

SB&PA JULY 2024 NEWSLETTER

This Newsletter is normally prepared after the monthly BOD's Meeting which is usually the Second Tuesday of every Month.

PLEASE READ THIS NEWSLETTER, print it, save it, mark your calendars for events and REPLY where requested. This will likely be the only email communication you will receive from the business association for this month. So please read. The Dues Notices for 2024 went out in mid-February. If you have not yet sent in your dues for this year (\$75.00), you can do so by mailing a check to P.O. Box 144 Southampton, PA 18966. We always ask that payment be made by March 31st each year. Non-payment may result in being removed from the website and from our email chain.

We have recently made a change to a new Web Consultant and website vendor. We are very excited about the new company. The owner of the company lives right here in Southampton, PA. We are hoping to improve in several areas including email distribution. The website overall is unique and pretty impressive. Our website address is: www.southamptonbusiness.org. The contact information for the Web Consultant is now on the first page of our website.

As most know by now, our annual Danenberger picnic (scheduled for Tuesday, June 25, 2024 at Tamanend Park) had to be cancelled because none of the 2024 winners were able to attend to receive their award checks. We hope to see them at our July lunch event.

Our most recent membership lunch meeting took place on April 23, 2024 at 12:00 at Maggio's. Our speaker was the Upper Southampton Township Manager, Don Williams. He gave us an update on township matters. The theme for the meeting was "Advertising & Marketing in the Community." We invited some of the local publications. The meeting overall was a nice affair and the Italian food was excellent.

Our next membership lunch will be Tuesday July 23, 2024 at 12:00 noon at the General Restaurant. See the flyer attached for more details. We hope to sit out on the deck and enjoy burgers, wings and salads, etc. Our speaker will be a representative from our new website company. We are hoping that the Danenberger award winners will be present.

Please note that we now have a SCHEDULE set forth/posted on the website listing upcoming events that we are planning for the year.

Southampton Days: This year our organization once again sponsored the BINGO at the Southampton Days week long fair which ran from July 1-6. (No more cooking porkroll in 100 degree heat.) Instead, we extended \$50. each night for the final Bingo pot of the evening. In return, we requested that they do promotions during the evening telling people about our business association. The goal was to get some PR. All went very well. Each year we also encourage our members to come out to the fair and hang out at the bingo tent area – another way to network together and also spend time with others in the community.

The CEF Golf Outing: Our organization was a hole sponsor for the CEF annual Golf Outing which took place on Monday, June 17, 2024 at Spring Mill Country Club. The event is now known as the "Bruce Beaton Memorial Outing" in memory of our long-time member, Bruce Beaton.

The Southampton Police Outing: Our Association is planning to be a hole sponsor for the Southampton Police golf outing which is scheduled for Monday August 12, 2024 at Spring Mill Country Club. For info call Derek Gale 215-783-9143.

The focus for our Association is: **MARKETING, NETWORKING and COMMUNITY EVENTS.**

CITIZEN OF THE YEAR ANNUAL AWARD BANQUET. Each year the Inner-Service Club of Southampton has a banquet to honor someone as Citizen of the Year. The winner is required to be a Southampton resident. This year the banquet was held on Wednesday May 8, 2024. The 2024 Citizen of the Year was Adolph Schneider. Our President, Gerry Bowen attended the event on behalf of our association.

SAD NEWS. Over recent weeks we lost two long-time members who passed away: Ron Richardson and Dr. Norman Bailey, Sr. Let's keep their families in our thoughts and prayers. Our Association sent a flower arrangement to each of the funerals.

Our new Website is up and running! Check it out at: www.SouthamptonBusiness.org. To RSVP for events or to contact our association by email, the email address for our association is: Southamptonbpa@gmail.com. If you need something concerning your website listing or to discuss our website features in general, please contact our website consultant. Their contact info is on the front page of the website. Please email them with any website issues. If you need to speak with someone by phone regarding our business association, you can call our President, Gerry Bowen at 215-704-4512.

*Reminder at each luncheon/event, we raffle off a gift certificate from the location we are eating at or purchased from one of our restaurant members involved with the event. We want to promote our area restaurants.

PLEASE NOTE: We encourage all our members to send an email directly to our new Website Company Consultant if the member wants to put their own personal events on our **COMMUNITY EVENTS CALENDAR** or if a member wants to discuss their website listing or if a member wants to place a job posting in our new Employment Corner. Please email our website consultant directly with any info or questions.

PLEASE ALSO NOTE: That with your membership in our group we provide an annual email blast program (One email blast opportunity per year per member). Anyone interested, please contact our website consultant to make arrangements.

Association Marketing & Advertising News:

1. Our Association has ADs in the current editions of the Carrier Pigeon publication and the Uptight Suburbanite publication. In fact, member John Altimari has generously offered to pay for us to have the Ads in those publications. Thank you very much, John! Given the “win win” situation for all involved, we have extended a free annual membership to John Altimari. He said “Not necessary.”
2. Our Association also will continue to have an Ad in the Fall/Winter and Spring/Summer editions of the Upper Southampton Township and Park & Rec Newsletter which comes out twice a year.
3. The SB&PA again was a sponsor for the Centennial Education Foundation (CEF) Bruce Beaton Memorial Golf Outing on June 17, 2024 at Spring Mill Country Club.
4. Our Association will try to have Field Banners put up on the local sports fields this Fall to advertise and also help support the children’s sports programs. The same Banners were used for our Parade Float in the 2022 Southampton Days Parade.
5. Our Association had an Ad in the Southampton Days Book again this year.
6. Our Association will be a hole sponsor for the Southampton Police golf outing which will take place on Monday August 12, 2024 at Spring Mill Country Club. For info call Derek Gale 215-783-9143.
7. We ordered, paid for and installed a new garden plaque for the Veteran’s Memorial Plaza which is located at the corner of Street Road and Second Street Pike. The new plaque commemorates how our business association members have helped take care of the corner for decades.
8. We are thinking about a similar type plaque, a kiosk or signs to be installed and associated with the new Hiking and Biking trail, part of the Pennypack Trail that now goes thru Southampton. More info to follow.
9. We were spotlighted in the December 2023 issue of the local Southampton Spirit Newspaper Publication.
10. CHRISTMAS LIGHTS UPDATE: As some know, our association did all the efforts to hang the Christmas Lights a/k/a The Holiday Lights in Southampton for approximately 35 years. The work necessary overall was enormous. Many people in town did not even know we did the lights, they thought it was the Township. Eventually, we reached the point in recent years where we simply could not do the project anymore because we did not have the manpower. We asked the Township to take over the project. Meetings took place over many months where a new issue/obstacle arose which was PECO advising of a new charge of \$150.00 per pole to hang the light fixtures (approx. 70) each year. The Township eventually decided that they did not want to take on the project. Then the skies started to brighten. PECO advised they would waive the

proposed pole fees and the Southampton Days Committee stepped forward and announced that they willing to try and take over the project. At the December SBPA BOD's meeting it was unanimously approved to sign over ownership of all the lights equipment to the Southampton Days Committee. Our Board also voted unanimously to do our best within reasonable limits to continue with financial support of the project each year. That way, we can continue to play a role in the holiday lights. The Lower Southampton Spirit Newspaper printed a nice article about the transition in their December 2023 issue.

In Other Community News:

1. There is a new road sign for local Civic groups now finished on Street Road as you enter Southampton coming from Feasterville. Our Association is included on the sign.

We want to shout out a big "Thank You" to Chris Pastorino and Pastorino Landscaping LLC who has performed a lot of landscaping work at Veterans Memorial Corner which is the southeast corner at the intersection of 2nd Street Pike and Street Road. The corner looks great. Thank you, Chris!!!

See also the new COMMUNITY EVENTS CALENDAR feature on our website:

www.SouthamptonBusiness.org

Our current Board of Directors and Officers are listed on our website. Anyone interested in joining the board, just contact our President, Gerry Bowen. This year we are implementing a program to try and add at least 1 new BOD each year so that we can maintain and build for the future in order to keep our association going strong.

REMINDER: PLEASE GO TO OUR UNIQUE NEW WEBSITE FOR MORE INFO ABOUT OUR ASSOCIATION.

This Newsletter was prepared by Gerald L. Bowen, Jr., President SB&PA, (215) 704-4512.