

Spring 2017

WAYNE BUSINESS ASSOCIATION



YOU'RE INVITED

WHAT: 2017 Annual April Meeting
and Awards Presentation

WHEN: Thursday, April 20, 2017
5:30-8:00 PM

WHERE: Wayne Art Center
413 Maplewood Avenue
Wayne, 19087

COST: \$25 at the door

RSVP: rsvp@waynebusiness.com



All are welcome and encouraged to attend our **Annual April Meeting and Awards Presentation**. This is one of our most well-attended meetings of the year. This is a perfect event to attend to meet new members and greet old friends, to learn about the WBA, to hear what is happening in 2017, and to be inspired by our volunteer award winners!

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.

For the 16th 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 2017 recipient is **Patty Lee**. Patty was nominated by her friend Florence Hubert, a previous award winner herself, and is obviously well deserving! Patty is a lifelong resident of Radnor Township, attended Radnor schools, and is a retiree of the Radnor School District. She embodies what it means to give back to your community! She volunteers for the Garrett Hill Community and the 4th of July Parade, Radnor High School Scholarship Fund, Radnor High School Hall of Fame, and other township activities. It is an honor to present the award to Patty for her lifetime of service to Radnor.

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.

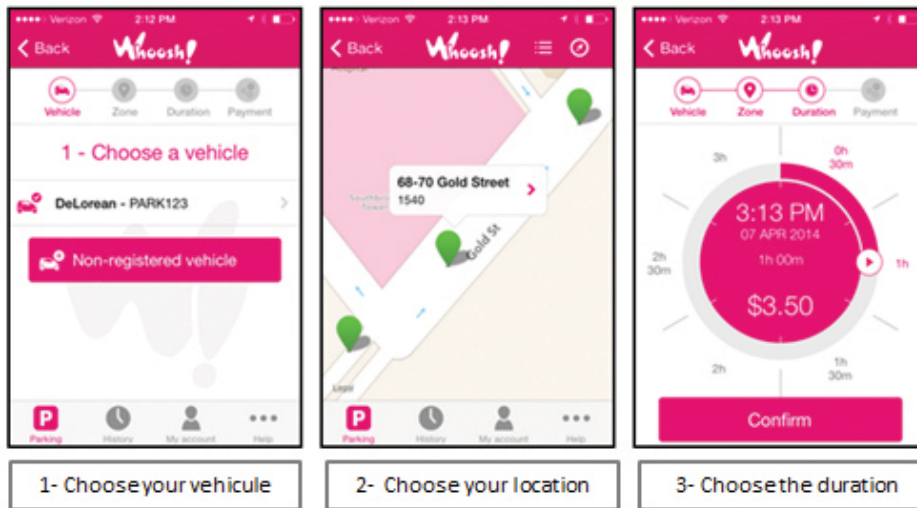
This is also the night we announce our newest board members and swear them in... yes, we make it quite official in the WBA! It is a nice time to meet the whole board and learn about who is volunteering within the organization.

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

The Annual April Meeting and Awards Presentation will be held on Thursday, April 20, 2017 from 5:30-8:00 PM at the Wayne Art Center: 413 Maplewood Avenue, Wayne, 19087. Admission is \$25 and will be taken at the door. Please RSVP to rsvp@waynebusiness.com.

STAY INFORMED

PAY FOR PARKING BY MOBILE PHONE IN RADNOR TOWNSHIP!



1. Download Whoosh! from Apple App Store or Google Play Store or visit www.wooshstore.com
2. Choose your vehicle
3. Select your location
4. Enter your space number
5. Choose your duration
6. Confirm payment
7. Enjoy the freedom of extending your parking from anywhere!

WAYNE FROM YOUR EYES - INSTAGRAM TAKEOVER!

Everyone has a story!

Members, want the chance to be able to share your story and photos on the WBA Instagram page?

We will be having Instagram Takeovers a few times each month.

If interested, send an email to support@waynebusiness.com.

Members will be picked at random and assigned a week to share their story!



WAYNE T-SHIRTS AND HATS FOR SALE

Promote Wayne wherever you go this year! The shirts are short sleeve and the baseball-type hats are adjustable.

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



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.

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
Comcast Business
610.551.1197

David Brennan
Wayne Hotel
610.687.5000

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

Dr. Jenn Hartmann
Strafford Chiropractic
and Healing Center
610.293.1660

Carol L. Jane
Neighborhood League Shops
610.688.0113

Mike Libert
Main Line Print Shop
610.688.7782

Nan Mangine
Valpak of Philadelphia
610.324.6006

Joan M. Menige
Healthy Food Specialist/
Culinary Instructor
610.687.9153

Scott Reidenbach, Esq.
Reidenbach & Associates, LLC
610.572.7075

WELCOME!

NEW MEMBERS

At The Table

Chef Alex Hardy
11 Louella Court, Wayne
610.964.9700 | chef.a.hardy@gmail.com

Berkshire Hathaway HomeServices**Fox & Roach, Realtors**

Sara Moyher
216 East Lancaster Avenue, Wayne
610.688.4310

Berwyn Lawnmower

500 West Lancaster Avenue, Berwyn
610.647.3340 | berwynlawnmower@gmail.com

Coldwell Banker Wayne

Samantha Giardinelli
230 Sugartown Road, Wayne
610.787.0212 | sgiardinelli@cbpref.com

FFG Private Business Client Group**Hardman & Thompson**

134 North Wayne Avenue, Wayne

Itemovers

Robert G. Lail
687 West Lancaster Avenue, Wayne
610.755.5535 | rlail@itemovers.com

Matador Restaurant

Matthew Pressler
110 North Wayne Avenue, Wayne
610.688.6282 | chef@matadorrestaurant.com

Meridian Bank

Bill McDougall
100 East State Street, Media
484.885.9224 | wmcDougall@meridianbanker.com

Parkeon**Pinto's Barber Shop**

Brenda Kirk
105 South Wayne Avenue, Wayne
484.581.7962 | brendabgkirk@icloud.com

Rodan + Fields

Michelle Wetzel
412 Oak Lane, Wayne
484.432.2910 | mwetzel@myrandf.com

White and Williams

Charles Eppolito, ESQ
215.864.6302

VISIT WWW.WAYNEBUSINESS.COM FOR COMPLETE MEMBERSHIP LISTING

CURRENT MEMBERS, YOU'RE AT RISK OF BEING REMOVED FROM THE WBA WEBSITE!

Stay current and up-to-date with everything Wayne Business Association. If you have not yet renewed for 2017 your form is enclosed. If you do not have a form, you are current. If you have not received your renewal form, please email support@waynebusiness.com.

Wondering how to make the most of your WBA membership this year? Check out page 5 for some networking tips and tricks to make your business thrive!

NEW RADNOR BUSINESSES - RADNOR TOWNSHIP DESIGN REVIEW BOARD

Buyside

121 North Wayne Avenue
Suite 202, Wayne

Jefferson Health

789 East Lancaster Avenue, Villanova

Willis Towers Watson

100 Matsonford Road, Radnor

WOMEN MAKE A LONG-LASTING IMPACT ON ORGANIZATIONS HERE ON THE MAIN LINE

THE NEIGHBORHOOD LEAGUE

The Neighborhood League has a long and rich history on the Main Line.

It was created by a small group of women in 1912 with the goal of providing free health care and social services to those in need. In 1925, with volunteer help, they began selling donated clothing from a small rented room on North Wayne Avenue to increase their revenue. This was well received and by 1944 they were able to acquire the building on East Lancaster Avenue, that currently houses their clothing and household shops.

The goal of The Neighborhood League has remained the same – to improve the quality of life in the community by providing grants to local non-profit organizations that focus on health and social services.

Frequently referred to as “Wayne’s best kept secret” the NLS includes three shops:

The Neighborhood League Household Shop – 191 East Lancaster Avenue

The Clothing Shop – 187 East Lancaster Avenue

The Alley Door – 6 Louella Court

Whether you shop, consign, donate, or volunteer – you will be contributing to the local community.

The Neighborhood League is located at 191 Lancaster Avenue, Wayne 19087.

For shop hours and information please visit the website www.nlshops.org.

THE EMERGENCY AID OF PENNSYLVANIA FOUNDATION, INC.

The Emergency Aid of Pennsylvania had the pleasure of presenting a check for \$25,000 to the Radnor Memorial Library for their future Family Play Area at the library.

The Emergency Aid of Pennsylvania Foundation, Inc. is proud to “Be Part of the Story” for the revitalization project of the Radnor Memorial Library through our support of the new Family Play Area. They are a volunteer organization with a rich history in its 102nd year that continues to work to improve the lives of women, children, and families and promote education, leadership, and community service for young women. They applaud the Radnor Memorial Library’s mission to enhance the quality of life in the community through lifelong learning for its families and residents.



The Emergency Aid of Pennsylvania Foundation is located at 221 Conestoga Road, Suite 300, Wayne 19087.

WOMEN’S RESOURCE CENTER ANNOUNCES NEW EXECUTIVE DIRECTOR

The Women’s Resource Center (“WRC”), a nonprofit organization that supports women and strengthens families, announced the appointment of Cheryl Brubaker as Executive Director. Brubaker was selected after a regional search and thorough selection process.

“We are very pleased to announce this appointment,” reported Andrea Tropeano, President of the WRC Board. “Cheryl will bring leadership and creativity to the WRC’s programs, a deep sense of focus to our mission, and a strong commitment to supporting women. Cheryl will bring a breadth of perspective and experience to the WRC.”

Brubaker’s resume includes twenty years of non-profit experience in the local community, including executive administration, fund development, programming, communications, and marketing in the nonprofit sector. She held leadership positions with Women Against Abuse, Norristown’s Victim Services Center, the Sellersville Theater, and most recently, Central Bucks Family YMCA.

The Women’s Resource Center is a 501(c)(3) nonprofit organization dedicated to transforming the lives of women and girls to achieve their goals by providing an integrated offering of information and referral, leadership training, mental health and legal counseling, and other educational programs and services.

Women’s Resource Center is located at 113 West Wayne Avenue, Wayne 19087.

WOMEN-OWNED WBA BUSINESSES

Just how much do women impact our everyday lives? Check out the list of women owned businesses that are part of the WBA. Do you see your favorite spot on the list?

- AME Spa and Salon
- A Taste of Britain
- Argus Printing
- Belladonna
- Christine Shirley
- Coco Blu
- Cole Wellness Spa
- Color Me Mine
- Contempra Dance Studio
- The Cottage at the Market
- Currie Day Spa
- Day Spa by Zsuzsanna
- Design + Conquer
- Essent Spa
- Executive Commons
- Exquisite Designs
- Farnan Jewelers
- Foote Orthodontics
- Heritage Real Estate
- Integrity Eye Associates
- Kids n’ Kribs
- King of Prussia Family Wellness
- Little Nest Portraits
- Main Line Accounting
- Main Point Books
- Mushmina
- Musik FUNDamentals
- Paola’s
- Pilates and More
- Pinto’s Barber Shop
- Renewal Sustainable Environments
- Restore Chiropractic and Cryosauna
- Rodan + Fields with Michelle Wetzel
- Sierra Clark Photography
- Stella & Dot Jo Keleher
- Strafford Chiropractic & Healing Center
- Susan Gerrity Allstate Insurance
- Swede Family Chiropractic
- Tobey Law Offices
- Ultimate Bake Shoppe of Wayne
- The Velvet Shoestring
- Verge BodyMind
- Wayne Nutrition

MEMBER HAPPENINGS

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 75 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.

COMING SOON

WHEELS OF WAYNE

Sunday, April 30, 2017, rain date Sunday May 7, 2017

1:00 to 4:00 PM

Cruise on in for the 4th Annual Car & Motorcycle Show in Downtown Wayne! Come out to see all of the antique, classic, and custom cars and motorcycles on North Wayne and West Avenues along with entertainment, food, prizes, and more for the whole family! Participate in the pulled pork contest and pizza contest to help us determine the best of the best!



NEW THIS YEAR: Video Gaming Trailer!

This event is **FREE** to attend | **Vehicle Registration:** \$20 per vehicle

Vendor & Sponsorship Opportunities Available!

Call or email: 610.688.5600 or lhuff@radnor.org

Visit www.radnor.com/WOW for more information about the event.

RADNOR MEMORIAL DAY PARADE & CEREMONY

Monday, May 29, 2017

9:45 AM – Rain or shine

A Wayne tradition for more than 50 years. The community enjoys the patriotic sights and sounds from all over the community. From the classic cars to the Radnor High School Marching Band. From the War Veterans to the Radnor Wayne Little Leaguers. The parade always finishes with the fire trucks and the Valley Forge Cadets. Immediately following the parade is the Memorial Ceremony at the corner of Runnymede and South Wayne Avenues.



People line Lancaster Avenue from The Radnor Financial Center to the heart of Wayne – some even setting up the night before. Be sure to stake your spot early and bring the whole family!

Visit www.radnormemorialday.org for more information about the event.

WAYNE MUSIC FESTIVAL

Saturday, June 10, 2017

1:00 to 10:00 PM

The Wayne Music Festival takes place on the 2nd Saturday in June each year on North Wayne Avenue. 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.



Visit waynemusicfestival.com for more information about the event.

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.



25th Annual Radnor Fall Festival 2017: 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!*



Wayne Holiday Tree Lighting Sponsorship Levels and Benefits

Presenting Sponsor \$10,000

- 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
- Banner on live Reindeer display
- 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

Carriage Ride Tent Sponsor \$5,000

- Sponsor a 20' x 10' tent for the horse drawn carriage rides
- The lighted tent will include prominent signage with your logo
- Live entertainment, hot chocolate, hot apple cider, cookies and treats
- Corporate logo featured on event posters displayed in community
- Name and logo recognition featured on all promotional materials for event including press releases, event letterhead, social media, and posters

Live Reindeer Sponsor \$2,000

- Sponsor the live reindeer stall located at the Radnor Fire House
- Your logo will be prominently displayed. All pictures taken will have your logo in it
- Corporate logo featured on event posters displayed in community
- Do it for Santa....and the Radnor Fire Company. Donations for pictures will go to the Fire House

Community Sponsor \$500

- Get your name on all posters and advisements that pertain to the event. Show your community that you are part of it.

*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. Thank you for your sponsorship!*

YEARLY SPONSORSHIP

We are now offering sponsorship on a yearly basis. Your contribution will go toward a variety of WBA events and membership meetings.

SAVE THE DATES

Membership Meetings | Third Thursday of each Month

APR 20

Annual Meeting &
Awards Presentation

Wayne Art Center
413 Maplewood Avenue
5:30-8:00 PM



MAY 18

Hotaling
Investment
Management, LLC

JUN 15

Women's
Resource Center

JUL 20

Reidenbach
& Associates
Law Firm

AUG 17

Paramour at the
Wayne Hotel

SEP 21

Chanticleer
Garden

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



Indulge

Slay

Dine

Shop

PO Box 50 | Wayne, PA 19087

Spring 2017