## Winter 2020 Winter 2020 BUSINESS ASSOCIATION BUSINESS ASSOCIATION BUSINESS ASSOCIATION



We at the Wayne Business Association are excited to be starting our 9th decade and to continue supporting our membership and the town of Wayne – connecting commerce and community.

Last year we celebrated our 80th anniversary and saw some of our major initiatives come to fruition. As many of you know, we were able to work with Radnor Township and the Board of Commissioners to update all of our 65 trees in the Wayne Business Overlay District. An additional 15 trees were planted in the parking lot behind the Wayne Senior Center and new plantings were installed on major corners along Lancaster Avenue (South and North Wayne Avenues and Louella Avenue). We have even improved the paving along sidewalks, corners, and especially parking spots. We will continue to maintain this with the help of Radnor Township Public Works Department for many years to come.

Our ability to do these improvements was in part supported by our revenues from the paid parking spots around town. We acknowledge that not everyone is a fan of paying for parking or the style of our metering, but the kiosks provide more than just income to the Township. Paid parking promotes all-day parkers to move to the lots. If you are in the business district, you or your employees can purchase discounted parking cards at the Township Building. Kiosks also promote space turnover and, in turn, more people parking in the spaces each day. We ask that you remember this and that when you see a guest of Wayne struggling with the meters, you assist them and turn a negative experience into a positive one. As members of the WBA, it is our job to try to avoid negative experiences that may hinder our success as a town. We recently became aware of a predatory towing situation that was happening at the PLCB lot. Radnor Township commissioners, manager, police, and the WBA met with the PLCB and the building owner to resolve this issue. They will no longer tow immediately, but instead will allow a grace period. Secondly, there is, and always has been, signage in place to alert parkers that they are parking in a private lot. So when you are going to the movies or shopping in town, make sure to drive just a little further west and park in the Bellevue Park and Walk... it may save you (or your customer) \$300.

In terms of retail shopping, we have noticed that the face of brick and mortar retail is continuing to change. We have committed ourselves to work with a retail consultant on developing a retail study for the WBOD. We intend to share this study with the landlords, Radnor Township, planning commission, and builders in Radnor and the WBOD businesses. No matter what, we can continue to promote Wayne as a retail and restaurant destination in the region and provide information that might guide those who rent the retail spaces. We want to remind everyone – our local businesses – that no matter what type of service or product you provide, we appreciate you and need your support!

Speaking of support, in 2020 we will continue to offer member meetings each month to connect our members and give everyone a fun place to meet and build their businesses. We are here to network with



### A NOTE FROM JACK LARKIN, BOARD OF COMMISSIONERS REPRESENTATIVE

The Wayne Business District is an important constituency for the entire Township and, because I represent such a large part of it, to me in particular. It's where residents gather to eat and shop, where our merchants and chefs come to work, and it's a big part of how we pay for police, parks, roads, and fire service. Last year, I was pleased to get two small beautification projects done in the Business District; this year, which is the beginning of my first full term, I look forward to taking the first steps toward a larger revitalization of the area, and a more business-friendly attitude for the Township.



Chris Todd, Jack Larkin, 1st Ward Commissioner and

BOC President, Damien Enderle, 3rd Ward Commissioner

If you have any questions or concerns for me, please reach out, I am here to help jlarkin@radnor.org and sign up for my email newsletter to stay up to date in the 1st ward each month. Or visit www.larkin4radnor.com for more information.

### HOW TO GET THE MOST OUT OF YOUR WBA MEMBERSHIP!

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

For over 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.

**f** waynebusiness

### 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 Keller Williams 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 Keller Williams 610.322.8047

Dr. Jenn Hartmann Strafford Chiropractic and Healing Center 610.293.1660

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

## MEMBER HAPPENINGS

### WAYNE SPORTING GOODS BIDS FAREWELL TO WAYNE

After many years as a Main Line staple, this year we bid adieu to Wayne Sporting Goods as they retire from retail. We thank Wayne Sporting Goods for all the years of great sporting goods, gear, and fashionable sportswear. The Wayne institution will be truly missed!

### WBA MONTHLY MEMBER MEETINGS

Attending the monthly meetings is a great way to utilize being a member – meet other members, network to build your business, and hear about what is happening in town.

They are ALWAYS the 3rd Thursday of the month except December.

A big THANK YOU to last year's

hosts: Radnor Memorial Library, Ivory Tree Portraits, Actors Lab, Day Spa by Zsuzsanna, Integrity Eye Associates, Sun Federal Credit Union, Radnor Studio 21, Ellie Main Line, Restore Cryosauna and Chiropractic, and Sports Legends of Delaware County Museum.

More information about our member meetings can be found on the back cover of this newsletter and by checking out the WBA website or Facebook page.

If you are interested in hosting one of our monthly meetings, please email info@waynebusiness.com.

## **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!

### **NEW MEMBERS**

**118 North** 118 North Wayne Avenue, Wayne 610.971.2628

#### **Kevin Peragine Photography**

Kevin Peragine Anthony Wayne Theater – 107 West Lancaster Avenue #204, Wayne 848.391.9006 kevin@kevinperaginephotography.com

#### Kika Stretch Studios 134 North Wayne Avenue, Wayne 610.724.7632 wayne@kikastretchstudios.com

Monique Sarkessian Fine Art Gallery and Studio, Inc. Monique Sarkessian 135 Pennsylvania Avenue, Wayne 610.457.7707 www.moniquesarkessianart.com

209 West Lancaster Avenue, Wayne

128 West Lancaster Avenue, Wayne

119-123 Pennsylvania Avenue, Wayne

610.225.8975 ryan.gray@opco.com **Philly Bloke Hair Studio** 

201 King of Prussia Road, Suite 320, Radnor

Oppenheimer & Co., Inc.

15 West Avenue, Wayne 610.644.3984 info@phillybloke.com

## NEW RADNOR BUSINESSES - RADNOR TOWNSHIP DESIGN REVIEW BOARD UPDATE: The Edge Fitness Club Roman J Koropey LTD

(Preview Center)

**Ercole Ercole Partners** 

El Limon

UPDATE: Kitchen Kapers (new location) 126 East Lancaster Avenue, Wayne

### NEW BUSINESSES:

Philly Bloke 15 West Avenue, Wayne Roman J Koropey LTD 237 South Bryn Mawr Avenue, Bryn Mawr

Success TMS 888 Glenbrook Avenue, Suite 110, Bryn Mawr



VISIT WWW.WAYNEBUSINESS.COM FOR COMPLETE MEMBERSHIP LISTING

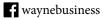
Ryan Gray

### THANK YOU TO ALL WHO MADE OUR CHRISTMAS IN WAYNE CELEBRATION ONE TO REMEMBER!





WayneBusiness.com



### WINNERS WINDOWS OF WAYNE 2019

**BEST OF SHOW** The Velvet Shoestring and Studio

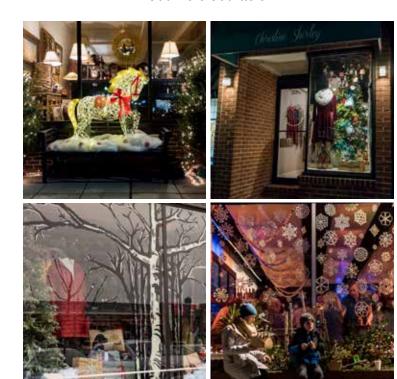
MOST ORIGINAL AND CREATIVE Kids 'N Kribs

**BEST USE OF LIGHT** Cornerstone Bistro & Artisanal Market

> **BEST THEME** Teresa's Next Door

**MOST NOSTALGIC** Christine Shirley Designs

### MOST INSPIRATION TO BUY Out There Outfitters



Clockwise from top left: Velvet Shoestring, Christine Shirley Designs, Teresa's Cafe and Wine Bar, and Out There Outfitters



AND BENEFITS

#### waynechristmas.com

#### **PRESENTING SPONSOR \$7,500**

- Sponsor Name incorporated into event name "Wayne Holiday Tree Lighting 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
- Corporate logo prominently displayed at horse drawn carriage ride pick up line
- 2 featured social media posts prior to event
- Prominent name and logo recognition featured on all promotional materials for event including social media, advertisements, and posters
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members)

#### **LIGHT AND DECORATIONS SPONSOR \$5,000**

- Sponsor holiday lights and decorations
- Name and logo recognition featured on all promotional materials for event including social media, advertisements, and posters
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members)

#### HORSE CARRIAGE RIDE SPONSOR \$1,000 5 SPONSORSHIPS AVAILABLE

- Sponsor a horse drawn carriage ride
- Logo will be displayed on back of 1 carriage
- 2'x3' sign with logo displayed at ride pick up line
- Corporate logo featured on event posters displayed in community
- Name and logo recognition featured on promotional posters and social media for the event
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members)

#### **COMMUNITY SPONSOR \$500**

- Company name listed on promotional social media, advertisements, and posters for the event
- Post event recognition and thank you in Wayne Business Association newsletter (currently over 200 members)

Make Checks payable to: Wayne Business Association, Attn: Wayne Holiday Tree Lighting, PO Box 50, Wayne, PA 19087

Please include current contact name, address, phone, e-mail and logo. We will send a receipt via email.



## CHRISTMAS IN WAYNE 202C RESERVE YOUR SPONSORSHIP NOW

# YOU''RE INVITED

- WHAT: 2020 Annual April Meeting and Awards Presentation
- WITH: Heavy hors d'oeuvres and refreshments (beer & wine)
- WHEN: Thursday, April 16, 2020 5:30-8:00 PM
- WHERE: Wayne Art Center 413 Maplewood Avenue Wayne, 19087
- **COST**: \$35 at the door
- **RSVP**: rsvp@waynebusiness.com



### **2020 ANNUAL APRIL MEETING AND AWARDS PRESENTATION**

You are invited to celebrate with us at our Annual April Meeting and Awards Presentation. One of our most well-attended meetings of the year – this will be another year to remember! We will use this meeting to look ahead to the future of the WBA, while also remembering the success of the previous year.

We are once again being generously hosted by our friends at the Wayne Art Center. Enjoy **heavy hors d'oeuvres** and **refreshments** while taking in the beautiful art in their latest exhibitions. This is also the perfect event to attend to meet new members and greet old friends, to learn about the WBA, to hear what is happening in 2020, and to be inspired by our volunteer award winners!

For the 19th year we are presenting the Benjamin V.M. Wilson Community Service Award. This award is presented annually to a resident with exemplary volunteer service to the Radnor community. The award comes with \$500 to be donated to the charity of the recipient's choice. Bryn Mawr Trust Company is the presenting sponsor of this award.

The 2019 recipient was **Doug Blazey**. A long-time member and President of the Wayne Rotary, he exemplifies the spirit of the award and its namesake. The Ben Wilson Award is presented annually to a resident with exemplary volunteer service to the Radnor community. The award comes with \$500 to be donated to the charity of the recipient's choice. Thank you to Bryn Mawr Trust for continuing their sponsorship of this award.

Our other award is the Lawrence T. Adelberger, Sr. Membership Service Award presented annually to a WBA member for exemplary volunteer service for the Wayne Business Association and its membership. This award is a surprise for everyone – including the recipient! Each year, the previous three winners select another member to be honored and thanked for the work they do on behalf of the Wayne Business Association. The 2019 recipient was **Gloria Clawson**, owner of

Kids 'N Kribs in Wayne. Gloria came to town as a business owner in 2016 and jumped right in – getting involved in the business community and the WBA. She has organized many merchant-centered events that have brought thousands to Wayne.

This is also the night we announce our newest board members and swear them in... yes, we make it quite official in the WBA! It is a nice time to meet the whole board and learn about who is volunteering within the organization.

We truly hope you will attend and join us in celebrating another successful and busy year for Wayne and the Wayne Business Association.

#### FORM INSIDE

#### 2020 BENJAMIN V. M. WILSON COMMUNITY SERVICE AWARD

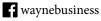
The WBA is requesting nominations for the 19th Annual Benjamin Wilson Community Service Award.

Nominees should be:

- Actively involved in the Wayne or Radnor community
- Involved in local organizations
- Demonstrate community spirit
   Willing to volunteer time/effort on behalf of the organization/community

**Deadline for nominations is March 13, 2020.** A panel of judges will review the nominations, select the recipient and make the presentation at the Annual Awards Meeting on April 16, 2020 at the Wayne Art Center.

To submit a nomination, please fill out the form included within and submit it to Nelson Dayton at ntdayton@daytonlock.com





## **SPONSORSHIP OPPORTUNITIES**

Did you love an event last year and want to be a part of it this year? Sponsorship opportunities are now available year round. Get involved and stay involved in your community.



Please include current contact name, address, phone, e-mail and logo. We will send a receipt via email.



#### THURSDAY BEFORE HALLOWEEN -NORTH WAYNE AVENUE

Join our participating merchants and vendors for some Halloween trick or treating, cider + candy, family fun, and, of course, Halloween promotions.

Contact WBA at 610.687.7698 or info@waynebusiness.com for more information.

### **COMMUNITY SPONSOR \$500**

- · Corporate logo featured on event posters displayed in community
- Logo ad on the WBA website, www.waynebusiness.com, Instagram, and Facebook page
- Name and logo recognition featured on promotional materials for event
- · Post event recognition and thank you in Wayne Business Association newsletter

Make Checks payable to: Wayne Business Association, Attn: Wayne Trick or Treat, PO Box 50, Wayne, PA 19087

Please include current contact name, address, phone, e-mail and logo. We will send a receipt via email.



## **TRADITIONALLY CURRENT**

### HELLO, NEW YEAR. HELLO, NEW DECADE! CONTINUED FROM PAGE 1

all of our members and welcome ideas for other events and initiatives. Our board works hard to support our members and we appreciate feedback and also new volunteers!

Just like our monthly member meetings, our big events will continue into 2020 and are being planned right now! We are proud that year-overyear our events continue to be extremely well attended. They are even winning awards and are seeing growth in sponsor support.

Mark your calendars for June 8th for the Wayne Music Festival, which now attracts attendees from around the Philadelphia region. Stay tuned for the line up of amazing musical acts and vendors. If you love Wayne in the Fall, then you definitely won't want to miss our 28th Annual Radnor Fall Festival! Taking place the third Sunday of September each year, this event grows in vendors, sponsors, and attendance. Attendees come from all around the Main Line to enjoy children's activities, taste offerings from local restaurants, and check out local businesses, non-profits, and vendors! A new addition to our Fall event line up has been Wayne Trick or Treat that welcomes families and trick or treaters to downtown Wayne Thursday evening before the Halloween. This event gets everyone into the Halloween spirit and it's so much fun to see all of the little ones out and about visiting stores and restaurants for treats! And of course, we like to end our year on a super festive note with Christmas in Wayne – a community favorite that rolls into town the first week of December. From the tree lighting, fire house fun, and carriage rides to Santa's arrival on the Radnor

Fire Truck, it is the perfect way to kick off the holiday season. A note on our Christmas tree... plans are underway to replace the ailing tree that is there at the train station now, so stay tuned for details on that.

We have a lot that happens each year and we can't wait to share it all with our members and our community. However, we wouldn't be able to pull it off without the support of our members and volunteers. If you have interest in becoming more involved, please reach out to us! Here is to an amazing year of great things for everyone!

### 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.

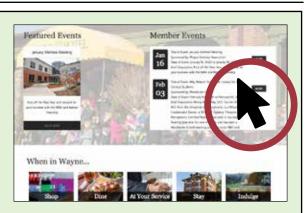
Applications must be in by **Wednesday, May 6** and interviews will be conducted to determine the winner in the following weeks. If interested, the scholarship application can be found in the About section on the WBA website.

## WBA JOB POSTING 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 continue to promote this in the local press and 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 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)

Please also share links, graphics, and any additional information and we will share on our social media. Email support@waynebusiness.com

## **VOLUNTEERS NEEDED!**

Volunteers are always needed at the WBA tent at any upcoming events. Contact support@waynebusiness.com if you would like to get more involved.

To view current job postings, please visit waynebusiness.com/jobopportunity.aspx

## **STAY INFORMED**

## **KEEP YOUR INFORMATION UP TO DATE & STAY INFORMED!**

Don't miss out on any important updates from the WBA. Please alert us if you have had any changes to your general contact information. You can even update your WBA listing online!

Contact support@waynebusiness.com with any questions or concerns.

### **PARKING IN WAYNE**

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

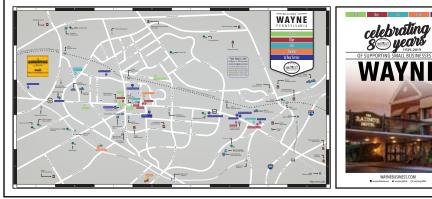
Smart Cards are available to those who live and work in the Wayne Business Overlay District (WBOD) and can only be used in the satellite lots.

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.

### 2019/2020 MAPS ARE STILL AVAILABLE!

The maps are available and ready for pick up! Maps can be picked up at the Main Line Print Shop: 25 West Avenue, Wayne, PA 19087. The shop is open 9AM–6PM, Monday–Friday.



### 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:Coco Blu bottom right: Main Line Pop Up



















## **SAVE THE DATES**

### Membership Meetings | Third Thursday of each Month



223 E Lancaster Avenue 5:30 PM



Strafford Chiropractic 5:30 PM



Annual Meeting Wayne Art Center 5:30 PM



Peter's Place 7:30 AM

JUN Women's

**Resource Center** 5:30 PM



Francisvale Home for Smaller Animals 5:30 PM



# SHOP MEMBERS

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.

