



# LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

## Member News Briefs

### McNitt Earns Client Honors at Delco Chamber Expo

McNitt Marketing's hard work enabled client Hibberd Brothers to win the "Best Booth" award at the recent Delaware County Chamber of Commerce Women in Business Expo. McNitt Marketing's **Diane McNitt** and **Pat Arone** had numerous brainstorming meetings with the client before coming up with recommendations for booth design, props and handouts. Congratulations to the folks at McNitt Marketing — and their clients!

### See "Phantom Tollbooth" February 8-10 and 15-16

**Celebration Theater** presents "The Phantom Tollbooth" at the Twentieth Century Club, 84 South Lansdowne Avenue. Follow the journey of Milo as he finds himself in a magical world after he drives through a mysterious tollbooth to the Lands Beyond. Tickets cost \$8 for adults and \$6 for children, and are available for performances at 7 p.m. on Feb. 8, 9, 15 and 16, at 2 p.m. on Feb. 10, and at 10:30 a.m. on Feb. 16. Call 610-259-1800 or visit [www.celebrationtheater.org](http://www.celebrationtheater.org) for details.

### Celebration Theater Hosts Benefit Performance

Don't miss **Celebration Theater's** special benefit performance of "A Night of Broadway Magic" on Saturday, February 23 at 8:00 p.m. The ticket price of \$50 per person is entirely tax deductible, so show your support for Celebration Theater and enjoy this gala evening featuring the award-winning Valley Forge Chorus and a gourmet dessert buffet! Visit [www.celebrationtheater.org](http://www.celebrationtheater.org) or call 610-259-1800.

### New Businesses

Be sure to visit the two new businesses on North Lansdowne Avenue, **Lansdowne Skate Shop** and **K & S Underground Urban Wear**. More details to come...

### Cat Show Update

Work on the Lansdowne Cat Show project has been postponed until there is a more appropriate business climate. Look for a new date in upcoming newsletters. For more information, call Fran Wayne at 610-259-6370.

### Did You Know?

As an LBPA member, you're entitled to use our membership list (almost 100 strong). Available as labels (\$5) or electronic (free), use it to tell everyone about your business or service. For more information, call 610-623-2091.

*"Yesterday is experience. Tomorrow is hope.  
Today is getting from one  
to the other as best as we can."*

- John M. Henry

## January LBPA Meeting

**What:** January LBPA Meeting

**When:** Thursday, Jan. 31, 6-9 p.m.

**Where:** Lansdowne Public Library,  
55 South Lansdowne Avenue

**Cost:** \$15 per person

**Food:** Buffet from 9th Street Deli featuring assorted cold sandwiches, poppers, chicken fingers, mozzarella sticks, cole slaw, baked beans and dessert. Beer and wine will also be available.

**Details:** The focus of this month's meeting will be "Generating Free Publicity," featuring a presentation from Phil Heron, Editor of the Delaware County Daily Times.

**RSVP:** Call 610-623-2091 for details. Please reserve your seat before Monday, January 28.

## Your LBPA Officers

PRESIDENT  
Fran Wayne .....(610) 259-6370

FIRST VICE PRESIDENT  
Jennifer Hoff .....(610) 623-2091

SECOND VICE PRESIDENT  
Pat Arone .....(610) 626-7320

SECRETARY  
Kelly Bliss .....(610) 394-2547

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## Member Spotlight: Reecie's Pieces Boutique

A background in accounting isn't exactly a prerequisite for the fashion industry, but for Clarice McGilberry, making the career transition from accountant to boutique owner was a logical process.

In fact, when McGilberry opened Reecie's Pieces boutique, it was the fulfillment of a goal she had set for herself many years ago. "I always knew that when I got to a certain age, I'd want to relax," says McGilberry, who spent the first 20 years of her career as an accountant.

She began her venture into the fashion business by hosting fashion parties and setting up booths at trade shows. Inspired by her initial ventures, Clarice developed a number of contacts in the business, including fashion designers and distributors, seeking to market their merchandise.

Finally, just over six years ago, Clarice began searching for a location to open up her business. A resident of Yeadon, she wanted to find a location that was close to home and would allow her to spend time with her husband Alfred and children Taisha, Tariq and Tauheed. After investigating several locations, she chose the storefront at 9 South Lansdowne Avenue.

So in March 1996, Clarice opened Reecie's Pieces, offering an eclectic blend of women's apparel, jewelry, fine art, collectibles and accessories. The select mix of fabrics and styles chosen by Clarice immediately gave the store a distinctively unique and personal feel.

Today Reecie's Pieces is a joint effort between Clarice and Taisha, who on most days can be found behind the counter. As the store manager, Taisha oversees the store's inventory, which includes much more than just clothing.

The walls and counters of the store feature an eclectic and culturally diverse array of items, from stunningly life-



**In addition to clothes, Clarice McGilberry offers dolls, gifts, collectibles and more at Reecie's Pieces Boutique.**

like handcrafted dolls to gorgeously framed artwork. The glass case in the front of the store houses beautiful, detailed figurines and some unique jewelry designs from around the world.

As a small business owner, Clarice has enjoyed the way her lifestyle has changed since her days working full-time as an accountant. She has had more time to incorporate her family into her everyday life.

"I'm proud of what we have to offer, and I encourage anyone to stop by to add some spice to your wardrobe and experience something new."

For more information about Reecie's Pieces Boutique, call the store at 610-626-9880.

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## What Does Customer Service Mean to You?

Just what does customer service mean? Is it a friendly smile? A follow-up phone call? A special discount? The following quote from speaker Arnold Sanow offers a unique and accurate perspective on this important key to business success:

"In today's fast-changing and competitive environment, excellent customer service is essential for success. Customer service is more than just 'smile training' — it's

about treating people the way they wanted to be treated. It's also about giving the client what they want, when they want it and how they want it. It really comes down to the fact that good communication and human relations skills equals good customer relations."

*Arnold Sanow, MBA, CSP is a speaker, seminar leader and author. He can be reached at [speaker@arnoldsanow.com](mailto:speaker@arnoldsanow.com) or 703-255-3133. Visit his website at [www.arnoldsanow.com](http://www.arnoldsanow.com).*