READERS' CHOICE LOS MAINLINE medianews

Main Line Suburban Life Main Line Times

Clockwise from top left: 30 Main - 'Best Late Night Food' • Dr. Paul Bookman - 'Best Cosmetic Dentistry' • Laura Frustaci - 'Best Hair Coloring' • Southern Cross Kitchen - 'Best Burger' • Bryn Mawr Trust Co. - 'Best Community Bank' • Sheri David - 'Best Makeup Artist' • Ryan Christophers Restaurant - 'Best BYOB'

June 19, 2016

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BRYN MAWR OFFICE

2016 BEST OF MAIN LINE MEDIA NEWS

Congratulations! Our readers say you're tops

counted and our Main Line Me-more. dia News readers, your best customers, have chosen you as the best of the best for what you do.

You are the dedicated, independent business owners who help make up the fabric of our homes by providing painting, Susan Greenspon - Managing great communities of the Main Line region, from City Avenue to Malvern and beyond. The Best of Main Line Media News Readers' Choice Awards gives our readers the chance to say "thank you" for providing the great products and services they crave - and it's no small task in these times of competition from the big box stores and national chains.

You own the restaurants, ca-

counters at the dry cleaners, camera shops, jewelry stores and boutiques.

You reliably care for our cleaning, plumbing, electrical, roofing and gardening.

ical professionals and keep us manager healthy with spa services.

You fix our cars, and help us Mark Bruce - sales sell our houses or buy new ones. representative

There are too many categories to mention, so peruse our guide, Ducky Woods - sales find your name and give yourself representative a pat on the back.

You deserve to be honored Kathy O'Keefe - sales tering facilities, and take-outs with this annual award, one representative

The ballots are in, they're all that keep us coming back for that you can proudly display to let all of your customers know You're the faces behind the that you're someone on which we can rely to provide the best of the best.

Congratulations to you.

You treat our ailments as med- Eric Grabowski - Advertising

CONGRATULATIONS!

Announcing the 2016 Main Line Media News Readers Choice winners

Automotive

BEST AUTO BODY SHOP Pat's Superior AutoRepair

BEST AUTO MECHANIC Boyles Auto Repair

BEST COLLISION REPAIR CENTER

3D Auto Body & Collision Center BEST ACCESSORIES

BEST CAR INSURANCE

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BEST CAR WASH / DETAILING Spa Car Wash &

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BEST IMPORT CAR DEALERSHIP Audi of Wynnewood & Conshohocken

BEST TIRE STORE

United Tire of Paoli

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BEST ACCESSORIES Revivals Boutique

Menagerie Haverford Square

BEST ATHLETIC APPAREL Wayne Sporting Goods

BEST ATHLETIC FOOTWEAR Bryn Mawr Running

BEST BRIDAL SALON The Wedding Shoppe

BEST CHILDRENS ATHLETIC FOOT-

Wayne Sporting Goods

WINNERS » PAGE 6

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A special thanks to loyal readers for voting all three Main Line Senior Care Alliance communities the Best of the Main Line!

- Saunders House
- Bryn Mawr Terrace
- Impressions Memory Care at Bryn Mawr

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FROM PAGE 4

BEST CHILDREN'S CLOTHING BEST MEN'S FOOTWEAR As They Grow

BEST CONSIGNMENT SHOP FastDrop

BEST CONSIGNMENT SHOP

Line

BEST DESIGNER **CONSIGNMENT BOUTIQUE** Revivals Boutique

BEST DESIGNER SUNGLASSES **EMA Opticians**

BEST DRESSES Revivals Boutique

BEST EVENING DRESSES **RDM** Designer Outlet

BEST HANDBAGS Nordstrom

BEST INTIMATE APPAREL Hope's Chest

BEST LADIES SEPARATES Chicos

D'Amicantonio Shoes

BEST MEN'S SUITS Mainline Custom Clothiers

Yesterday's on the Main BESTRESORT WEAR Louella

> BEST SHOE STORE **Sherman Brothers Shoes**

BEST TEEN FASHION South Moon Under

BEST TEEN FORMAL WEAR Bedazzled Boutique

BEST UNIQUE JEWELRY Main Line Jewelers

BEST WATCHES Cooke & Berlinger

BEST WOMEN'S CLOTHING Louella

BEST WOMEN'S CLOTHING Linda Golden

BEST WOMEN'S FORMAL WEAR Bedazzled Boutique

BEST WOMEN'S SPORTSWEAR Louella

Food and Drink

BEST BAGELS **Bagel Factory**

BEST BAKERY The Bakery House

BEST BANQUET FACILITY Bolingbroke Mansion

BEST BAR FARE Glenmorgan Bar & Grill

BEST BBQ Barbacoa of Ardmore

BEST KEPT SECRET (RESTAURANT) Asiana Garden

WINNERS » PAGE 8

Congratulations to Paul K. Bookman, DMD and Bryn Mawr Dental Associates. Dr. Bookman was voted the 2016 winner in the category of Cosmetic Dentistry.



A big congratulation to B. Davison Smith, MD of Wynnewood who was voted Best Ear, Nose & Throat Specialist in the 2016 Reader's Choice.





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Winners

FROM PAGE 6

BEST BEVERAGE STORE Rosemont Beverage

Brick and Brew

BEST BOUTIQUE MARKET
Dibruno Brothers

BEST BREAKFAST Classic Diner

BEST BREW HOUSE
Iron Hill Brewery

BEST BRUNCH The Radnor Hotel

BEST BUFFET
The Radnor Hotel

BEST BURGER Southern Cross Kitchen

BEST BYOB Ryan Christophers' Restaurant BEST BYOB BISTRO

Tiramisu Cucina Romana

BEST BYOB FINE DINING

Viggianos

BEST CASUAL DINING
The Grog

BEST CASUAL ITALIAN DINING

Positano Ristorante & Bar

BEST CATERER
Main Line Cotors

Main Line Caterer

BEST CHEESESTEAK Larry's Cheesesteak

BEST CHICKEN CHEESESTEAK Dakota Pizza

BEST CHINESE RESTAURANT Hunan

BEST CHINESE
RESTAURANT
Margaret Kuo's

BEST CONTINENTAL RESTAURANT

Ship Inn

BEST COOKIESHope's Cookies

BEST CRAFT BEER
Tired Hands

BEST DELI Hymie's Deli

BEST DESSERTS

BEST DINER

Minella's Main Line Diner

Ultimate Bake Shoppe

BEST FAMILY DINING RESTAURANT Gullifty's

BEST FARMERS MARKET
Ardmore Farmers
Market

BEST FILETFleming's Prime
Steakhouse

WINNERS » PAGE 10

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FROM PAGE 8

BEST FINE DINING

Paramour, Wayne Hotel

BEST FINE DINING ITALIAN La Collina

BEST FRENCH RESTAURANT a la maison

BEST FROZEN YOGURT **YoCreations Yogurt**

BEST FRUIT BASKET Whole Foods

BEST GOURMET TAKE OUT Carlino's

BEST GROCERY MARKET Wegmans

BEST HOAGIES Primo Hoagies

BEST ICE CREAM Handel's Homemade Ice Cream & Yogurt

BEST INDIAN RESTAURANT Taste of India

BEST ITALIAN RESTAURANT La Collina

BEST JAPANESE RESTAURANT Harusame

BEST LATE NIGHT FOOD 30 Main

BEST MEAT MARKET / BUTCHER

Worrell's Butcher Shop

BEST MEDITERRANEAN RESTAURANT Tabouli Cuisines

BEST MEXICAN RESTAURANT

Tex Mex Connection

BEST NEIGHBORHOOD PUB The Pub of Penn Valley

BEST NUTS & CANDY The Head Nut

BEST PIZZA Dakota Pizza **BEST PREPARED FOOD** Dibruno Brothers

BEST PRODUCE MARKET Whole Foods

BEST PUB / BAR McCloskey's Tavern

BEST SALAD BAR Sweetgreen

BEST SEAFOOD Seafood USA

BEST SEAFOOD Ardmore Seafood

BEST SOUP Hvmie's Deli

BEST STEAKHOUSE Fleming's Prime Steakhouse

BEST STROMBOLIS Ardmore Pizza

BEST SUSHI RESTAURANT Sushi Nami

WINNERS » PAGE 12

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Winners

FROM PAGE 10

BEST TAKE OUT DINNER Dibruno Brothers

BEST TAPAS RESTAURANT Matador

BEST TEA SHOP Taste of Britain

BEST THAIFOOD Le Saigon

BEST WEDDING CAKE Aux Petits Delices

BEST WINGS Dakota Pizza

BEST WRAPS The Jerk Pit

Health and Beauty

BEST BARBER SHOP John Troncelliti

BEST CHILDREN'S HAIRCUTS Salon 31

BEST COSMETIC BOUTIQUE LaserDerm Skin Care Center

BEST DAY SPA Day Spa by Zsuzsanna

BEST FACIALS Cirillo Cosmetic Dermatology Spa

BEST FASHION EYEWEAR EMA Opticians

BEST FITNESS CENTER Focus Fitness

BEST FITNESS EQUIPMENT STORE

Gvm Source

BEST GYM Planet Fitness

BEST HAIR COLORING Salon Di Moda

BEST HAIR CUT **Opal Designs**

BEST HAIR SALON Prestige Salon

BEST HAIR STYLIST Joseph Ferrer, Opal Designs

BEST HEALTHCARE / VITAMIN STORE Vitamin Shoppe

BEST KIDS FITNESS YMCA Haverford

BEST KIDS FITNESS UMLY

BEST KIDS GYM Main Line Parkour

BEST MAKEUP ARTIST Sheri David at Jav Michael Salon

BEST MANICURE Zazen nail Spa

BEST MANICURE Polished Spa

BEST MASSAGE Hand & Stone

BEST MEDICAL DAY SPA Cirillo Cosmetic WINNERS » PAGE 14

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Open Table -"Diners' Choice 2014, 2015, 2016"

Main Line Today -

"Best of ML Mussels 2015" • "Best of ML Ladies' Night" "Best of ML Neighborhood Bar/Tavern 2016"

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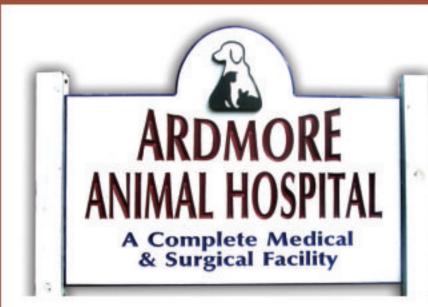




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Winners

FROM PAGE 12

Dermatology Spa

BEST MEN'S HAIR CUT Salon Di Moda

BEST PEDICUREEagleville Nail Salon

BEST PERSONAL TRAINER
Jim Beatty, FitnWell

BEST PILATES STUDIO
Body Precision

BEST SKIN CARE Cirillo Cosmetic Dermatology Spa

BEST SPA SALON Ame' Salon & Spa

BEST TANNING SALON 360 Degree Tans

BEST WOMEN'S HAIR CUT
Opal Designs
BEST YOGA STUDIO

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Home and Garden

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BEST CARPET CLEANING Albed Rug

BEST CARPETING
Boyle's Floor & Window
Designs

BEST CHILDREN'S FURNITURE Kids 'n Kribs

BEST CLEANING SERVICE Maxwell's Cleaning Service, Inc

BEST CLOSET DESIGNER
Terri Trevelise Closets by Design

BEST CRYSTAL & CHINA Brooks Gift Gallery

BEST CUSTOM FRAMER Frame Around

BEST CUSTOM WINDOW TREATMENT

Budget Blinds

BEST DOOR INSTALLER RS Woodworking

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NURSERY
The Garden Shoppe
WINNERS » PAGE 18



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In 2000 we launched our first Reader's Choice and one of the mainstays of Haverford Square, Linda Golden, has been voted best in a variety of categories for 16 years! This year, Linda is happy to receive the news of being voted "Best Women's Clothing" in the 2016 Reader Choice. Congrats again to this classy and chic boutique!



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(From left) Dr. Judith Shekmar, Dr. Lawrence Gallagher, Dr. Katie Springer, Dr. Steven Cantner, Dr. Felicia Hayes and Dr. Steven West (not pictured) Dr. Judith Greenamyer

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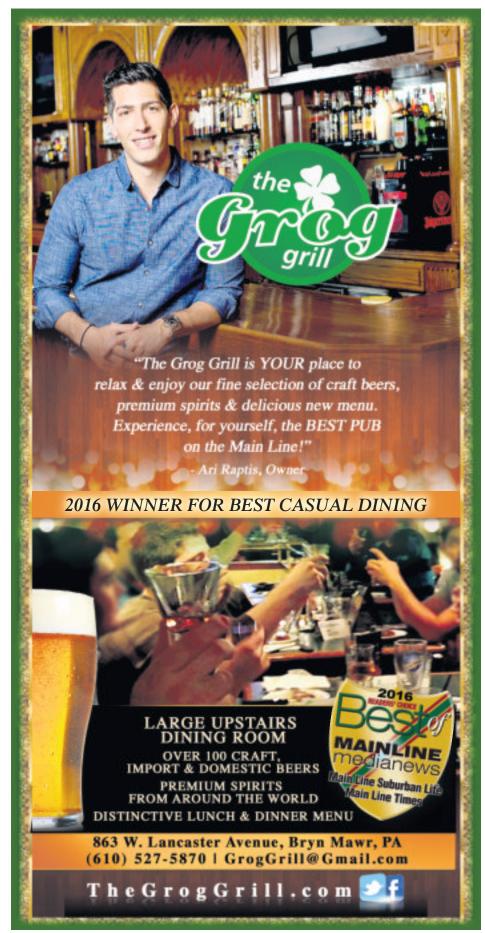
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FROM PAGE 14

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The Velvet Shoestring

WINNERS » PAGE 19



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Mary Bath Heil mann

_ Winners

FROM PAGE 18

BEST SECURITY SYSTEMS Vector Security

BEST SPECIALTY PAINTING John Neil Painting

BEST STUCCO REMEDIATION BEST ANTIQUE JEWELRY SRS Stucco Remediation Service

BEST WALL PAPER & PAINT

STORE

Sherwin Williams

BEST WINDOW & DOOR Tague Design Center

BEST WINDOW INSTALLER Austin Hepburn

Jewelry

Sandy De Maio

BEST ARTISTIC JEWELRY Optima Jewelers

BEST CUSTOM JEWELRY Optima Jewelers

BEST ENGAGEMENT RINGS Wayne Jewelers

BEST ESTATE JEWELRY Sandy De Maio

BEST JEWELRY REPAIR Optima Jewelers

BEST JEWELRY STORE Cooke & Berlinger

WINNERS » PAGE 20



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Photo by Howard Pitkow

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___ Winners

FROM PAGE 19

BEST UNIQUE JEWELRY & WATCHES

Farnan Jewelers

Medical

BEST ADULT (GENERAL) DENTIST

Main Line Family Dentistry: Anthony M Zalis

BEST ANIMAL HOSPITAL

Ardmore Animal Hospital

BEST CHILDREN'S DENTIST

Pediatric & Adolescent Dentistry of the Main Line BEST HOLISTIC HEALTH

BEST ALTERNATIVE/ **NATURAL HEALTHCARE**

Dr. Martin Orimenko @ Live Well Holistic

BEST AUDIOLOGY

Dr. Gail Brenner Hearing Technology assc.

BEST CHIROPRACTOR

King of Prussia Wellness Center

BEST COSMETIC DENTISTRY Paul K. Bookman, DMD

BEST DERMATOLOGIST Victoria A. Cirillo-Hyland, MD

BEST EAR NOSE & THROAT DOCTOR

B. Davison Smith, MD

BEST FAMILY DOCTOR Joseph Greco, MD

BEST GENERAL PRACTITIONER

Ellen Delea, MD

Dr Martin Orimenko, Live Well Hollistic Health Center

BEST HOME HEALTHCARE Surrey Services for Seniors

BEST INTERNIST

Dr. M. Jon Yardney, M.D.

BEST MEDICAL EQUIPMENT

Main Line Medical Supply

BEST OPHTHALMOLOGIST Francis J. Clark M.D.

BEST OPTICIAN Pearle Vision

BEST OPTOMETRIST

James R. Hall, OD

BEST ORAL SURGERY Edward L. Woehling, DDS

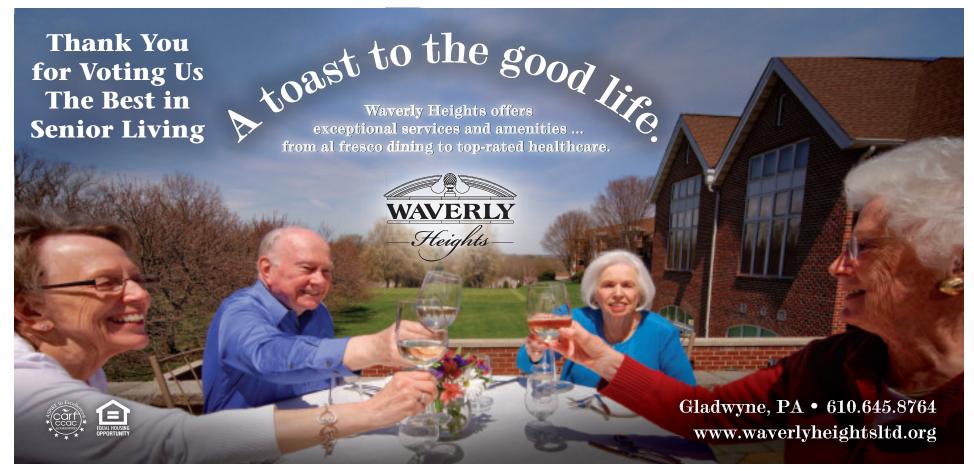
BEST ORTHODONTICS Anthony R. Costa, DMD

BEST PEDIATRICIAN Joanne K. Woehling, MD

BEST PHYSICAL THERAPIST Pat Colonna

BEST PLACE TO BUY A HEARING AID Kathy Landau Goodman Mainline Audiology

WINNERS » PAGE 21



Winners

FROM PAGE 20

BEST PLASTIC SURGEON Raymond D. Jean, MD

BEST PODIATRIST

James J Zaccaria Foot & Ankle Center

Bryn Mawr Rehab

BEST RESTORATIVE DENTIST

Hospital

Dr. James A. Vito. DMD

BEST SPORTS MEDICINE

Dr. Jenn Hartmann/ Strafford Chiropractic & Healing Center

BEST THERAPIST

Jennier Geiger Upper Darby

BEST THERAPIST Randy Sandler

BEST VETERINARIAN

Bryn Mawr Vet Hospital

BEST WOMEN'S HEALTH
Jocelyn L. Capraro, MD

Miscellaneous

BEST ANIMAL RESCUE Saved Me Adoption

Center @ Doggie Style Narberth

BEST ART INSTRUCTION

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West Laurel Hill

BEST CHRISTMAS SHOP

Valley Forge Flowers

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Coins & Currency of Wayne

BEST COMMERCIAL BANK

TD Bank

BEST COMMUNITY BANK

Bryn Mawr Trust

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Camp Kef (Kaiserman JCC)

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Bryn Mawr Dry Cleaners

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Bryn Mawr Flower Shop

BEST FUNERAL HOME

Stuard Funeral Home

BEST FURRIER

Stupp Furs

BEST GIFT BASKETS

bellaDONNA Gifts

BEST INNOVATIVE BUSINESS

Purposefully Networking
- Jennifer Lynn Robinson

BEST INVITATIONS

Argus Printing

BEST KENNEL

Bryn Mawr Veterinary

BEST MUSIC LESSONS

Main Line School of Rock

WINNERS » PAGE 22



Frank Leto (center), Bryn Mawr Trust President and CEO, Therese Trainer (right of center), Bryn Mawr Branch Manager and the Bryn Mawr staff of Bryn Mawr Trust thank the reader's for voting Bryn Mawr Trust best Community Bank in the 2016 Main Line Media News Reader's Choice Awards.



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FROM PAGE 21

BEST MUSIC SCHOOL Main Line Music

Academy

BEST NEW BUSINESS Snap Kitchen

BEST PHOTOGRAPHER (ART) Miriam Sandler

BEST PHOTOGRAPHER (FAMILIES/PORTRAITS)

Dan Brody Photography

BEST PICTURE RESTORATION

ACA Paper Restoration

BEST PRESCHOOL Gateway School

BEST PRINTER

Professional Duplicating

BEST SIGNS/BANNERS Signs by Tomorrow

BEST SPECIALTY SPORTING

GOODS

Wayne Sporting Goods

BEST TUXEDO RENTALS

Iacobucci Formal Wear

BEST WEDDING FLOWERS

Valley Forge Flowers

Out and About

BEST ADULT DANCE STUDIO

Fred Astaire Dance Studio Wayne

BEST ART GALLERY

Wayne Art Center

BEST ART CENTER

Main Line Art Center

BEST BED & BREAKFAST

Wayne Bed & Breakfast INSURANCE

BEST BOOK STORE

Barnes & Nobel

BEST HOTEL

Wayne Hotel

BEST LIVE BAND

Chico's Vibe

BEST HORSE BACK RIDING

Thorncroft

BEST LIVE MUSIC VENUE

30 Main

BEST THEATER (MOVIES)

Bryn Mawr Film Insti-

BEST THEATER

(PERFORMING ARTS)

The People's Light and Theatre

BEST WEDDING RECEPTION

LOCATION The Radnor Hotel

Real Estate

BEST HOME OWNERS

Cellucci Foran Insurance

BEST LUXURY

CONDOMINIUMS

Grays Lane House

BEST MORTGAGE COMPANY

Philadelphia Mortgage Advisors

WINNERS » PAGE 24



Gail B. Brenner, Au.D./owner Doctor of Audiology

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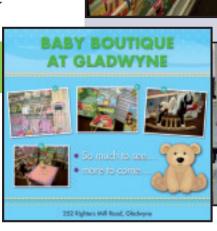


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Winners

FROM PAGE 22

BEST REAL ESTATE COMPANY

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BEST REALTOR

Maria Micolucci-Coldwell Banker Preferred

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BEST RESIDENTIAL CONSTRUCTION

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Rosemont Presbyterian Village

BEST 55 + COMMUNITY Shannondell

BEST ASSISTED LIVING

Rosemont Estate Community

BEST CONTINUING CARE BEST RETIREMENT

Bryn Mawr Terrace

BEST INDEPENDENT LIVING

Rosemont Presbyterian Village

BEST NON-MEDICAL SENIOR

Main Line Times

CARE

MAINLINE

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Angel Companions

BEST NURSING HOME

Bryn Mawr Terrace

BEST PERSONAL CARE

Impressions @ Bryn Mawr

WINNERS » PAGE 26





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FROM PAGE 24

BEST SENIOR CENTER

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BEST SENIOR SERVICES

Surrey Services for Seniors

Services

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Anna J. Sachs, CPA

BEST ACCOUNTING SERVICE Stephano Slack LLC

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BEST COMPUTER SERVICE MShop 360

BEST DOG / CAT GROOMER

Doggie Style Pets-Verien Brotzmen, groomer

BEST DOGGIE DAY CARE

Bryn Mawr Veterinary Hospital

BEST EDUCATIONAL

SERVICES Educational Services,

Wayne

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BEST INSURANCE AGENT Tom Foran - Cellucci Fo-

ran Insurance

BEST INSURANCE COMPANY Cellucci Foran Insurance

BEST LAW FIRM Silver & Silver

BEST LAWYER Dawn Sunday, Esq

BEST LIFE INSURANCE

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Jason Hoffman- Health Markets

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BEST WEDDING DESIGNER

Lynda Barness @ I DO Wedding Consulting

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Surrey Consignment

WINNERS » PAGE 28



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___ Winners

FROM PAGE 26

BEST ARTS & CRAFT STORE Paper Source

BEST BEAD STORE The Bead Garden

BEST BIKE SHOP M&M Two Wheelers

BEST BRASS SHOP Wolfe's Baldwin Brass Center

BEST CAMERA SHOP Camera Shop

BEST CARD & STATIONERY STORE

Pen & Paper

BEST CIGAR STORE Tinderbox

BEST CLOCK STORE John Fish & Son

BEST FABRIC STORE Calico

BEST FRAMING STORE Wayne Art Supplies

BEST GIFT SHOP **Brooks Gift Gallery**

BEST MUSIC INSTRUMENT STORE

Danny's Guitar shop

BEST PARTY SUPPLY STORE

MAINLINE medianews Main Line Suburban Life **Main Line Times**

Party Shop of Berwyn

BEST PET SHOP Doggie Style Pets

BEST PET SUPPLY STORE Doggie Style Pets

BEST PET SUPPLY STORE Braxton's Animal Works

WINNERS » PAGE 30



Glenmorgan Bar & Grill at The Radnor Hotel won "Best Bar Fare"; their Chicken Wings are a popular menu item.

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JUNE 2016

Winners

FROM PAGE 28

BEST PHARMACY

Gladwyne Pharmacy

BEST PHOTOGRAPHY STUDIO

Brenda Carpenter Photography

BEST PHOTOGRAPHY STUDIO

Todd Rothstein Photography BEST SHOPPING CENTER Haverford Square

BEST SHOPPING CENTER Eagle Village Shops BEST SKI SHOP

Buckman's Ski and Snowboard Shop

BEST SPORTING GOODS STORE

Wayne Sporting Goods

BEST STATIONERY STORE
Pen & Paper

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BEST UNIQUE STORE
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BEST VAPE STORE Vegas Vapes Bryn Mawr **Sports Camps**

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Phillies at ESF

BEST BASKETBALL CAMP NXTsports

BEST DANCE CAMP
First Position Dance Arts
NUTRITIONIST

BEST FOOTBALL CAMP Villanova Football Camp

BEST LACROSSE CAMP NXTsports BEST SPORTS CAMP Young Sports

BEST TENNIS CAMP Julian Krinsky

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Concepts

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NUTRITIONIST
Ashvini Mashru of
Wellness Nutrition

BEST FINANCIAL ADVISOR
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Saunders House

BEST SHORT TERM REHAB

BEST LOCKSMITH
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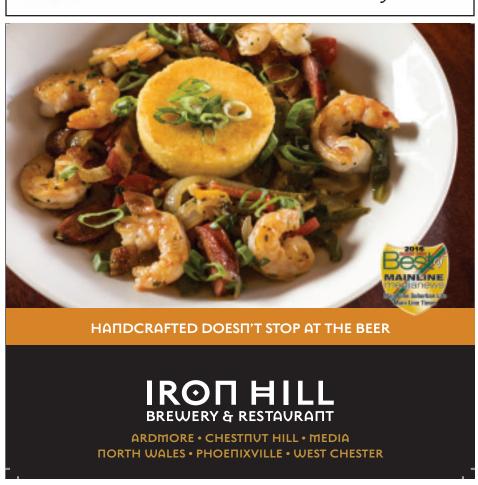


Salon di Moda owner, Laura Frustaci, takes a moment to smile for the camera. Salon di Moda is again the winner of Best Hair Coloring & Best Men's Haircut. Congratulations to a great staff and a big "THANK YOU to the Readers for voting us the best again!" Salon di Moda has been a winner since 2010!



The management team at The Payroll Factory, voted Best Payroll Company for the 4th year in a row, are Vice President Meg Eynon, Director of Sales Jason Saul (standing), and President Allen Noll.





SHOP LOCAL

Communities celebrate local businesses

goal of many would-be en- years; and 66 percent dur- the community, making it a trepreneurs. Being your ing the first 10. own boss has certain perks, including making your own hours and not having to re- there are many things res-

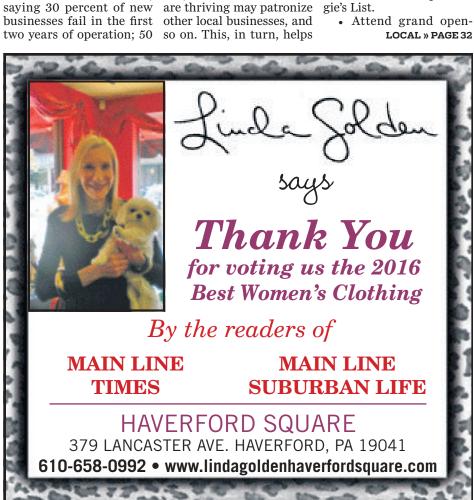
a lot of work, especially for their communities. new business owners trying to get their businesses locally not only supports ize the business. Speak up off the ground. According local businesses, but it also to Bloomberg, eight out of 10 entrepreneurs who start businesses fail within 18 months of opening their munity, which can benefit doors. The Small Business Association indicates the numbers are not so dire, fect, as local businesses that websites such as Yelp or An-

Owning a business is the percent during the first five grow other businesses in

Local businesses face an uphill battle to survive, but But owning a business is these valuable additions to

contributes to the local economy. Shopping locally keeps money in the comeveryone. Shopping locally produces a trickle-down efnicer place to live and work.

· Spread the word. Wordof-mouth advertising is effective. A respected memport to anyone but yourself. idents can do to support ber of the community who shares a good experience with a local business may • Shop locally. Shopping propel others to patronwhen you feel a business owner has provided an exceptional level of service. Recommend a company to friends and neighbors. You also may want to review a business via online rating gie's List.



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Local

FROM PAGE 31

ings. Each community is unique, and often the vibe of a community is defined by the businesses that call that community home. Attend grand openings to show you are invested in the quality and vitality of your community. When others see a business doing well, they may be more inclined to shop there as well.

· Apply for work. Another way to support a local business is to work for one. Small local businesses employ millions of people across the country, and many foster great working environments. In addition, small businesses are known for their customer service, and employees often become experts in their products and services because small businesses.



Small businesses benefit communities by boosting the local economy.

of the hands-on experience ing local businesses can in- ways. they gain while working for still a sense of community pride and benefit the lo- Courtesy of Metro Creative

Supporting and celebrat- cal economy in a myriad of

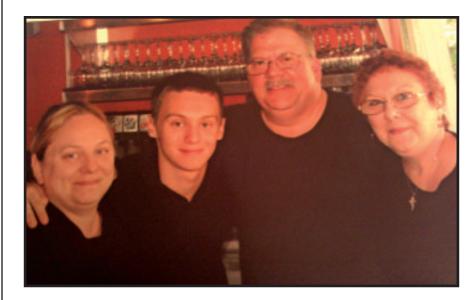




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SPREAD THE WORD

How entrepreneurs can spread the word about their businesses

uphill battle when starting their tention to their products and serbusinesses. Whereas the competition in business has always been stiff, many trailblazers of vesteryear typically competed against 66 percent of small businesses only other locally owned businesses. But thanks to the Inter- While that number should calm net, businesses are now compet- the nerves of entrepreneurs faing on a national, if not global, miliar with the widely circulated

Today's entrepreneurs face an for businesspersons to draw at-businesses fail, it's important to owners. vices.

According to the U.S. Small Business Administration, roughly will survive their first two years. stage, making it harder than ever statistic that eight out of 10 small

note that the five-year survival rate of establishments opened between 1994 and 2010 was just about 50 percent. A 50 percent chance to be in business five years after opening is certainly better than a 20 percent chance, but a 50/50 shot at being in business five years from now is unlikely to excite many prospective business

When starting out, small busicrowded marketplaces. Though the following strategies might take time and some trial and erness owners can greatly increase likely to use, and establish a protheir chances of being successful

by committing to marketing.

• Start early. Entrepreneurs ness owners must find ways need not wait until the doors of to make their presence felt in their businesses open to start spreading the word. In fact, waiting until the doors open may be too late. Take to social media ror before a business starts to sites, particularly the ones your draw some attention, small busi- target customer base is most

WORD » PAGE 42





"Thanks for the notice, we are thrilled" was the reaction from the folks at Boyle's Floor and Window Design when told they were winners in the 2016 Reader's Choice. Boyle's is proudly family owned for over 75 years. Located in Broomall and West Chester. Boyle's was voted best Carpeting & Floor Covering. Boyle's personal service is making a difference and they thank the readers. Pictured are Don Schexnayder and Carol Halloran.







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HAVERFORD CONSHOHOCKEN 36 BEST OF THE MAINLINE | MAIN LINE MEDIA NEWS

COMMUNITY

Shopping locally can help you and your community

Today's consumers have rience. more shopping options at their disposal than they did one's fingertips, more and

The benefits associated with shopping locally are in years past. Though the In- many, and the following are ternet may put the world at just a few reasons why shoppers may want to look no furmore shoppers are discover- ther than their own commufor a superior shopping expe-next shopping excursions.

Keeps money in the local economy

Locally-owned businesses often put a larger share of their revenue back into their communities. ing that buying locally makes nities when planning their Small business owners may **COMMUNITY** » PAGE 41

JUNE 2016

Though the Internet may put the world at one's fingertips, more and more shoppers are discovering that buying locally makes for a superior shopping experience.

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38 BEST OF THE MAINLINE | MAIN LINE MEDIA NEWS

JUNE 2016

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MEETING DEMAND

Ideas to grow your business

turning it from a startup into a successful enterprise, but business owners often grow your business so you can build on your initial success.

tion. Physical expansion new store? Physical expanis often the first idea that sion can be good for busicomes into business own- ness, but it's often most sucers' minds when they are cessful when business ownthinking about how to grow ers have a solid management to grow your business and their businesses. But physiteam already in place, which cal expansion is not al- allows owners to spend time ways the best way to grow at both locations. a business. Before deciding to open a second location, consider consumer trends to istration notes that diverdetermine if your company sifying is a strong growth has staying power, and eco-strategy, providing multinomic trends to determine ple streams of income that brick-and-mortar stores. if the economy is healthy can help business owners

Growing a business may enough to support both your survive the slower months not prove as challenging as initial location and any additional locations you plan to open.

Another thing to consider agonize over the best way to before opening a new locagrow their businesses. The tion is your management following are a few ideas to style. If that style is very hands-on, then who will manage your new location, or your existing one if you • Open a new loca- plan to oversee things at the

• Diversify your offerings. The Small Business Admin-

when sales tend to dip. Businesses known for a particular product may want to offer complementary products or services or import or export others' products. Startups often credit loyal customer bases when citing their reasons for surviving their first few years, and such customer bases already trust your brand. Expanding that brand to include complementary products or services is a logical next step build on the credibility you worked so hard to achieve with your customer base.

• Develop an app. Many of today's successful startups had Web sites even before they opened the doors to their more traditional

GROW » PAGE 43





Community

FROM PAGE 36

be more inclined to employ local residents, giving more people in the community solid employment. Business owners may reach out and support other neighborhood efforts, such as fundraising initiatives for charities and schools. By shopping at local stores, you have a hand in supporting these efforts suppliers.

as well.

Save money

When factoring in travel time and the cost of fuel, shopping locally makes more sense than driving to a faraway mall. In addition, repeat customers who establish a rapport with a local business owner may find that such owners are more inclined to price match or work with loyal customers to find lower prices through

Diversify your home and lifestyle

Shoppers who prefer more unique styles may find local businesses cater to their needs better than large chain stores. Larger retailers offer the same products to customers regardless of where those customers live, so a person in California may be decorating his or her home with the same furnishings as a person in North Carolina. But local shops tend to produce more unique items that

Promote entrepreneurship

Small businesses are an essential element to the than a big chain in a particcountry's economic growth. By shopping locally, consumers are showing their support for this important segment of the national economy.

Help establish local pride

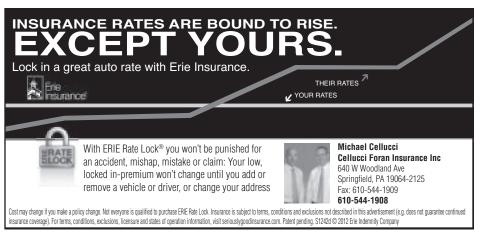
Independent shops con- Attract other are not available nationwide. tribute to the fabric of a community and what makes it special and unique. Tourists and other visitors will be much more inclined to remember a local shop rather ular neighborhood. When travelers want to get a feel for a community, they seek out small, local stores that are much more likely to stock a high percentage of locallysourced goods.

businesses

Private and public sector businesses tend to gravitate around anchor stores. Should a local store be successful, banks, restaurants, salons, and other businesses may move in as well.

Shopping locally benefits consumers in various ways, many of which contribute to a healthy local economy.

Courtesy of Metro Creative







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Seated in one of their four restaurants, three in Conshohocken and the new addition last April in Ambler, Gypsy Blu, Marianne Gere and Kim Strengari are happy to accept the honor of "Best Burger" awarded to Southern Cross Kitchen in Conshohocken. Congrats ladies for serving up the very best!

Word

FROM PAGE 35

business. Update the status of your business at least once per week as you draw closer to your grand opening.

· Start blogging. Blogging about your busiminutes.

way to spread the word uct reviews. A recent sur- to review your products are no doubt proud of you about your products and vey from Jupiter Research as a means to spreading for going out on your own, services. When creating found that 77 percent of content, make sure it can people take the time to be easily shared through read reviews of a product file of yourself and your Facebook and other social or service before making media platforms. Such an online purchase. Small content can go from be- business owners can use ing seen by one potential that to their advantage customer to being seen by by encouraging customhundreds in a matter of ers to review their products and services. In ad-• Encourage reviews. dition, before opening ness and posting content Few modern consumers your business, contact loto that blog that's easily make a purchase without cally based bloggers and your friends and family Courtesy of Metro Creative shared is another effective first reading some prod- offer them the chance

buzz before opening your so expect them to be endoors.

ily and friends. Friends and family members face a big challenge in getare wonderful assets for ting their businesses off small business owners. the ground. But there are Ask friends and family ways to spread the word to spread the word about and increase your chances your business via social of being in business for Small business owners face media and traditional many years to come. word of mouth. Many of

thusiastic when asked to • Seek help from fam- help spread the word.

Small business owners



a big challenge in getting their businesses off the



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Grow

FROM PAGE 40

While a strong Web presence is essential for many of today's businesses, business owners can now go one step further and cre-

from your store or halfway around the globe. • Form the cost of producing new an alliance with other busi- products. Other businesses nesses. Rather than diverallready have lists of proate their own smartphone sifying their product of- spective customers who or tablet app. Such apps can ferings, some business may need your products, allow customers to peruse owners have found it's eas- and vice versa. your offerings, place orders ier and more profitable on-the-go and perform a to form an alliance with

to your business without ready sell complementary using a computer. An app products. Such an alliance can introduce your business can be good for both busito a whole new crop of po-nesses, as each can expand tential customers, whether its customer base without they live around the corner the kind of effort it takes to open a new location or

host of other tasks related other businesses who al- Courtesy of Metro Creative Chiropractic Care

for families.

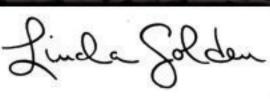




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FAILURE IS AN OPTION

Odds are stacked against small business

thrive. The Small Business Asso- their dreams. Investing in busiciation states that 30 percent of nesses that are trending upward new businesses fail during the is one way to avoid falling vic-50 percent fail during the first following are some business opping 66 percent go out of busi- in the years ahead. ness within 10 years of open-

There are no guarantees that ing. Despite those odds, plenty nology market is thriving, and tively underfulfilled service are first two years of opening, while tim to small business trends. The

small businesses are going to of entrepreneurs still pursue businesses designed to provide created, and new businesses can medical resources or make treatments easier and more effective are in high demand.

"cloud" remains an evolving Baby Boomers have passed refive years in operation. A whop- portunities that figure to thrive part of both personal and business computing. Each day, new

be built entirely on cloud interaction.

• Senior care: Seniors are liv-• Cloud businesses: The ing longer, and a great deal of tirement age. Opportunities for senior-related services continue • Medical: The medical tech- methods of harnessing this rela- to grow. These can include every- Courtesy of Metro Creative

thing from housing options to delivery and catering services.

· Yoga and fitness: People spend billions of dollars on voga classes, supplies and attire, as The Economist predicts the yoga industry will exceed \$8 billion by









Bryn Mawr Terrace, Impressions at Bryn Mawr and Saunders House, all winners in the 2016 Readers Choice share a photo of Saunders House employees take at the 2016 Alzheimer's Walk. Featured from left to right are Devin Bannerman, Joy Bannerman, Diane Simon, Margie Hennessey, Fay Ray, Loretta Foster, Cathy Town, Brittany Hargrove. Congratulations to all for being part of a winning team!

What is a small business?

According to the Small Business Administration, a small business is defined as an enterprise with fewer than 500 employees. By that measure, the SBA notes there are nearly 28 million small businesses in the United States, more than 22 million of which are self-employed men and women with no additional payroll or employees. With so many small businesses to choose from, it's no wonder that more than half the working population works in a small business. The SBA also highlights the important role that small businesses play in generating new jobs, noting that, since 1995, more than 65 percent of the net new jobs have been generated by small businesses. Despite their strength in numbers, small businesses still face an uphill battle to survive for the long haul. SBA statistics indicate that seven out of 10 new employer firms survive at least two years, but those figures drop considerably as time goes on, with only 50 percent surviving at least five years, one-third making it to their tenth anniversary and just 25 percent staying in business for 15 years or more.

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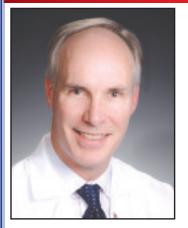
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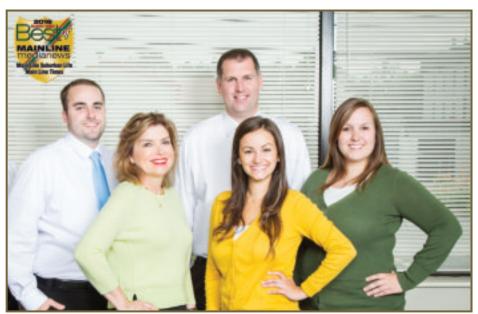
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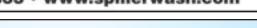
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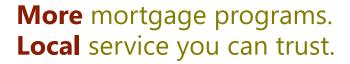
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