Driscoll, and he'll tell you it's the business' dedication to customer service. "I talk to the customer and listen carefully to find out their needs," he says. "With my experience in the business, I can determine exactly what suits my customers' needs and achieve their goals within their budget."

For more information about Fidelity Graphics, call 610-623-6223 or e-mail Pdriscoll1@aol.com.



**When Holiday Shopping,
Shop Lansdowne First!**

Season's Greetings from the LBPA!

