

Spring 2018

WAYNE BUSINESS ASSOCIATION



WBA – WHAT WE DO

For nearly 80 years the Wayne Business Association's mission has been to connect commerce and community! Which simply means that we are involved in absolutely everything that Wayne has to offer. As an organization of volunteers, we work tirelessly year round to make Wayne what it is. Below is just a small sampling of what we do.

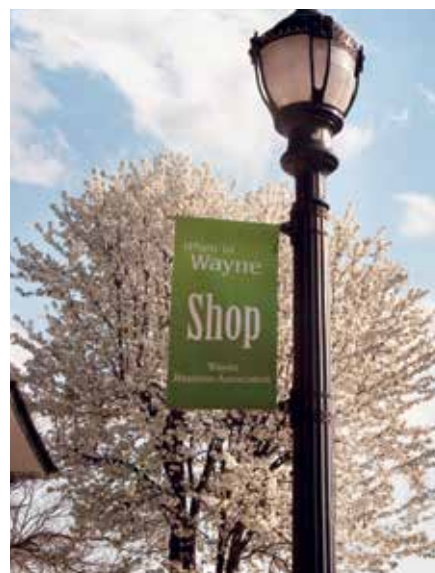
LIAISON TO RADNOR TOWNSHIP: We work with many departments within Radnor Township, from the Township Manager to Parks and Recreation, from the Police Department to Public Works. This relationship allows us to support and grow the WBA membership and Wayne itself. The membership and Township continually benefit from revenue from parking meters and lots, keep Wayne clean and safe, and support all of the large events that you see around town.

ADVERTISING AND PROMOTION: The WBA is responsible for promoting the Wayne Business District and supporting our storefronts and restaurants. From our street pole banners to advertising in local publications, we are proud stewards of making and keeping Wayne a presence in the community.

EVENTS FOR THE COMMUNITY: The WBA proudly organizes the Radnor Fall Festival and Christmas in Wayne each year, as well as plays a supporting role in the Wayne Music Festival and Wheels of Wayne. Each event tasks our board members and volunteers with many man hours to make sure they are all well attended and successful events. The events would be nothing without them!

MEMBERSHIP NETWORKING AND SUPPORT: We offer our members an up-to-date website with a community calendar, member profiles, and links to members' online profiles. We organize monthly meetings for our members to network and build their businesses. See page 2 to learn more about these networking opportunities and how you can get the most out of your WBA membership!

TOWN BEAUTIFICATION: As we have been reporting on in the last few issues, WBA President Chris Todd, the Township, and the Radnor Board of Commissioners have been working hand in hand in enhancing the district, especially along North Wayne and Lancaster Avenues. They are making headway in the updates which include lighted trees, renovation of planters along the main areas, new tree installations, street sweeping, and fixing broken sidewalks.



WBA MEMBERSHIP

HOW TO GET THE MOST OUT OF YOUR WBA MEMBERSHIP!


You are a member, now meet some other members and build your business!

For nearly 80 years the WBA has been connecting businesses in the Wayne area. We know from this history that when you are a member of our Association or any other, you get out of it what you put into it! We have monthly member meetings that we encourage everyone to attend in order to take advantage of meeting other members, building your business, and connecting with what is happening where you do business.

Our meetings are not high pressure networking, so they give you an opportunity to get more comfortable with interacting with others and perfecting your 30 second introduction! And keep this in mind: Networking is the most prevalent and cost effective way for small and home businesses to attract new and repeat sales. Networking and "word of mouth" advertising together are 7x more likely to bring in business than all forms of traditional advertising and direct mail combined.

Here are a few tips for making the best of networking... we hope to see you at our next meeting.
Follow on the home page of our website and on the back page of this newsletter to see where the next meetings will be.

1. **Go to meetings as often as possible and work on one or two committees.** Your goal: to be the first person everyone remembers and suggests when others ask, "Do you know anyone who..."
2. **Have a clear understanding of what you do and why, for whom, and what makes your doing it special** or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.
3. **Ask open-ended questions in networking conversations.** This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.
4. **Focus on what you can do for others.** One of the most powerful and genuine ways that you can network is by being a connector. Focus on how you can add value to others. Facilitating connections for others without benefitting yourself gives you great business karma and those that you helped will likely return the favor.
5. **Following up.** It's not about just forging a relationship, it's about fostering it. The best networkers succeed at it by following up with people. They add value in their follow-ups. Whether it is introducing them to a new contact, sharing relevant articles, being a shoulder to cry on, or sharing pitfalls and inspirational moments, they keep in touch with people. They take the relationship to the next step.



MEMBER EVENTS & FEATURES

Visit www.waynebusiness.com for a listing of member events and recent news about our members.

Add your event to the website at any time with your login.

Having issues or need to ask a question?
Email support@waynebusiness.com

HAVING AN EVENT?

Your event poster can be highlighted in the special WBA display box right at Wayne Jewelers for all of Wayne to see!

Bring a poster to Bob at D'Amicantonio's Shoe Store.
(current members only)

VOLUNTEERS NEEDED!

Volunteers are always needed at the WBA tent at any upcoming events. Contact Chris Todd at ctodd647@gmail.com if you would like to get more involved.

PRESIDENT

Chris Todd
Christopher's Restaurant
ctodd647@gmail.com
610.687.6558

VICE PRESIDENT

Deanna Doane
Click Canyon
484.744.3337

SECRETARY

Nancy Campbell
Wayne Art Center
610.688.3553

TREASURER

Nelson Dayton
Dayton Lock Co.
610.688.9188

BOARD OF DIRECTORS

Cheryl Atkins-Lubinski
Integrity Eye Associates
484.580.8873

Gregory Basile
TRU connect
610.995.9000

Gloria Clawson
Kids 'N Kribs
610.687.5437

Andy Dickerson
Teresa's Cafe/Teresa's Next Door
610.293.9909

Clare Girton
BHHS Fox & Roach, Realtors®
610.322.8047

Dr. Jenn Hartmann
Strafford Chiropractic
and Healing Center
610.293.1660

Carol L. Jane
Neighborhood League Shops
610.687.5758

Mike Libert
Main Line Print Shop
610.688.7782

Nan Mangine
ALAPA
610.547.0341

Joan M. Menige
Healthy Food Specialist/
Culinary Instructor
610.687.9153

Scott Reidenbach, Esq.
Reidenbach & Associates, LLC
610.572.7075

WELCOME!

PRESIDENT'S MESSAGE

Hello Everyone,

I hope your year is moving smoothly! June is upon us! That means Wayne Music Festival – June 9th, 2pm. Ken Kearns has put together another fantastic line up, as well as lots of local vendors, restaurants, and local breweries. Be sure to check out the Philly Loves Beer calendar page for updated brewer showings during the festival (phillylovesbeer.org) or call your favorite licensee for details. If you like back-breaking volunteer work as a stage hand, please check out WayneMusicFestival.com. Sober break down hands are needed!!

Fanny Lacroix and Marjorie Raffaelli, two local residents, have started an Incredible Edible network project in Radnor! Look around for garden boxes with vegetables growing in them. I have spotted a few at the Wayne Senior Center and on the Radnor Trail at Gallagher Street. This is a volunteer project. If you are interested, let me know and I will pass your information along, or you can visit their Facebook page facebook.com/incredibleedibleradnor/.

Update on the PECO Gas Works project: The current timeframe of construction is 7/16–9/30 with night work hours from 10pm–8am, Monday–Thursday. Please contact me regarding the PECO meeting notes and description of work.

The WBA would like to thank the Radnor Township Memorial Day Parade Committee for organizing yet another successful parade and Memorial Ceremony.

During the last Radnor BOC meeting Bob Zienkowski and William White, along with Steve McNelis from Radnor Public Works, put forth a well-thought out plan for consistent up keep in the WBOD. But it's up to the Commissioners to okay it. Make sure you let your commissioner know how you feel! Please remember that the Township collects mercantile tax and property tax from within the WBOD. Also remember this is not about cigarette butts on your sidewalk, five minutes and a broom will fix that. This is about fixing the infrastructure, warmer landscaping and lighting, trash cans within view of each other making it less likely to litter, and a consistent upkeep with street and trash can cleaning and pick up.

If you're a member, make sure to stop by a member meeting every 3rd Thursday of the month. If you're not a member, stop by and say hello anyway... just bring 20 bucks!! Visit the WBA website to learn more about our monthly meetings and the upcoming locations of each.

And for any additional information regarding any of the above items, please visit WayneBusiness.com.

Until next time enjoy your summer!



Christopher Todd
Christopher's A Neighborhood Place Wayne-Malvern
Wayne Business Association – President
Cell: 610.812.6874

NEW MEMBERS

118 North
188 North Wayne Avenue, Wayne
610. 971.2628

Poplar Partners LP Real Estate
George Talbot
303 West Lancaster Avenue #141, Wayne

Radnor Financial Advisors
Austin Hoggan
485 Devon Park Drive, Suite 119, Wayne
610.975.0280

Vinnie's Pizza
Vinnie Cilluffo
102 East Lancaster Avenue, Wayne
484.581.7101

VISIT WWW.WAYNEBUSINESS.COM FOR COMPLETE MEMBERSHIP LISTING

NEW RADNOR BUSINESSES – RADNOR TOWNSHIP DESIGN REVIEW BOARD

Buena Vista Mexican Restaurant
18 West Avenue, Wayne

**Judith Creed Horizons for Achieving
Independence (expansion)**
274 South Bryn Mawr Avenue, Bryn Mawr

Plank Studio (new location)
371 West Lancaster Avenue, Wayne

Playa Bowls
150 East Lancaster Avenue, Wayne

MEMBER HAPPENINGS

RIBBON CUTTING - M&T BANK

Best wishes to **M&T Bank** at their new location in the Stafford Shopping Center with a team to serve all your business banking needs.

M&T Bank is located at 367 West Lancaster Avenue, Wayne, 610.687.8906



DUFFY REAL ESTATE - 40TH YEAR ANNIVERSARY

Since 1978, John Duffy and **Duffy Real Estate** has served the Main Line. Duffy Real Estate has become a Main Line institution. It is one of the few remaining local, non-franchise real estate companies in the area and it has listed and sold some of the most expensive and interesting properties on the Main Line.

Duffy Real Estate is located at 527 Lancaster Avenue, St Davids, 610.254.9292



ANNIVERSARY/RIBBON CUTTINGS

Do you have an upcoming anniversary or ribbon cutting?

Email Joan Menige at minmast@comcast.net to let her know so that we can come celebrate with you!

TRADITIONALLY CURRENT

WBA SCHOLARSHIP - SUBMIT YOUR APPLICATIONS NOW

Each year, the Wayne Business Association offers \$1,000 to an outstanding high school senior employed at a member business and who will be attending college after graduation.

Applications must be in by **Thursday, June 7** and interviews will be conducted to determine the winner in the next few weeks. If interested, the scholarship application can be found in the About section on the WBA website.

WBA JOB POSTING BOARD

Announcing the WBA Job Board!
Post your job openings on our website.

We had been hearing about the need to find employees from our members so we created another space to find out about local job opportunities. As a member of the WBA, you will be able to log in to your profile and post a job to our job board. We will be promoting this in the local press to alert the community of the option of finding job openings in Wayne. For directions for job posting and if you need access to your profile, please contact support@waynebusiness.com.



MEMBER HAPPENINGS

ANNUAL APRIL MEETING AND AWARDS PRESENTATION - APRIL 19, 2018

The Wayne Business Association held their Annual Member Meeting on Thursday, April 19 at the Wayne Art Center. Each year this event is highlighted by presenting the Benjamin V. M. Wilson Community Service Award and the Lawrence T. Adelberger, Sr. Membership Service Award to deserving volunteers in the community.

The meeting also showcased what the WBA focused on in 2017 and what's to come in 2018. The WBA is proud to be an organization in existence for nearly 80 years that supports member businesses and promotes the town of Wayne through networking events, community events, marketing, and working with the Radnor Township administration and Board of Commissioners. 2018 promises to be a busy year coming off a very successful 2017 that saw the 25th Anniversary of the Radnor Fall Festival and the great success of the Wayne Music Festival, new businesses opening and expanding, plans for completion of the North and South Wayne gas and water work, and repaving for the end of 2018.

WBA is proud to partner with our corporate sponsor – Bryn Mawr Trust – in recognizing a volunteer in the community with the Benjamin V. M. Wilson Award. This award is in honor of a long time employee of BMT, Ben Wilson, and honors his memory by awarding an annual community service award to an individual who emulates Ben's spirit and volunteerism. Ben was a dedicated volunteer in the Wayne/Radnor community and devoted numerous hours to various community organizations. Ben displayed many positive attributes and the WBA wishes to carry on his memory and spirit by annually acknowledging someone in the community. A \$500 honorarium is given to the recipient for a charity of their choice. This year the check was presented to the Neighborhood League Shops.

This year's award winner was Carol Zionce. Carol has resided in the Wayne area for over 30 years. For over 12 years, Carol has been an active volunteer and Board Member for the Neighborhood League Shops (NLS). She currently manages the NLS's Alley Door, accepting and selling donated items, which helps to raise monies that provide grants to the local community. She has become a resource and a friend to the many people who shop or donate to the Alley Door.

Carol also volunteers at the Radnor Township Memorial Library. She is actively involved in the book sale. She has made a positive impact on the culture of the library sale, bringing her expertise and passion for engaging with the community and increasing the profits from the sale. In addition, for over eleven years, Carol has worked as a steadfast and devoted volunteer for the Main Line School Night, contributing her valued talent and time. She has become an integral part of MLSN, supporting many of the actives. Her impact is felt throughout the organization.

The second award is the Lawrence T. Adelberger Award and is in honor of a founder of the Wayne Business Association, Lawrence Adelberger, who, with his family, has owned and operated Adelberger Florist and Greenhouse for over 100 years in Wayne. This award is presented to a WBA member who has dedicated their time and service to make the WBA. This year's recipient is Carol L. Jane. She is a WBA board member representing the Neighborhood League Shops, but also is on the board of the Women's Resource Center in Wayne. Carol was nominated for this surprise award by previous award winners and was chosen because she is always willing to help get things done for the WBA. Carol helps to head up our member meeting committee, as well as serves as part of the membership committee.

The Wayne Business Association is a 15-member board and one new member was sworn in at the meeting. The board consists of officers Chris Todd, President and Owner of Christopher's; Deanna Doane, Vice President and Owner of Click Canyon digital marketing; Nelson Dayton, Treasurer and Owner of Dayton Lock; and Nancy Campbell, Secretary and Executive Director of Wayne Art Center. Board members include Greg Basile, TRUconnect; Gloria Clawson, Owner of Kids 'n Kribs; Andy Dickerson, Teresa's Next Door; Clare Girton, Berkshire Hathaway HomeServices Fox & Roach; Dr. Jenn Hartmann, Strafford Chiropractic; Carol L. Jane, Neighborhood League Shops; Mike Libert, Owner, Main Line Print Shop; Cheryl Atkins-Lubinski, Owner of Integrity Eye Associates; Nan Mangine, Radnor Run; Joan Menige, Nutritionist; and Scott Reidenbach, Reidenbach & Associates.



WBA Board members Jenn Hartmann (left) and Gloria Clawson (right) with Michele Carney and Molly Todd.



Lynn Ellis of the Radnor Historical Society with Molly Carroll and Anny Laepple of the Radnor Memorial Library and David Brennan of the Wayne Hotel.



Carol Zionce with her friends from The Neighborhood League Shops of Wayne who were the beneficiary of the \$500 honorarium check from Bryn Mawr Trust



Carol Zionce (left), Ben Wilson Award recipient and Carol Lynn Jane (right), Lawrence T. Adelberger Award recipient

Photo credit: Lisa Florio Photography

AROUND TOWN

CHRISTOPHER FLANAGAN TAKES THE REINS OF THE RADNOR TOWNSHIP POLICE DEPARTMENT

Congratulations to Officer Chris Flanagan on being appointed Superintendent of Radnor Township Police Department. We have worked with him for years on many projects, events, and issues in Wayne. He brings experience, intelligence, and dedication to the position and we, in Radnor Township, are very lucky to have him, as well as all of the RTPD keeping us safe!

The position was previously held by William Colarulo, who retired from the position at the end of May.

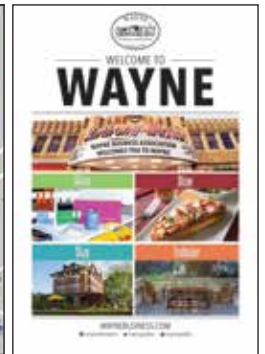


2018/2019 WAYNE MAPS AVAILABLE NOW!

PICK UP YOURS TODAY:

Stop by the Main Line Print Shop to pick up a box of the 2018 maps: 25 West Avenue, Wayne, PA 19087.

The shop is open 9AM-6PM, Monday-Friday.



COMING SOON

WAYNE MUSIC FESTIVAL

Saturday, June 9, 2018

1:00 to 10:00 PM

The Wayne Music Festival takes place on the 2nd Saturday in June each year in Wayne. The event attracts more than 10,000 people each year to enjoy a wide range of musical genres and artists from all over the country. The Wayne Music Festival highlights local and regional acts, as well as over 75 local restaurants and vendors.

Email info@waynemusicfestival.com or visit WayneMusicFestival.com for more information.



RADNOR 4TH OF JULY FIREWORKS

Wednesday, July 4, 2018 • Radnor High School

Festivities include music, children's games, a moon bounce, an obstacle course, and refreshments. Gates open at 6:30 p.m. and the show will begin at dusk.

RadnorScholarshipFund.com



THE BMW GOLF CHAMPIONSHIP

Tuesday, September 4 - Sunday, September 9, 2018

1:00 to 10:00 PM

Mark your calendar for this exciting event that is sure to bring many visitors to Wayne from 9/4-9/9. Taking place at Aronimink Golf Club, there will be players and attendees from around the country.

If you are interested in available sponsorships being offered to local businesses please contact: Alex McCarty at 610.356.8000 ext 225 or mccarty@wgaesf.org.

BMW
Championship



SPONSORSHIP OPPORTUNITIES

COMING SOON: RADNOR FALL FESTIVAL



26th Annual Radnor Fall Festival 2018: Sponsorship Levels and Benefits

Presenting Sponsor

\$4,000

- Sponsor Name incorporated into event name "Radnor Fall Festival Presented by _____"
- Event name featured for a year on WBA website under Featured Events
- Corporate logo and photo displayed on Wayne Business Association's website for one year.
- Private hospitality 10'x10 tent at the event.
- Opportunity to address and thank participants and attendees directly from main stage two times during event.
- Opportunity to promote your business with 2 email blast promotions
- Prominent banner display on festival main stage and ride entrance
- Corporate logo on all social media related with event
- Corporate logo prominently featured on all event posters displayed in community
- Prominent name and logo recognition featured on all promotional materials for event including press releases, event letterhead, Social media, and posters
- Sponsorship name and logo on event page in Main Line Today and Main Line Suburban Life
- Recognition as Radnor Fall Festival presenter during event announcements
- 30 complimentary ride and game hand stamps.
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members)
- Company name and logo prominently placed on thank you posters at event

Gold Sponsor

\$2,000

- Corporate logo featured on event posters displayed in community
- Logo ad on the new and improved WBA website, www.waynebusiness.com and Facebook page
- Prominent name and logo recognition featured on promotional materials for event
- Sponsorship name and logo on event page in Main Line Today and Main Line Suburban Life
- Recognition as Radnor Fall Festival supporters during event announcements
- 3 (3'x2') signs with name and logo placed near festival activities and food
- 10 complimentary ride and game hand stamps
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members)
- Booth space, 10' x10', on N Wayne Ave during the event
- Company name and logo placed on thank you posters at event

Silver Sponsor

\$1,000

- Corporate logo featured on event posters displayed in community.
- Sponsorship name and logo on event page in Main Line Today and Main Line Suburban Life
- 2 (2'x2') sign with name and logo placed near festival activities or food
- 10 complimentary ride and game hand stamps
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members)
- Booth space, 10' x10', on N Wayne Ave during the event
- Company name and logo listed on thank you posters at event

Bronze Sponsor

\$500

- 1 (2'x2') sign with name and logo placed near festival activities or food
- Company Name listed on promotional posters
- 5 complimentary ride and game hand stamps
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members.)
- Booth space, 10' x10', on N Wayne Ave during the event
- Company name listed on thank you posters at event

Make checks payable to: Wayne Business Association
Attn: Radnor Fall Festival PO Box 50, Wayne, PA 19087
Please include current contact name, address, phone, e-mail and logo
We will send a receipt via email. Thank you for your sponsorship!

SIGN UP TO BE A SPONSOR!

The 26th Annual Radnor Fall Festival is being planned now!

Give your business exposure to thousands in the local community. To ensure your sponsorship and placement in any upcoming WBA or event advertisements, please email info@waynebusiness.com and submit your sponsorship by the end of July!

A big "thank you" to those who have already signed up to be sponsors.

SIGN UP TO BE A VENDOR!

Vendor applications are now being accepted for the Radnor Fall Festival! If you are interested in being a vendor at one of our most popular events, please contact wba@radnorfallfestival.com for more information.

For more information please visit www.RadnorFallFestival.com.



WAYNE OPEN LATE

The Easter bunny hopped through Wayne for our Easter Wayne Open Late event.

He must have an "in" with Mother Nature! A lovely early spring evening in Wayne brought delighted shoppers and diners to town. Such fun!

Thank you to our merchants and restaurants for all they do to make Wayne the special place that it is. Thank you to the Wayne Open Late team, and the chair, Gloria Clawson owner of Kids 'N Kribs for organizing the evening!



Shop

Dine

Stay

Indulge

At Your Service

WAYNE
OPEN
Late

#WAYNEOPENLATE

JOIN US
EVERY
THURSDAY

EXTENDED HOURS
FOR MERCHANTS

THEME NIGHTS
COCKTAIL + FOOD SPECIALS

WAYNE, PA
WAYNEBUSINESS.COM | @WAYNEPABIZ
#WAYNEOPENLATE



STAY INFORMED

PARKING IN WAYNE

Kiosk Smart Cards are now available at the township building – 301 Iven Avenue, Wayne – for \$190 for a half year (\$750 worth of parking).

Smart Cards are available to those who live and work in the Wayne Business Overlay District (WBOD) and can only be used in the satellite lots.

Satellite kiosk lots are located on South Wayne Avenue, Bellevue Avenue, and Waynewood Avenue.

Please remember to bring your driver's license or paystub as these are only available to those who live and work in the WBOD.



NEW WAYNE T-SHIRTS AND HATS ARE HERE!

Looking for the perfect gift that you can wear year round to your favorite Wayne events? The new Wayne apparel is here and in stock!

Email info@waynebusiness.com to place your order, or stop by Main Line Print Shop (25 West Avenue).



WAYNE FROM YOUR EYES INSTAGRAM TAKEOVER!

Share your view of #waynepa!

We would love to see Wayne from your point of view!

We love sharing things happening in Wayne, but know we can't be everywhere and don't see it the way you do. So, take over our Instagram for a week and share your view from your desk, window, sidewalk... and tell us about you and your business, too!

If you are interested, please contact support@waynebusiness.com to get assigned a week.

top right: Ivory Tree Portraits takeover
bottom right: A Taste of Britain takeover



Shop

Stay

Dine

Indulge

The logo for the Wayne Gift Certificate, featuring a circular emblem with the word WAYNE and a building illustration.

WAYNE GIFT CERTIFICATE

NEW MEMBERS – Is your business on the list of members accepting the Wayne Gift Certificate?

This program is a members-only option that brings customers to you and keeps dollars in Wayne.

Contact info@waynebusiness.com if you would like to be added.

If you do take certificates, please treat them as cash, then return them to Santander Bank for the quick redemption process.

Gift certificates have no expiration.

SAVE THE DATES

Membership Meetings | Third Thursday of each Month

**JUN
21**

The Inn at Villanova
601 County Line Road
5:30 PM



**JUL
19**

Teresa's
7:30 AM

**AUG
16**

TBA

**SEP
20**

Saturday Club
5:30 PM

**OCT
18**

Renewal
5:30 PM

**NOV
15**

Radnor Library
TBA

Interested in hosting a meeting or being a speaker?
Contact WBA at 610.687.7698 or info@waynebusiness.com
Check website for more details. Meetings subject to change.

**SHOP LOCAL
SHOP MEMBERS**

WAYNE
BUSINESS ASSOCIATION



PO Box 50 | Wayne, PA 19087

At Your Service

Indulge

Stay

Dine

Shop

Spring 2018