



LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

Meeting Wrap-up

LBPA members who attended our November meeting at Donovan's Restaurant in Collingdale participated in a lively and helpful discussion about year-end tax strategies. The meeting's guest speaker, Elaine Reid of Elaine M. Reid & Associates, shared tax tips and explained some of the latest tax reducing opportunities, such as the special depreciation allowance for assets placed in service after September 11, 2001.

Elaine also reviewed various retirement plans available for the self-employed and patiently answered several questions. Elaine is a CPA in Lansdowne and former IRS employee. It was an evening of sharing and learning for all. And, yes, the ambience at Donovan's was cozy and the food was absolutely delicious.

In December, the membership of the LBPA gathered to celebrate the holidays at Central Park Restaurant in Springfield. The festive occasion gave everyone the chance to relax, socialize, and look forward to the new year while enjoying fine food and cocktails in a comfortable setting. Thanks to everyone who helped plan and attended this memorable event!

Member News in Brief

Jeff Katz to Speak at March LBPA Meeting

Former WPHT-AM weeknight talk show host Jeff Katz will be the featured guest at the March 16 breakfast meeting of the LBPA. Jeff will speak about the growth of smaller suburban towns and offer his unique perspective on our borough. Be sure to mark this special event on your calendar now!

Don's Dance World a Big Help at Tree Lighting

On behalf of the Board, the LBPA thanks Don and MaryAnn from Don's Dance World for the excellent job they did coordinating the tree lighting this year, which went off without a hitch on Saturday, November 29. Thanks and appreciation should also be extended to the Borough and the Fire Department for the magnificent job they did installing the lights in the Mini Park and for their cooperation in helping to make the event a success.

"The strongest self-motivation is only an asset when accompanied by a sincere compassion for others."

— Grant Gerhardt

Next Meeting: Garry Stetser, Business Coach

What: January LBPA Meeting

Topic: "Making the Best of Your Off Season"

Speaker: Garry Stetser, Personal and Business Coach

When: Monday, January 19, 2004
6:30 p.m. — Meet & Greet
7:00 p.m. — Dinner
7:45 p.m.— Program and Q&A Session

Where: Twentieth Century Club
84 South Lansdowne Avenue

Cost: \$20 per person

Menu: Hot and cold buffet from Clifton Deli

RSVP: Reservations must be made by noon on Friday, January 16. Last-minute cancellations and no-shows will be invoiced. To RSVP or for more information, please call 610-623-2091.

Your LBPA Officers

PRESIDENT
Kelly Bliss(610) 394-2547

FIRST VICE PRESIDENT
Jennifer Hoff(610) 623-2091

SECOND VICE PRESIDENT
Terry Baraldi(610) 662-1801

SECRETARY
Pat Arone(610) 626-7320

TREASURER
Bill Brown(610) 394-9044

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

Member Spotlight: Ron's Car Care

When Ron Simeone Jr. looks back on the last two decades of his career, he's proud to say that he's spent the entire time at one location. To Ron, those 20-plus years of operating Ron's Car Care at 198 N. Union Avenue means that his quality work has enabled him to establish plenty of long-time customers who believe in his work.

The story behind the story of Ron's Car Care is that Ron Simeone Jr. was raised around automobiles. His father, Ronald Sr., was - and still to this day is — the owner and proprietor of Simeone Auto Body at 6845 Marshall Road in Upper Darby.

Yet the beginnings of Ron's Car Care in Lansdowne don't really begin until 1983, when Ron Jr. bought the service station on Union and Wycombe avenues. The station, which had sold motor fuel under the Amoco and Gulf brands since 1935, was soon transformed into a repair-only facility by Ron, allowing for more lot space and added work stations.

In the ensuing two decades, the business steadily gained a reputation for reliable, dependable service for domestic and foreign automobiles. The business has been an ideal complement to the Simeone family's Marshall Road facility (which also offers auto sales) - enabling the Simeones to fill a complete range of "family" auto services.

Ron's Car Care offers complete auto repair, servicing domestic and foreign engines, brakes, and transmissions. A lifelong resident of the area, Ron Jr. has lived in Lansdowne for more than 30 years. Ron Jr. operates his shop with the help of another local resident, Carmen DeVice, formerly of B.C. Automotive on Baltimore Avenue.



Ron's Car Care has been in operation at its 198 N. Union Avenue location since 1983, when owner Ronald Simeone, Jr. bought the former Amoco and Gulf service station.

"A lot of customers are local folks who we've known for many years," adds Ron. However, the business also obtains many new clients through word-of-mouth and occasional advertising in community newsletters and church publications. New customers are always welcome, says Ron.

For more information about Ron's Car Care, call the office at 610-626-1963.

Business Tip: Check Your Messages!

Here's an easy — and often overlooked — way to improve your customer relationships: Call your office or store and really LISTEN to your answering machine message.

Is it clear and informative? Make sure your callers know exactly who they're calling when they get your voice mail. Be sure to provide useful information, such as your hours and perhaps a special event or sale. Check your on-hold message, too. Is it pleasant to listen

to; is it too loud or full of static - or is it dead air? If you have on-hold message capabilities, take advantage of it by using it to tell folks about your products or services while they wait.

Make sure you check up on these items two times a year — at the very least! It's the best way to ensure that calling your place of business is a pleasant experience for customers, and conducive to benefiting your business all year through.

