

# Family Owned BUSINESSES

THURSDAY, FEBRUARY 24, 2022



## 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



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

*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



Larry Mastroieni with his sons, Nick and Larry 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."

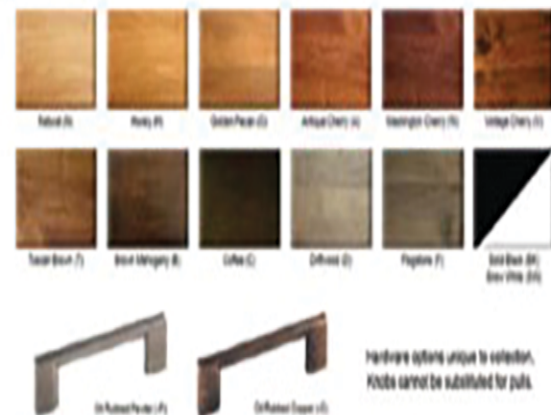
*Lawrence Mastroieni Jr.*

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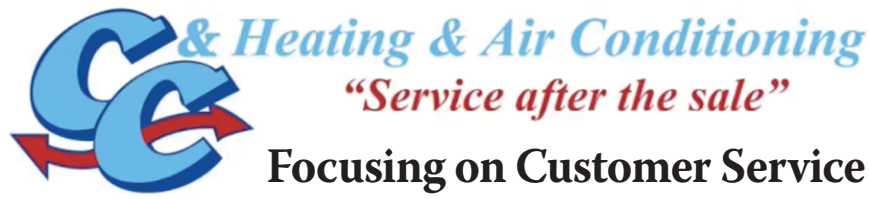


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## C&C Heating and Air Conditioning in business since 1972

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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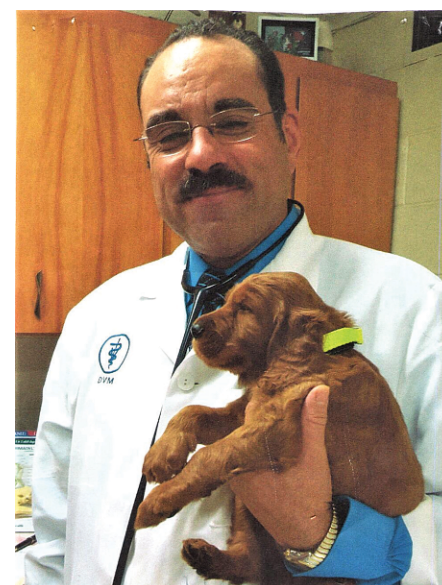
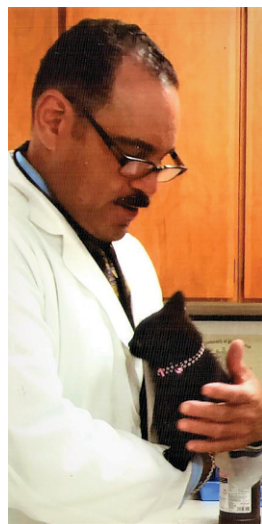


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**COLLABORATION**



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 doing so, look into local sup-

pliers 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.

**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.

## 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

John and Catharine 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.



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# C&C

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At C&C Family Roofing, we are committed to providing our customers with the highest quality products, fast reliable service and the most competitive prices. This is delivered by hard working employees who are committed to service, high standards, integrity, and pride in their individual and team performance.

Our company is family owned and operated business committed to serving our customer's needs.

We are a GAF/Master Elite Certified Roofing Contractor as well as a CertainTeed Shingle Master Company and certified in all aspects of roofing and home repairs. Certified contractors have met rigorous standards for professionalism and excellence when it comes to roofing.

We offer a wide range of siding types including aluminum and vinyl, different colors and textures and we are a licensed and authorized siding contractor. Our work stands out because we use only the best materials from top companies like CertainTeed, Mastic, Crane and Alside.

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We are committed to providing our roofing customers with the highest quality products, fast reliable service and the most competitive prices. This is delivered by hard working employees who are committed to service, high standards, integrity, and pride in their individual and team performance.

### Why Choose C&C Family Roofing

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Additionally, C&C Family Roofing provides a wide area of home replacement and repair services including siding, and seamless gutters. When you need a quality siding contractor or professional gutter repair and replacement services contact C&C Family Roofing for a free estimate.





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