



LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

LBPA News in Brief

Recent LBPA Meetings

February: Member Appreciation Meeting

The Member Appreciation Meeting held February 10 at the Drexelbrook Meeting and Convention Center was a successful and exciting event for all who attended. In addition to an evening of fine food, drink and socializing, the night featured a silent auction and a 50/50 raffle, which combined raised more than \$400 for the LBPA. The 50/50 raised \$93 alone, and lucky Pat Arone was the winner, taking home a \$90 prize.

Thanks again to everyone who made this special evening possible.

The following businesses all generously donated their products or services to the auction:

- Lansdowne Family Chiropractic Center
- Field Service Professionals
- Before Our Time Antiques
- Tim James, Massage Therapist
- Lansdowne Hearing Aid Center
- First Union Bank
- Hoff Communications
- Lansdowne Station Café
- Baskets by Baraldi
- The 'Scape Artists

March: Delco Chamber Presentation

On March 10, After a great dinner of Whiskey Chicken and Hearty Beef Stew (along with some of the best deserts ever!) members gained insight and information from guest speaker Jack Holefelder, president of the Delaware County Chamber of Commerce.

The LBPA membership laughed, asked questions, and learned much about legislation and processes that affect small businesses in Delaware County. It was great to get a wider picture of how Lansdowne and Delaware County businesses affect all of Pennsylvania and beyond.

Kelly Bliss Featured on NBC10

Kelly Bliss' Plus Size Yellow Pages (www.PlusSizeYellowPages.com) were featured in the 11 o'clock news on NBC10 on February 24. The story was picked up nationwide and aired on NBC affiliates all over the country during the next week. Check out www.PlusSizeYellowPages.com. With 64% of America being plus size, you or someone you know may enjoy the site.

*"Do just once what others say you can't do,
and you will never pay attention
to their limitations again."*

— James R. Cook

Upcoming LBPA Meetings

April 14, 2003 — Round Table Meeting: Members Help Members

May 12, 2003 — Back by popular demand: It's the annual LBPA Wine Tasting night. Enjoy and learn about a variety of wines

June 9, 2003 — This meeting will feature a humorous look at customer service techniques. You won't want to miss this one!

Meeting locations and further details to be announced.



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Member Spotlight: Lansdowne Hearing Aid Center

Years ago, hearing aids brought to mind large, bulky contraptions that hung out of pockets with cords and batteries all over the place. However, a lot has changed in hearing aid technology over the years, and today, much of the stigma that came with wearing a hearing aid has been reduced.

“Hearing aids have come a long way,” says Harry Bitzberger, co-owner of Lansdowne Family Hearing Aid Center.

Luckily for Bitzberger and co-owner Frank Napoletano, hearing aids are much more marketable these days due to their reduced size, more discreet profile and improved technology. “Not only are today’s hearing aids available in a variety of sizes and colors, we now have the choice of how sound is amplified,” Bitzberger adds.

Bitzberger and Napoletano started the business after having both worked for a national hearing aid company during the eighties. In 1989, Bitzberger started Lansdowne Hearing Aid Center. Napoletano joined him as a partner five years later. With the business well-established by 1996, the pair decided to buy the storefront office at 54 East Baltimore Avenue.

In spite of the small office, the business has thrived. In addition to walk-in customers, both co-owners conduct about 40 percent of the business outside of the office and in customers’ homes. “At least one of us is usually on the road at any given time,” Bitzberger says.

To promote the business, Bitzberger and Napoletano employ a variety of sales techniques, including cold calling and direct mail promotions offering a free hearing test. The sign in the storefront window also offers a free hearing test.

According to Bitzberger, the market for hearing aids had expanded considerably with the newer, low-profile models. The hearing aids are not only smaller, but also are more effective, by reducing low-pitched background noise and amplifying the higher-pitched speech tones that are necessary for effective communication.

Additionally, today’s digital hearing aid systems — which can cost several thousand dollars — are rapidly changing the industry. Yet in spite of the improved performance, the higher cost of the digital systems are making them a much tougher sell than the standard analog hearing aids of the past.



Lansdowne Hearing Aid Center’s headquarters are located at 54 East Baltimore Avenue.

“Our average customer is around 70 years old, so there are a number of hurdles to deal with in the selling process. Just convincing the customer they need a hearing aid in the first place can be challenging.”

Lansdowne Hearing Aid Center is open from 9 am to 5 pm Monday through Friday, and from 10 am to noon on Saturdays. Meetings are also available by appointment. For more information, call 610-259-9441.