



February 2010

Newsletter



Next Meeting

February Dinner Meeting

Please join us on

Wednesday February 10, 2010 6 PM

pattymac's cafe

Reservations: Call Linda Sticklin 610 764 1638

Cost:\$25

Speaker Rep Paul Drucker

Pennsylvania House of Representatives 157th District

Member Highlight

Deborah Bettcher

Decorating Den INTERORS



As owner of Decorating Den Interiors, I am pleased to provide a wide breadth of products from custom designed window treatments to carpeting and area rugs, wall covering, custom furniture, lighting and accessories. We are a full service design company providing everything from concept to installation. I pride myself on working creatively within each client's budget and lifestyle. And my shop at home service has saved my clients countless hours of endless shopping for just that perfect item. If you're looking for a decorator who is easy to work with, keeps your budget in mind, decorates around your lifestyle, and believes that designers should be as excited about decorating their client's homes as their own, please give me a call at my studio 610.964.8403 My affiliation with Decorating Den Interiors enables me to pass on the benefits of the company's 40 year reputation as North

America's premier home furnishings company. We have been featured in nearly every major home shelter magazine and have appeared in well over 300 HGTV and Discovery shows. To learn more visit my webpage: <http://www.decdens.com/dbdesign>

Not only do I offer decorating workshops for local organizations that are entertaining

and inspiring, I am also always looking for professional painters, carpenters, bath and kitchen specialty people and remodelers to partner with so that we can promote one another to our clients. For successful referrals, I offer gift certificates for two to the restaurant of your choosing.

When I'm not busy helping my clients, I wholeheartedly believe in giving back to the community. This past November, I redesigned a space in the Marketplace Design Center to benefit Design for a Cause. In addition, I enjoy mentoring young women through the Center Foundation. This spring I was on the planning committee for the Radnor Conservancy fundraiser to restore an historic cottage and develop a community farm. I continue to support the local business community as an active member of the Berwyn Devon Business and Professional Association and the Mainline Chamber of Commerce.

Studio:610.964.8403
Mobile:610.574.4666



January Breakfast Meeting - Two Speakers and a Good Turnout

The January meeting was a very well attended breakfast hosted by the Easttown Library and Information Center. Member Pat McElaney of pattymac's cafe provided a delicious full breakfast topped off with pastries and plenty of coffee to send us all off ready for a full day's work.

Two speakers provided very different information about the Berwyn Devon area. Alan Silverman, Director of the Easttown Library & Information Center, demonstrated the various business databases that are available to members of the Chester County Library System in a very informative presentation. Within moments Alan showed how the database could find businesses and categorize them with just a click of the mouse. For years the Association has tried to figure out how many businesses actually operate in the Berwyn Devon Business area and in just seconds Alan had the whole list of some one thousand businesses existing in the Berwyn Devon zip codes. Alan pointed out all these databases are available to any of our businesses along with their library membership.

The second speaker was Jack Ansley from John H. Ansley Photography. Jack reported on last summer's popular Walking Tour of the Village of Berwyn which the members of the Business Association have helped sponsor along with the Chester County Parks and Recreation Department.





Bank and Post Office
Berwyn, PA

Almost two hundred visitors came to Berwyn in the evening of August 13 to join tour groups that led them throughout the village where they could learn about Berwyn in the early part of the twentieth century. The report was accompanied by a program of some of those highlights of Berwyn History and development from a small service community first to the wagons along the turnpike (Rt 30) and then to the railroad that completely changed to region in the 19th century. A PDF file is posted on the website with the buildings that were part of the tour.

Up Coming Events

- February 10 Dinner Meeting with Rep Paul Drucker
- March 3 Special Breakfast Meeting at Devon Manor with Speaker Anna Balfour
Winning Under Pressure: Understanding and Managing Stress
- March 10 BOWLING Details TBA
- April 14 Dinner Meeting at the Paddock with Vanguard Group CFO Gus Sauter
This meeting will be open to neighboring Associations
- May 15 Berwyn Victory Run - The Association is sponsoring the "Kid's Race"

The Business of the Year Award and the Citizen of the Year Award forms are attached to this newsletter. It is time for all members of the Association to submit their nominations for these prestigious awards presented at our Annual Dinner in June. Nominees for the Business Award must be a member of the Association. Citizen of the year does not have to be a member.

At the February meeting the President and Treasurer will report on this year's donations to various charitable and community organizations. The Association members Discount Program will be introduced and explained. The idea is to give to members cards that will be distributed to customers and clients offering various discounts offered by participating members of the Association. These discounts will be listed on the www.berwyndevonbusiness.com website which is the information that will be put on the cards. This should help drive people to our website and to our businesses as well. Great Idea!