



LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

Another Super Silent Auction!

The Fourth Annual LBPA Silent Auction and Antique Appraisal was another resounding success, raising more than \$2,500 and providing an evening of excitement for everyone in attendance.

The May 9 event took place at the Twentieth Century Club and saw more than 90 products and services sold. Additionally, dozens of people brought their antiques to receive expert appraisals from Fran Wayne of Before Our Time Antiques and Mary Aguirre from Aguirre Antiques. Food and refreshments were made available from Your Just Desserts.

If you missed out, be sure to get involved in next year's Silent Auction! Call 610-623-2091 for more information.

Member News Briefs

Dance Lessons on Tap for Summer Library Program

Don's Dance World will teach dance as part of the Lansdowne Public Library's summer program. Don will teach hip-hop dance on July 30, tap on July 31, and ballet on August 1. Registration for Don's Dance World summer classes is now in progress. Classes for all types of dance will begin on July 8, so sign up soon! Don's Dance World will be holding its annual dance recital June 22 at Penn Wood High School. There will be shows at 11 a.m. and 3 p.m. Call 610-622-6029 for class and recital information.

Marketing Seminars for Business Owners

Diane McNitt of McNitt Marketing recently shared the secrets of trade show success during a presentation to members of the Delaware County Chamber of Commerce. In addition, Diane presented a seminar on "Everything you Always Wanted to Know About Public Relations" to the members of the Newtown Square Business Association. Diane's presentations offer practical, affordable and creative ideas that can be put to use immediately. For more information, call McNitt Marketing at 610-623-5556.

"A conference is a gathering of important people who singly can do nothing, but together can decide that nothing can be done."

— Fred Allen

Vote for Your 2002-2003 LBPA Officers!

LBPA Election Day is June 20! Don't forget to vote! A ballot for your nominations is enclosed with this newsletter. Please volunteer if you can, and most definitely come out and vote for your LBPA officers.

Wine Tasting Night

What: LBPA June Meeting and Wine Tasting Night

When: June 20, 2002, 6:30 pm

Where: Twentieth Century Club

Details: Educate your palate during this fun and informative evening. Learn everything you need to know about red wine, white wine and more! Food and other beverages will also be available.

Cost: \$20 per person

RSVP: Please indicate your desire to attend this event as soon as possible. Call 610-623-2091 to reserve your place!

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

TREASURER
Rose Marie Redheffer(610) 583-3000

Lansdowne Business & Professional Association
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Member Spotlight: Faden's Jewelers Marks 30 Years in Business

The year was 1972. Richard Nixon was re-elected to his second term as President. Steve Carlton won 27 games in his first season pitching for the Phillies.

And in Lansdowne, a young woman took over a jewelry store. The woman, who only nine years earlier had arrived in the country from her native Italy, was Maria Faden. Amazingly, 30 years later, Faden's Jewelers is still very much in business at 25 North Lansdowne Avenue.

Faden's Jewelers' longevity can be attributed greatly to her business philosophy, which she sums up as, "treating customers as something more than just another number."

Maria's small, personalized business allows Faden to give her customers the special attention and service that larger "department store" jewelers are unable to. This commitment to first-rate service has earned Faden's Jewelers quite a reputation throughout the local area.

Maria Faden arrived in the United States from Italy at the age of 13. Knowing practically no English at all, she worked tirelessly at her studies, graduating from Lansdowne-Aldan high school as an 18 year-old. She then enrolled at West Chester University, eventually graduating with a degree in foreign languages.

It was during her years at West Chester that Maria began working at the jewelry store in her current location. During this time she continued to develop her work ethic and business sense, tools that have proven to be quite beneficial in the three decades since.

The business district in Lansdowne has undergone plenty of changes during Maria Faden's 30 years there. Yet Faden's Jewelers' reputation has steadily grown along with it, enabling the business to maintain a growing list of satisfied customers. According to Maria, about 99 percent of her customers are generated through recommendations and word of mouth.

What do customers find when they walk into Faden's Jewelers? The store features a variety of 18 karat gold jewelry imported from Italy and a nice selection of white gold and two-tone gold jewelry. In addition, Maria Faden's extensive knowledge and experience helps customers with some of the tough decisions that often accompany jewelry purchases.



Maria Faden has owned and operated Faden's Jewelers on Lansdowne Avenue since 1972.

"I can design or help them choose jewelry that is appropriate to a person's individual lifestyle," she says. Other services available from Faden's include appraisals, watch repair, resetting stones, and restringing and knotting pearls and beads. All diamonds sold in her store are independently appraised.

Faden's Jewelers is open from 10 am to 5 pm Tuesday through Saturday, and until 6 pm on Fridays. Free parking is available in the rear of the store. Call 610-626-5518.

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30th ANNIVERSARY SPECIAL: To celebrate 30 years in business, Faden's Jewelers is offering 30 PERCENT OFF everything in stock during the month of June!
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