

# Family Owned BUSINESSES



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**COMMUNITY ENGAGEMENT**



METRO CREATIVE

Youth sports team sponsorships are a relatively inexpensive way to create brand awareness.

## What small businesses can do to engage their communities

*Metro Creative*

Community engagement can benefit small businesses in various ways.

By engaging with their communities, business owners can build brand awareness and inspire trust among residents.

Trust in a brand leads many consumers to share positive word-of-mouth, and it also can inspire brand loyalty, a potentially lucrative benefit that can pay dividends for years to come.

A recent study from Bain and Company found that the average repeat customer spends 67% more in months 31 through 36 of their relationship with a business than they do in the first six months of that relationship. That underscores how lucrative a long-term relationship with a customer can be for a business.

When paired with reliable products and great customer service, community engagement strategies increase the likelihood that businesses will create a loyal customer base, thus laying the foundation for a successful business that can grow for years to come.

Businesses can engage with their communities in various ways. Many engage-

ment strategies give business owners a chance to communicate directly with their customers, and these interactions can be especially valuable.

### Participate in local events

Local events like holiday bazaars and town festivals provide great chances for business owners to communicate directly with new and existing customers. Take advantage of the chance to set up a booth at such events, and make a concerted effort to reach out to consumers who stop by the booth.

The customer feedback experts at Apptentive found that 97% of consumers are somewhat likely to become more loyal to a company that implements their feedback.

Setting up a booth at a bazaar or festival provides a great chance to solicit feedback that businesses can then implement to retain more customers.

### Sponsor a local youth sports team

Youth sports team sponsorships are a relatively inexpensive way to create brand awareness. The Na-

tional Alliance for Youth Sports, Inc., reports that sponsorship costs vary from organization to organization, though they may cost as little as \$100 to around \$5,000 for the season.

In return for that investment, businesses gain exposure to athletes, athletes' families and friends, volunteers and countless others who may see players in uniform on game day.

When compared to the cost of advertising online, on television or on the radio, youth sports sponsorship provides a great return on investment.

### Offer your space

Another way business owners can engage their communities is by offering their spaces for community-based events.

For example, business owners with ample parking lots can offer those lots as registration sites for charity 5Ks or other events that can utilize large and open outdoor spaces.

This approach addresses a community need and draws a crowd of locals to your establishment, thus increasing the chances they will patronize the business during and after the event.

**COLLABORATION**



METRO CREATIVE

Rebuilding after the pandemic poses some unique challenges to small business owners. Working together can be an effective way to overcome those challenges.

## Unique ways local businesses can start to work together

*Metro Creative*

The effects of a thriving small business sector are undeniable. Though the COVID-19 pandemic challenged the small business sector in various ways, one study from the U.S. Small Business Administration conducted prior to the pandemic found that small businesses account for 44% of economic activity in the United States.

A post-pandemic return to normal could help small businesses regain that influence, especially if such establishments work together. A recent study from Red Egg Marketing found that 82% of consumers indicate they would spend more to support small businesses after the pandemic.

That support should go a long way toward aiding the recovery of small, locally owned businesses. But such establishments can do themselves a favor by finding ways to work together.

Such collaborations can be a great way for local companies to connect with new customers while also supporting fellow small

businesses.

The following are a handful of ways local businesses can work together as they recover from the economic effects of the pandemic.

- Consider cross-promotional events: Cross-promotion is a marketing endeavor in which two or more businesses work together to promote a service or product. For example, a local brewery may partner with a local restaurant to showcase a new beer release and a special menu item that pairs well with that particular beer. These types of promotions shed light on what each business can offer, and many consumers would be happy to learn they're supporting at least two local businesses at the same time.

- Change suppliers: Many partnership opportunities can be effective even if they're less public in nature. Global supply chains were in flux during the pandemic and have yet to return to normal. That makes now a great time for local businesses to reconsider their suppliers. When do-

ing so, look into local suppliers and let it be known that your products are locally sourced. For example, local restaurant owners can highlight the fact that their foods are sourced from local farms and manufacturers. That may impress foodies with a fondness for freshness, and also should reassure customers who want to keep as many of their dollars in the local community as possible.

- Form a local business network: When one business on Main Street is thriving, others tend to follow suit. That's especially true when businesses network in the hopes of creating a bustling local shopping district. Local business owners can organize a network via social media or in person communication. Encourage business owners to share what worked, and didn't work, as they built their businesses. Local networks also can be a great forum to plan and pitch community-based events like festivals, holiday bazaars and other functions designed to bring more consumers to Main Street.

## C&C Heating and Air Conditioning in business since 1972

C&C Heating and Air Conditioning is a family business that was founded on faith, trust and loyalty.

Will Cordero and his wife, Catherine, started C&C Heating and Air Conditioning in 1972 from very humble beginnings.

Having just returned from combat in the Vietnam War, Will went to school at APEX in Philadelphia. He earned his degree and after a few years of experience with other heating and air conditioning companies in the area, his entrepreneurial spirit called hi to start his own company.

Will maintained the day to day operations while his wife Catherine, performed the bookkeeping duties, both working out of their home for many years. In 1981 Will's first building, consisting of an office, warehouse and sheet metal shop, was built in Hatfield, PA. In 2006, C&C moved to

their new facility in Souderton, PA, where it is today.



C&C grew from four employees to one hundred. Two of the original employees are still with them today.

In 1989, their son, Doug Cordero, joined the business. Doug received his degree from the Pennsylvania College of Technology in Williamsport, PA. He started in the family business at the construction level and learned every aspect. Today, as Vice President, he oversees the day to day operations. He has two beautiful daughters, Katelin and Samantha.

The C&C philosophy in life, as well as business, are one and the same: treat people with respect.

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## The History of Stone's Hearing Aid Service

Founded in 1885, Stone's began as a family owned and operated jewelry store located at 210 High St. in Pottstown Pennsylvania.

In 1938 the Stone's Jewelry Store incorporated the offering of hearing aids and eyeglasses into the store.

As the technology and need was growing in the hearing aid industry, the family business eventually chose to exclusively offer the personalized care of hearing aids where they continue this service at their current location, 51 E. High St. in Pottstown.

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We offer our patients, quality of care as their care is a matter to us, our offering of care with free home and nursing facility visits will continue, ensuring all needs are met and that I uphold to the quality reputation Stone's

Hearing Aid Service has upheld for over 100 years"

Stone's hearing aid professionals, Mark Shanta and Matthew Dailey, provide professional service to customers in both home visits and in their office, serving the local community with first hand one on one service.

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Stone's is committed to providing extraordinary personal and individual hearing care in a compassionate environment whether in office, a home visit or in a healthcare facility, you can count on Stone's for your hearing needs.

We provide personalized care to individuals and homes on a routine basis taking pride in knowing our patients not as a patient but as an individual and as a Stone's family member as keeping a strong "Sense of Community" leads to a Healthier You.

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**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.

## Pagoda Realty prides itself on giving back

Pagoda Realty was established in 2014 and has since grown to over 60 licensed Realtors. Pagoda Realty offers both Residential and Commercial representation. Due to its growing agent base and family-like culture, owners, Craig Stringer and Dave Yeager, now refer to the business as their "Pagoda Family". It is located in the heart of Spring Township on the corner of Penn Ave and Woodside Ave in the former Buckmann's Ski Shop. In 2021, Pagoda facilitated over \$130,000,000 in sales making it, by far, the largest Independent Real Estate Brokerage in Berks County and one of the largest in Southeastern PA. Pagoda has shown steady growth from its inception and was recognized, in 2021, by Greater Reading Chamber Alliance as the 15th fastest growing company in the area. Pagoda was also recognized by the Reading Eagle as Berks County's Reader's Choice-Top Real Estate Company. Pagoda Realty prides itself in giving back to the community through its benevolent arm-

Pagoda Realty's Legacy of Love. Last year The Legacy of Love held its first annual golf charity event and raised \$10,000 for The Children's Home of Reading. The Legacy of Love also organizes other community fundraising events such as an Annual Mum Sale, A trunk or treat event on Halloween, Pictures with Santa Claus, Salvation Army Angel Tree and more. Craig and Dave both take the philosophy, "Real Estate transactions are often times the largest financial transactions most people will have in their lifetime. We feel it is important to provide trust, guidance and expertise to all of our clients during any transaction. Our resounding message to our agents is "Be Better". Our brokerage has a vested interest in developing our agents, a personal touch that emulates our "family" culture. We care about our Agents as their reputation represents who WE are. We also feel it is important to be active and influential in our local community. We do that by giving back any chance we can."

## Bauman's Apple Butter Factory is still a family operation

Bauman's started in 1892 when John W. Bauman purchased a cider press and operated it with the steam engine in his carriage manufacturing shop. Soon he began cooking apple butter for farmers of the community. They called it "lattwaerrick" in their Pennsylvania German dialect.

It has been said that John used the apple butter recipe his wife, Catharine Wiegner, had received from her Schwenkfelder ancestors, who had settled in southeastern Pennsylvania alongside John's Mennonite forefathers.

In 1734 the followers of Caspar Schwenckfeld came to Pennsylvania as Christian refugees from Silesia, seeking freedom of worship. They survived on the high seas due in part to an ample supply of apple butter, a fruit product that keeps its goodness without preservatives or



Ruth and Stanley

refrigeration. On arrival they celebrated with a meal of bread and apple butter, an occasion still commemorated in Schwenkfelder churches.

Before long John Bauman's apple butter business had replaced his carriage shop. As satisfied customers spread the word the business has continued to grow since the turn of the century. Their youngest of nine children, Stanley, became a partner in the business after he graduated from Ursinus College in 1928. Stanley and his wife, Ruth, ran the business till 1977. Since then, John's grandson, Harvey with wife, Kathy, continue to operate the rustic factory in the Nineteenth century village of Sassamansville.

## Pikeville Equipment in business since 1936

Pikeville Equipment, Inc. is a family owned business for 85 years. The business was founded by Russell F. Angstadt in 1936, and dates back to before the turn of the century. Morris Fretz, grandfather of Russell F. Angstadt had a Blacksmith service and farm implement business from 1880 to 1917. The business operated from 1918 to 1935 by Claude H. Angstadt - son in law of Morris Fretz and father of Russell F. Angstadt. He continued with the Blacksmith work and sold Blackhawk spreaders and horse farm implements. The era of the business saw change from horse drawn implements to tractor-powered machinery. The business did not survive the hard times of the depression, and was forced to close in 1935. Pikeville Implement shop was formed in 1936 by Russell F. Angstadt,



and the first John Deere Tractor was sold. The business no longer sells JD Tractors and Equipment. Since 2011, we carry Big Dog, Zero Turn, Troy-Bilt Mowers & Tillers, ECHO Power Equipment, Woods 3pt. Mowers & Tillers, and many other items including parts for most makes of lawn and garden equipment. Check our website at [www.pikevilleequipment.com](http://www.pikevilleequipment.com) for more products and come visit us sometime.

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## Nostalgic Ice Cream Parlor is on a Sweet Ride

From a beach-side ice cream bicycle daydream to two mobile ice cream vehicles and a nostalgic ice cream parlor, Angie and Chris, owners of Sweet Ride, are on a sweet journey. Sweet Ride Ice Cream Parlor is located at 542 Penn Avenue in West Reading.

The road so far has been paved with creative ideas, togetherness, and a love for making people happy with ice cream. "It's simple," they say. "Make amazing homemade ice cream, serve it with a smile, bring people together. It makes people happy and that's really our goal".

Life should be filled with as much happiness as possible, whether that means connecting over a banana split or splitting a romantic milkshake. Ice cream in a home-made waffle cone brings back childhood memories and the sound of sprinkles poured onto a bowl of cookie dough signals a timeless treat that's sure to make you feel special.

The Sweet Ride dream is happening now. Angie and Chris are so happy you're tagging along for the Sweet Ride! Check out their website [www.sweetrideicecream.com](http://www.sweetrideicecream.com) for more details.



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## King's Auto Repair goal is to keep your car safe and reliable

As the owners of King's Auto Repair in West Reading Ashley and Tom believe if you buy a new car it should last more than 15 years without major issues. "We bought our repair shop because we saw a lack of education about car care. There is a lot of misinformation out there that leads to huge repair bills. Educating people about how to keep their car from costing them huge amounts of money has become our life's work. Cars of the mid 2000s were some of the best built cars ever made. Unfortunately today's cars are not the same. We see a lot of damage caused by vehicle manufacturers saying that you don't have to change oils as often. They do this to make claims about low cost of ownership and it ends up costing you an engine or transmission if you keep the car a long time. Part of their "work" includes putting out informational videos on social media, blog posts on their website, newsletters, and their weekly radio show Thursday

Nights at 6pm on 830 WEEU. "The radio show has allowed us to reach out to the general public and have them ask their questions. If one person has a question about something, most likely someone else does too. This helps everyone learn how to keep their car for a long time." It is the goal of King's Auto Repair to keep your car safe and reliable for as long as you want to own it. That is why they offer Nationwide 36 months 36,000 mile Warranty on repairs, \$150 of yearly Roadside Assistance reimbursement, and a great Road Hazard plan for all those tire killing potholes out there. Our mechanics Dan, Casey, Aaron, Ethan, and Randy along with our office staff Mike, Laura, And Kelly look forward to helping guide you to keeping your car running problem free for years to come.

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## John P. Feeney Funeral Home strives to provide dignified services



The John P. Feeney Funeral Home is truly a family owned funeral home as it has always been in the same family since its inception in 1941 in a simple row home in the 1200 block of North Tenth Street in Reading.

John P. Feeney, the founder, moved from Philadelphia, met and married Margaret Monahan, a Registered Nurse at St Joseph Hospital in Reading who grew up in Tamaqua, PA, The Coal Region.

Together they embarked on a new journey as they opened the funeral home and wanted to provide dignified services to residents of Reading and Berks County at a most reasonable and affordable price. This desire continues to influence the funeral home policies today.

When World War II broke out, John was the only funeral director in this area to voluntarily close his funeral home to serve in the Army Medical Corps.

After the war he reopened his funeral home at 839 Washington Street and it remained there until

1969 when it made its final move to 625 N 4th Street at Centre Avenue in Reading's pristine Centre Park Historic District.

In 1974, John's son, Michael Feeney, joined the funeral home staff and is now the Funeral Director and Supervisor of the business. Michael, like his father, is a decorated war veteran. He served 16 months in Vietnam with the 1st Air Calvary Division and is the recipient of the Purple Heart for wounds received in combat. Michael later served 16 years in the PA National Guard in Kutztown and retired in 2006 with 22 years of service.

Today, 81 years after John opened the funeral home on 10th Street, we still go by his policy of providing "dignified funeral and cremation services at the most reasonable price" and invite families to call us for a 'no obligation price quote'.

**John P. Feeney Funeral Home, Inc.**  
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## Green Valley Dental strives to offer a positive dental experience

Green Valley Dental, a family-owned dental practice, opened its doors in 2013. The family friendly, “hometown feel” approach was created by Dr. Lisa M. Ciabattoni, and her husband, Dr. A.J. Giesa.

“At the time, we had just moved from the west coast where we were working in separate, busy practices, had two small children and realized our work/life balance needed some adjusting. We set our sights on creating an office together where not only could we deliver a very high standard of care but also offer a positive dental experience to the families of our community. We love seeing the familiar faces of the different generations of families we treat, peers of our children from their school and sports activities, and friends, new and old”, said Dr. Giesa.

Dr. Lisa Ciabattoni was born and raised in Wyomissing, PA. She attended Holy Name High School, Boston College, and Temple University School of Dentistry. Dr. Giesa grew up in Kennewick, WA. After high school, he attended Western Washington University and then ventured to the east coast for dental school. Like Dr. Ciabattoni, he completed his dental education at Temple University. Recently, they welcomed their fourth child, and have never been happier with the decision to “go all in” opening Green Valley Dental.

“We’ll never take the trust and confidence that our patients have in us for granted. We understand we’re an important part of their healthcare team and are committed to being CARING, HONEST, and COMPREHENSIVE 100% of the time. We will always strive to create a positive, comfortable, and family oriented environment, while upholding our strong commitment as a team to staying educated, professional and genuine,” explained



Dr. Ciabattoni.

In 2020 they welcomed Dr. Dan Ciabattoni (Dr. Lisa’s cousin) full time to the practice. Like Dr. Lisa, he is a Berks County Native, growing up in Wyomissing and attending Holy Name High School. He completed his undergraduate studies at the University of Vermont and also attended Temple University Kornberg School of Dentistry. Dr. Dan married his wife, Dr. Felicia Devine in 2021. She is a chiropractor and owner of WAV Chiropractic which is in the same building as Green Valley Dental in Sinking Spring.

“Just as we appreciate seeing the same familiar faces of our patients as they come in over the years, we strive to be that consistent, comforting team for them as well. For many, visiting the dentist can cause anxiety and stress...we hope to ease those emotions by being that friendly smiling face every time they enter the front doors,” said Dr. Dan.

The doctors are all active members of the American Dental Association, Pennsylvania Dental Association, and Berks County Dental Society. They look forward to serving Berks County together for many more years. Feel free to call or stop by anytime to meet them or ask questions!

### CUSTOMER SERVICE



METRO CREATIVE

Learning what customers want involves asking the right questions and getting to know a customer base more deeply.

## 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.




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*Dr. A.J. Giesa, Dr. Lisa M. Ciabattoni and Dr. Dan Ciabattoni*

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