

Family Owned BUSINESSES

THURSDAY, FEBRUARY 24, 2022



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Chadwick & McKinney Funeral Home has proudly served Main Line families since 1861. While other funeral homes have pulled up stakes and moved out of the area, the McKinney family remains—and we're here to stay. Because we have strong roots in this community, we will continue to provide superior funeral care to our neighbors.

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Fellini's Café Berwyn



Fellini Café Berwyn is a casual, friendly trattoria, where couples, families, colleagues, and special occasion guests will feel warmly welcomed. Their restaurant at 678 Lancaster Avenue in Berwyn is their only location, proudly owner-operated – not to be confused with any other similarly named business!

Culinary Institute of America graduate Frank Chiavaroli, and co-owner Rita Marone, promise a dining experience so good you'll be sure to return. Voted "Best Italian Restaurant"

on the Main Line, among many awards during their 16 years in business, Frank is known for his courtesy and hospitality at the cafe, where outstanding service is surpassed only by the quality of the food.

Fellini Café Berwyn both unique and traditional Italian dishes for dine-in or take-out. Executive Chef Victor Bologna's specialties include cioppino and the area's best cannoli. The cafe is BYOB with no corking fee; Dinner served nightly 4 – 9 pm.

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BERWYN

SMALL BUSINESSES

Unique reasons to shop at small businesses

Metro Creative

The numbers don't lie. Locally owned businesses may be classified as small, but they have a big impact on the national economy.

According to the Bureau of Labor Statistics' Business Employment Dynamics report, small businesses created 10.5 million net new jobs between 2000 and 2019, accounting for 65.1% of net new jobs created since 2000 in the United States.

Supporting locally owned businesses is a great way to support a neighbor, but that's not the only attraction.

Here are several reasons to shop small.

The feel-good factor

Doing for others certainly has an impact on the person on the receiving end, but also benefits the do-gooders.

A November 2020 survey by Union Bank found that

72% of Americans said supporting small businesses was more important than getting the best deals. That may be due to the feeling of helping out a fellow neighbor.

Create job opportunities

Shopping at small businesses keeps those establishments afloat, and it also keeps their employees afloat. Small businesses are the largest employers in the United States.

A person may never know when he or she or a relative will need a job. Keeping small businesses viable provides a strong job market for locals.

Keep more money in the community

The Small Business Administration says \$48

out of every \$100 spent at a small business stays in the community.

Spend the same \$100 at a national retailer and only \$14 stays.

Enjoy a more local flavor

National retailers and other businesses follow a global business model that may not allow for much customization, but small businesses can provide products or services that relate directly to the needs of the communities they serve.

These same small businesses also may be more inclined to work with local vendors and start-ups than national companies that have global supply chains.

These are just a few of the many reasons to seek out small businesses when in need of products or services.



Family Owned Business

Over the years, many local real estate agencies have merged, been bought by larger companies or have gone out of business. However, Duffy Real Estate, with offices in Narberth and St. Davids, is marking its 44th anniversary this year.

Founder John Duffy Sr., who grew up in Narberth, credits his employees, community involvement and being an early adopter of technology as reasons his company has succeeded and grown.

"I've been lucky to have 33 great agents who are very loyal to me," said Duffy, who started the real estate business with his wife, Lynn, in 1978. "They make the company. The name on the sign represents my agents more so than me."

Sons, John Jr and Michael also work for the company, and daughter, Lauren, handles social media. Some of his agents' children have also joined the firm. "You call it a family business, and it is a family business. They're all part of the family. Additionally, our clients refer their friends,

associates, children and grandchildren."

Duffy Real Estate is also very involved in the community, through volunteer and charity work, sponsoring Little League teams, basketball teams, local runs, and parades. "The community has been very loyal to us in return," said Duffy. "We've had clients who have been involved with our company for three or four transactions in their lifetime. That says a lot about my agents and about the professionalism of the company."

"I've been very fortunate," said Duffy. "I love what I'm doing. I love the people who work for me. The community has been great. I've been here my whole life."

The Duffys live in the Haverford section of Lower Merion, midway between the company's two offices. John and Lynn have six grandchildren whom they dote on. "Maybe, someday, they'll be in the business, too," Duffy said.

Three generations of Holland Floor Covering, now in Wayne

For almost 50 years, Holland Floor Covering has installed high-quality carpet, area rugs, hardwood, and tile in Bucks County homes and businesses. Last spring, they opened their second showroom in Wayne to serve the Main Line.

Dave Hansbarger, Sr., a carpet installer since 1970, started Holland Floor Covering in 1973 with his wife Judy, and their sons Roger and David Hansbarger learned about flooring from the ground up. The Wayne store now involves the third generation of the Hansbarger family, including Mike Miller, who manages the commercial end of

the business, and on the retail side, grandchildren Sarah Alles and Roger Hansbarger Jr.

Alles, who joined the company in August 2018, and Hansbarger Jr. essentially grew up in the family business, playing in the Bucks County showroom while their parents worked close by.

"This is more than a job to me; this is family," Roger says. "Getting to a third generation is a big accomplishment for us, and so was opening the new location. The Main Line is an awesome market, with such a deep and rich history. We knew this was the kind of

community that would appreciate a service-oriented company like ours, and the reception we've gotten so far proves that."

Located at 124 E. Lancaster Avenue, in the heart of downtown Wayne, Holland Floor's new showroom opened in the space once occupied by Wayne Sporting Goods, that had been at that address for more than six decades.

Hansbarger cites his family, his co-workers, and the company's service-minded culture as the differentiators that have made it so successful.

"When I was training, my father



THE HANSBARGER FAMILY

told me to do whatever we can to help the customer," he says. "We're all about providing high-quality flooring, offering the best service we can, and being part of the community. I don't see those ideals ever going out of style."

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Charlotte's offers elegant dining and excellent food for over 40 years

By Peg DeGrassa

Charlotte's reached its 40 year milestone last year. The Delaware County iconic restaurant continues to have reason to celebrate. Exceptional food at reasonable prices, an elegant atmosphere, friendly service, a rich history and a vibrant connection to the community are just a few of the consistent characteristics that keep customers returning, again and again, during the past four decades.



Katrina and Jimmy Costalas

who started it all.

Owned and operated by Jimmy and Katrina Costalas of Broomall, Charlotte's has managed to maintain its old-fashioned charm, with always-evolving updates to keep up with the modern dining scene, and that seems like the magic formula to keep customers pleased.

Costalas is a trained chef, who not only grew up in the Costalas family restaurant business, but also graduated from the School of Hotel and Restaurant Management at Widener University in 1991. He began his culinary career working with French Chef Marcel Brosette, one of the first chefs to come to Philadelphia from France. Jim's father Gus, the founder of Charlotte's, also gave Jim solid advice that the owner follows to this day. His father told him to skimp on nothing and never to sacrifice quality for price.

Charlotte's is steeped in a vibrant past, formerly serving as a stop on a stagecoach route between Philadelphia and Valley Forge, and later serving as a small portion of the Underground Railroad. Jim's grandmother Charlotte grew up on a farm in rural upstate Pennsylvania, left her 12 brothers and sisters and traveled to Philadelphia, family recipes in hand and dreams of owning a fine restaurant in her head. Her recipes were used since the day her son Gus Costalas purchased the landmark restaurant in August of 1981, and named it after his beloved mother. Charlotte's large portrait still hangs by the hostess desk in the restaurant, reminding passers-by of the woman

These days, Jimmy's wife of 27 years, Katrina Costalas, the restaurant's hostess and general manager, carries on the family tradition of greeting customers at Charlotte's, with a warm, friendly smile and showing them to their table, giving them the welcoming feel to which they're accustomed to getting at Charlotte's. She would make Charlotte proud.

Costalas took advantage of the pandemic slow period to not only remodel the bar and deck, but also to install new lighting, update the main dining room and construct a new deck, which seats up to 20 diners.

"We walk a fine line, trying to do it all well," Costalas shared recently. "We offer our customers the same elegant dining and excellent food on which we built our reputation, but we try to do it with a modern flair, by keeping on top of things, always updating and blending tradition with new concepts. It's all about pleasing our customers and making them happy."

The restaurant also serves large groups and accommodates everyone from full bus trips to community organizations, such as Rotary, and business meetings. The restaurant specializes in hosting family "life events," like wedding rehearsal dinners, engagements, funerals, birthdays, bowling banquets, First Holy Communion parties and graduations.

Charlotte's Restaurant, 3207 West Chester Pike, 610-356-7100 www.charlottesrestaurant.com/.



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CUSTOMER SERVICE

How to identify what customers want

Metro Creative

Generating repeat customers should be the goal of any small business. Various studies have found that consumers spend more the longer their relationship with a business lasts, which only underscores how vital repeat customers can be to the long-term success of a business.

One component of keeping customers happy and returning time and again involves understanding what patrons are seeking from a business. Addressing customer needs early on generally involves solving a current problem or thinking about what customers may need in the future, perhaps even before they recognize it themselves.

The following are some of the factors customers look for in the products and services they choose.

Good price

Price is one of the biggest factors in choosing one business over another. Customers frequently compare prices between different sellers.

Prisync, which offers competitor price tracking and monitoring software, indicates 90% of consumers invest their time to hunt the best online deals, and 86% of consumers say it's important to compare prices from different sellers.

Business owners can get ahead of bargain hunters by figuring out how to make their prices more attractive than their competitors'. While you may not be able to offer the lowest unit price, you may be able to bundle items and services or offer some other perk, such as free delivery, which makes your overall product value better.

Ask customers questions

Figuring out what customers want may come down to asking them. Reach out to customers to learn about why they visited your establishment.

Getting a clearer picture of what makes you stand out to customers helps you to fine tune that advantage even further.

Assess customers' lifestyles

Rather than focusing on a product or service, look at the people who will be relying on it and plan with that in mind.

For example, if you have a store that stocks housewares and other furnishings, and find that your client base is largely apartment dwellers or those who reside in small houses, you'll need to offer items that do not take up too much interior space.

Identifying these factors can ensure you always have something useful to offer your customers.

Reliability

No matter what item or service is offered, most customers want products to last and be dependable, states Power Reviews, a consumer opinion company.

If you're an electrician, show up for the estimate on time and complete the job as promised.

A store owner should choose a product line that endures by carefully vetting vendors to ensure only the highest quality products are being sold in their stores.

Family Owned since 1915 For Three Generations

Since 1915 when founder John Farnan opened his jewelry store on Philadelphia's Jewelers' Row', FARNAN JEWELERS has always stood for integrity, quality, and the finest customer service. We invite you to place your trust in Farnan's, where each customer's jewelry purchase decision is respected as a uniquely special experience, to be treasured as a happy and memorable moment.



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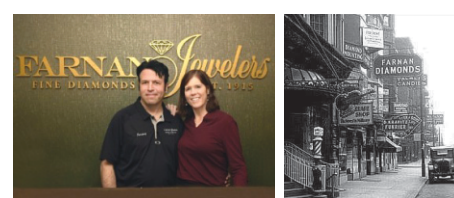


Farnan Jewelers, Family Owned Since 1915

From our humble beginnings in Philadelphia in 1915 to serving the Main Line community for over forty years, Farnan's is in our third generation of ownership. Our passion for quality, service, and exquisite beauty has inspired us to choose the amazing pieces in our cases, and to create magnificent custom designs for our clients.

We are also experts in jewelry repair, watch repair, and appraisals. Diamonds are our specialty. We import natural and lab-grown diamonds directly from Belgium to offer the best selection of cut, quality, and price. We are honored to help our clients find the perfect engagement rings and wedding bands that they will cherish forever. Likewise, our creativity allows us to find the quintessential jewelry gift for any special occasion.

We are proud to have a Certified Gemologist, owner Claire Farnan Nalence, on premises, who completes the appraisals. We are also the only jewelry store in Wayne that has a Certified



Goldsmith, Jeremy Pavlow, on premises, who completes the repairs with state of the art laser welder equipment. Both Claire and Jeremy grew up in the jewelry industry, and their inherent knowledge and experience brings a special expertise and outlook to every client's need.

There's a warmth and element of fun at Farnan Jewelers, which provides a distinctly supportive environment to make excellent purchasing decisions. We welcome you to experience our family style of sharing our passion for exquisite jewelry with you.

Farnan Jewelers is open Tuesday through Saturday; located at 105 North Wayne Avenue, Wayne, PA
www.farnanjewelers.com

Bob Cermignano Air Conditioning & Heating, Inc. throughout the past 42 years

After working in the Heating, Ventilation and Air Conditioning (HVAC) industry for several years, Ardmore native, Bob Cermignano decided to start his own business and thus founded Bob Cermignano Air Conditioning & Heating, Inc. in 1980. Over the years, the company has grown from having one employee to over 25 employees. As well as specializing in the installations and services of air conditioning and heating systems, Bob Cermignano Air Conditioning & Heating, Inc. offers a wide variety of comfort services, ranging from indoor air quality (IAQ) solutions to seasonal maintenance agreements and custom sheet metal fabrication.

Trust is a key deciding factor when choosing which companies you welcome into your home to perform a service. Bob Cermignano Air Conditioning & Heating, Inc. wants to make your decision on choosing a HVAC company an easy one. In addition to being licensed and insured in Pennsylvania, the company strives for excellent customer service

and high levels of technical expertise. All the employees are trained on a regular, on-going basis. A few of the prestigious industry certifications and memberships the company holds are: Bryant® Factory Authorized Dealer (BFAD), North American Technician Excellence (NATE), Bryant® Indoor Air Quality Specialist, RGF Air Quality Specialist, Bryant® Women in HVAC, Electrical Association of Philadelphia, Air Conditioning Contractors of America (ACCA) and Refrigeration Service Engineers Society (RSES).

Bob Cermignano Air Conditioning & Heating, Inc. has also received several awards over the years. For 21 consecutive years, they have been awarded the Readers' Choice Best of Main Line Media News in the Heating/Air Conditioning category. They were also recognized as the 2020 & 2021 Nextdoor Neighborhood Favorite in the West of South Ardmore Park neighborhood for Home Service Provider.

As a small business on the Main Line,



photo credit Tessa Marie Commercial

the Ardmore Business Association (ABA) is an invaluable resource for Bob Cermignano Air Conditioning & Heating, Inc. In addition to the company attending and participating in the networking and community events, Bob Cermignano volunteers his time to serve on the board. This is just one of the

many ways the company gets involved in and gives back to the community they love so much.

In the true family-owned business spirit, Bob Cermignano Air Conditioning & Heating, Inc. treats and recognizes each of their employees as family. Every year on June 22, the company celebrates National HVAC Tech Day to acknowledge the hard-work and dedication the technicians and employees do throughout the year. A few weeks later on July 12, the company celebrates its' anniversary with a small celebration. Lastly, when it is someone in the company's birthday, the employee can expect Bob to make his signature brownies for them to acknowledge their special day.

Bob Cermignano Air Conditioning & Heating, Inc. now has several family members working in different roles at the company, with the hopes that the business stays in the family for many years to help serve the Main Line's HVAC needs.



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Epps Plumbing & Heating, since 1964; in 3rd Generation

With over 50 years of experience in the plumbing industry and more than 4,000 customers on the Main Line and surrounding Philadelphia suburbs, Epps Plumbing & Heating has earned the respect of its peers, community, and customers. The Epps family business today includes Alan and Ellen Epps and son Shaun Epps, a third generation master plumber, who takes on complex plumbing and home remodeling projects and continues to grow the business.

Epps Plumbing & Heating is active in giving back to their community and supporting other local businesses, and are proud of the many awards they have won for outstanding service.

The family thanks their many customers who have referred Epps Plumbing & Heating over the years.



Videon Dealership has been Serving the Philadelphia Area for nearly 70 Years!



The Videon family got its start in the car dealer business in 1954 when Frank C. Videon opened his Chrysler DeSoto dealership named Silsby and Videon. He later went on to form Frank C. Videon, Inc. in 1957.

Over the years he worked hard to build an honest and caring dealership that looked out for its customers and employees. Many of his employees worked for him for over 20 years, creating a work environment that felt like family.

In 1983 Frank purchased the local Dodge dealership. Shortly after in 1984, Frank and his son Frank C. Videon, Jr. bought the local Chevy dealership. They continued to run all three dealerships with the same honesty and integrity they had come to be known for.

Later on, Frank Sr.'s son Wayne Videon took the lead running the Dodge dealership and his other son Steve Videon ran the Chrysler

dealership. In 2006, the Chrysler and Dodge dealers merged, and they purchased the Jeep franchise in 2008. It was then that they also moved to their current 25,000 square foot location in Edgmont Township.

Today, Videon Chrysler Dodge Jeep RAM is located on West Chester Pike in Newtown Square. The dealership is operated by Steve and Wayne, while Steve's son Matt, oversees the newly acquired and renovated Chevy store in Phoenixville.

Matt, a University of Maryland graduate has served in several roles since joining the company ten years ago. The apple did not fall far from the tree!

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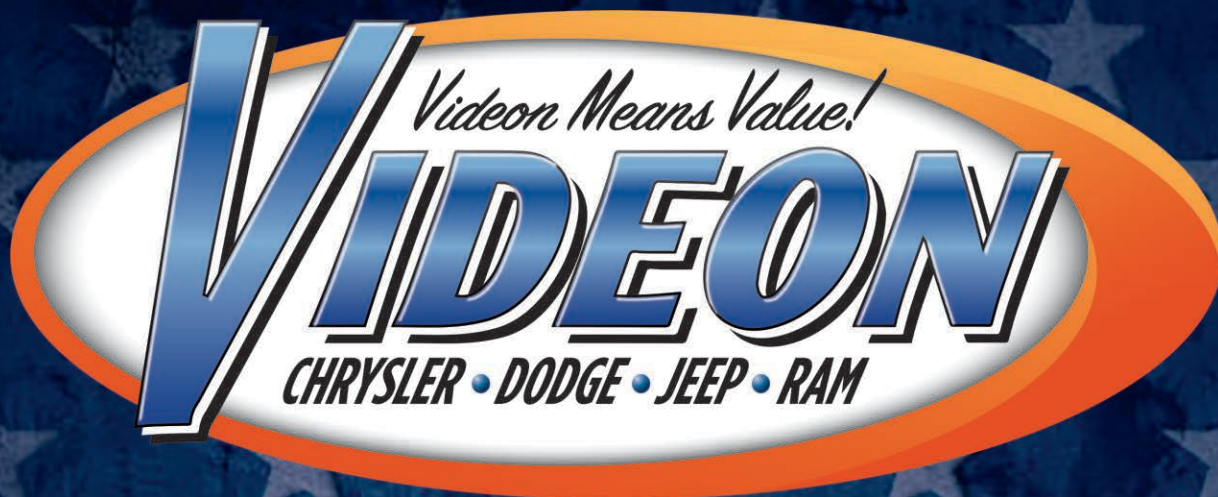
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Being locally owned and family operated allows us to be nimble – quickly responding meaningfully to the continued global health crisis and supply chain issues, as well as specific local challenges. Our goal is to serve you better each

we are proud to maintain a staff of professional butchers who cut meat daily to provide the freshest product possible. With expert knowledge and custom cuts, we are proud to be a destination for quality meat in Chester

Staying true to our roots, we are proud to maintain a staff of professional butchers who cut meat daily to provide the freshest product possible.

County. Supporting our community – We believe part of being a good business is being a good neighbor, so we strive to give back to our community whenever possible. This past year we are especially proud of our work supporting local food pantries (Honey Brook food pantry and

day and through our dedicated team we continue to focus on three key areas: Responding to COVID-19 – We are very grateful to our team for their tireless work under unprecedented circumstances. There are still supply-chain issues impacting our store; however, with the support of our core suppliers and additional product sourcing, we have been able to minimize out of stock conditions as much as possible. We are doing our best and thank you for your understanding. We, as much as our customers, look forward to a return to normal over time. Continuous innovation – From online shopping and Door Dash deliveries to our new sushi program and custom cake offerings – we are constantly adding services to keep up with your family's changing needs. But some things stay the same – for us that is our commitment to quality. Staying true to our roots,

Lord's Pantry of Downingtown) in the fight to end food insecurity in our area and with A-Haven, a local nonprofit providing grief support for youth and their families. We also continue to promote many national charities in our store such



as the American Cancer Society and its Relay for Life and Toys for Tots. We're open Daily 7am-9pm. We are located at 1257 Horseshoe Pike, Downingtown PA 19335 or visit www.cropsmarketplace.com.

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To Our Customers and Community:

On behalf of our family (including John, Connie, Chad, Melissa and Amanda Cropper), we extend our warmest wishes to you and yours for a happy, healthy and safe 2022. While we often see you in the store and around our community, we rarely get a chance to discuss our array of new products and services, and to fully express how much we appreciate your support, especially during the COVID-19 pandemic. We want you to know that at Crop's you and your family's health, safety, and welfare are our highest priority. Our family and our dedicated team look forward to continuing to do all we can to meet your grocery and household needs. The understanding and support you have shown us is incredible and heartwarming – Thank You.

WITH YOU WHEN IT MATTERS MOST

Being locally owned and family operated allows us to be nimble – quickly responding meaningfully to the continued global health crisis and supply chain issues, as well as specific local challenges. Our goal is to serve you better each day and through our dedicated team we continue to focus on three key areas:

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The Cropper Family is proud of our nearly 70-year heritage of delivering outstanding grocery services and community support to the Downingtown area. From our modest beginnings as a meat market in Guthrieville to our growth into a full-service neighborhood grocer - we look forward to continuing to serve you and your family as our area grows.

Thank you again for your support,
Sincerely,
John, Connie, Chad, Melissa, and Amanda Cropper



Royal Billiard and Recreation Family-owned since 1982

Frank and Connie Gorup first opened the doors of Royal Billiard & Recreation in 1982. The original location was near five-points intersection in Montgomeryville, near the current Outback Steakhouse.

Frank was previously a corporate employee that had the entrepreneurial bug. Connie already owned and operated her own retail store. The original plan was to return to their home state of Kansas and open a billiard supply store, but due to a last minute change they remain in Pennsylvania – their daughters were thrilled!

In 1994 Frank and Connie purchased the building that we are currently located in. Audra, one of their daughters, partnered with them in 2002. She is currently the sole proprietor.

Over the years, even though the product lines have changed just enough to stay current with modern styles and trends, the core values of our family owned business have not. We are proud to say that many of our vendor relationships have lasted over 30 years! We are also proud that most of our staff has been with us for close to a decade!

We have a strong commitment to our employees, customers, vendors and the communities that we serve. It is very important to us to support American Manufacturers and, fortunately, in this business there are still quite a few left.

We thank all of our customers, many of which have become good friends over the years!

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Tues., Wed., Thurs., Sat. 10am-6pm;
Sun. Noon-5pm

Mastroieni & Sons Furniture in business since 1926



Mastroieni & Sons Furniture's mission is to bring your vision to life. We are dedicated to finding the furniture that fits your lifestyle through custom design and customer service. Family owned



Larry Mastroieni with his sons, Nick and Larry Jr.



"Our sales force and design team are here to help you find the perfect furniture."

Lawrence Mastroieni Jr.



and operated by his twin sons, Nicholas and Lawrence Jr. as we celebrate being in continuous operation for 4 generations.

We have something for every room in the house: the bedroom, family room, dining, living, home

"Serving this neighborhood is an honor."

Lawrence Mastroieni Jr.

and operated since 1926, we pride ourselves on delivering a superior furniture buying experience. Looking for the finest furniture in Philadelphia. Think Mastroieni first.

In Philadelphia in 1926, Nicola and Josephine opened Mastroieni & Sons as a furniture, appliance and jewelry store. Under the leadership of Lawrence Mastroieni Sr. the business became furniture- focused and moved to Montgomeryville, PA.

Today, the business is owned

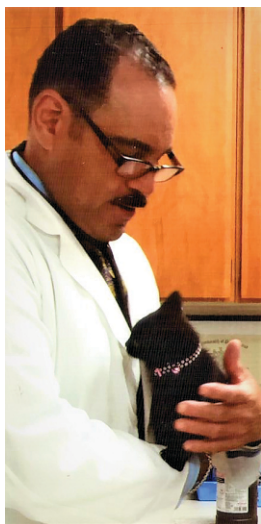
theater, and office. In addition to a commission-free atmosphere, we carry a great mix of top name furnishings and accessories.



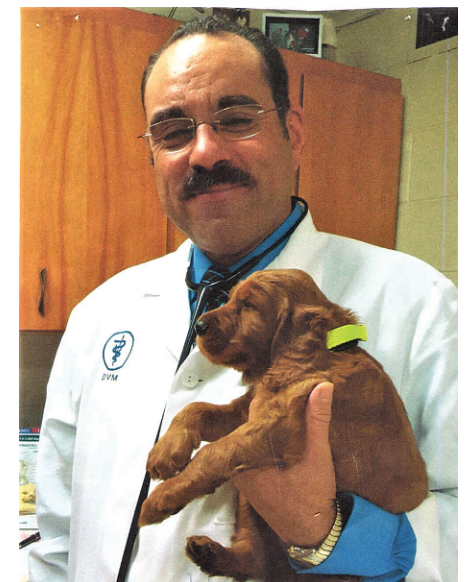
HAVERFORD ANIMAL HOSPITAL

helping domestic pets for over 50 years!

R.L. Royster, D.V.M.



Dr. Royster has been voted "The Best Veterinarian of the Mainline"



Haverford Animal Hospital started on the Mainline shortly after World War II.

Dr. Royster started practicing in 1990 and became the owner of the hospital on August, 1994. We are a small practice that provides technologically efficient and modern diagnosing and treating of cats, dogs, puppies, and kittens.

We take pride in providing a personal touch for our clients and their pets' needs. We establish a personal relationship with our clients and their pets.

Our services include wellness visits, sick visits, immunizations, dental services, general surgery, radiology, and pharmacy services. The hospital also includes a fully equipped laboratory for testing. Please call our office if you are in need of veterinary care.

Stay safe and well,
Dr. R.L. Royster and our Team

517 W. Lancaster Ave.
Haverford, PA 19041
610-525-1211

Office Hours
Monday, Tuesday, Thursday, Friday
9:00 am to 4:00 pm
Wednesday
Closed for Surgery
Saturday and Sunday Closed