

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **NPAS, Inc. / Joe BOOTH**

Services: Business software sales and support.

Strength/niche: * superior support network; * tremendous flexibility resulting in solutions uniquely tailored to a wide range of business types.

Ideal client company: distributor/wholesaler with inventory tracking issues—who needs to limit money tied up in inventory while stocking products that are selling—for whom historical data is therefore the key.

Geographical market: ideally within one hour drive of DelCo Chamber of Commerce.

Ideally deal directly with: owner(s), CFOs or controllers—decision makers who understand a solution's value.

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **The Computer Guy / Vic CHORNEY**

Product(s)/Service(s): PC support

Strengths/niche/attributes: knowledge and experience in small office, home office and home user environments

Ideal client/customer type: anyone wishing to protect technology investment

Ideally deal directly with: decision maker

Geographical market: 50-mile radius around Philadelphia

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Positive Electrical Contracting, Inc. / Phil CIRINCIONE**

Product(s)/Service(s): Residential, commercial and industrial electrical contracting

Strengths/niche/attributes: Neat, professional, follow-through or execution and implementation of plans

Ideal client/customer type: Residential “old work”

Ideally deal directly with: Designers, homeowners

Geographical market: Primarily DelCo

Mission: Help clients benefit by providing * safety for the family; *knowledge of updated electrical codes; * a “positive” experience with their electrician; * “first, fast & flexible” service; * reasonable rates and efficient work; * problem-solving suggestions; * a results-oriented mindset.

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Herzberg & Peltzman, LLC / Howard HERZBERG, CPA, CVA** (*Certified Valuation Analyst*), **MST** (*Masters in Taxation*)

Product(s)/Service(s): Accounting and Tax Services

Strengths/niche/attributes: Come to client's business, prepare monthly financial statements, year-round tax planning, unlimited phone consultations, IRS representation and expertise in business valuations. Have significant client base in real estate. In business > 50 years, firm complies with stringent AICPA quality control standards; participates in peer reviews by outside CPA firms.

Ideal client/customer type: Small-medium size business < 20 employees with bookkeeper.

Ideally deal directly with: Owner or Principal

Geographical market: primary: 30-mile radius from Swarthmore; secondary, clients as far away as California.

Mission (if not evident above): To provide timely business and tax information to clients so that they can maintain a competitive edge in the marketplace.

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Gifts by Rich / Richard LOGAN**

Product(s)/Service(s): Home & Garden gift décor and other accessories, including furniture, wall art, clocks, lighting and other items for kitchen, bath, bedroom and recreational areas. Garden accessories to enhance all landscaping such as birdbaths, birdfeeders, figurines, wind chimes, planters and weathervanes. Also carry jewelry, tools, electronics, sports memorabilia and trademark products from Disney, John Deer, Coca-Cola, General Motors, NASCAR and others.

Strengths/niche/attributes: Hands on customer service, no minimum orders, service both retail and wholesale clients directly, and via the internet. Promote wholesale customers through my web site at www.GiftsbyRich.com and direct local retail customers to existing wholesale clients accordingly. Niche categories include, wine accessories, nautical products and small furniture. Drop shipping available for most products and merchandise is available within a two week time frame from order date to delivery.

Ideal client/customer type:

Small to medium sized businesses nationwide and retail gift shopper looking for hard to find merchandise.

Ideally deal directly with:

Prefer to deal with owner / manager and or decision maker.

Geographical market:

Primarily the Mid-Atlantic states region, no limit for shippable items nationwide

Mission:

Service the needs of small to medium sized gift shop owners with hands on service by identifying the client's needs and clientele who shop. Provide merchandise to meet the client's niche and recommend any and all products to meet that niche.

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Finer Choices / Joel MCLAUGHLIN**

Services: Direct response advertising via cooperative mailing program. Provide clients with per mailing graphic design, lists, printing and distribution.

Strengths/niche/attributes: Highly targeted to affluent single-homeowners. Money-back guarantee for all new clients.

Ideal client/customer type: A company that sells products or services with a value of \$3,000 or more to homeowners. This includes repeat service with a lifetime value exceeding \$3,000.

Ideally deal directly with: Business owner, advertising agency or marketing department

Geographical market: Delaware Valley, including Princeton and Wilmington—divided into 8 sub-markets by zip code for client's benefit.

Mission: Finer Choices' will be a top source of leads for clients, a brand (with trademark red label) known for featuring the finest regional companies.

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **All Aboard Cruises and Travel / Jerry RAFTER**

Product(s)/Service(s): All travel services, including cruises, land, all-inclusive, etc.

Strengths/niche/attributes: Customer service and availability 16 hours per day with immediate call back. - Specialize in personal service beyond just booking a trip. - Will make personal visits, produce flyers, supply all promotional material (no cost) and advise passengers of new travel advisories and tips.

Ideal client/customer type: Leisure Travel / Corporate Incentive Travel / Corporate Meeting Travel / Family Reunions

Ideally deal directly with: The customer / end user / group leader

Geographical market: Entire U.S.

Mission: Provide impeccable customer service along with availability to customers when they have an immediate need.....at competitive prices. “We don’t sell travel....we consult travel.”

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Charles Seymour, Jr., Photographer / Charlie SEYMOUR**

Services: Saving Family Memories Through Photography...Before It's Too Late. Wall Portraits and Memory Albums.

Strengths/niche/attributes: Personal, up-close, portrait and photojournalistic photography. Preserving special life moments to last a lifetime. Families Portraits, Weddings, Bat and Bar Mitzvahs, Children.

Ideal client/customer type: Married woman 35-55 w/children + disposable income, or 55-70 w/both and ready to celebrate a 40th/45th/50th Anniversary.

Geographical market: Primary: DelCo, ChesCo, MontCo. Secondary: PhilaCo, BucksCo, BerksCo, and LancCo.

Ideally deal directly with: Usually Mom.

Mission: To be the best-known, most desired, most profitable Family Photographer in Del/Ches/Mont Counties, providing the finest wall portraits and albums to clients who invest once, then *again* because they are thrilled with how I capture their emotions; find my service intensely personal, efficient, and suited to them; and then tell their friends to invest with me as well.

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Interface Financial Group / Cliff SILVER**

Product(s)/Service(s): invoice discounting, receivable financing based on a single invoice to increase cash flow to a business

Strengths/niche/attributes: fast turnaround to established, cooperative customers

Ideal client/customer type: any type company to 500 employees needing cash to grow receivables, pay bills or taxes, buy supplies, etc.

Ideally deal directly with: business owner; referring accountants/bankers

Geographical market: Metro Philadelphia

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Kelly Grimes Pietrangelo & Vakil, P.C. / Virgie VAKIL**

Product(s)/Service(s): Legal services—wills, trusts, estates, IRS representation, family law (divorce/custody/support), real estate, personal injury, businesses, social security disability, construction contract disputes, living wills

Strengths/niche/attributes: A firm of seven attorneys serving client needs in Southeastern PA.

Ideal client/customer type: Any client, individual or small business, who needs the legal services above.

Ideally deal directly with: “ “ “ “

Geographical market: DelCo, ChesCo, MontCo, Philadelphia Co. & Pike Co.

Mission: To serve legal clients in an efficient, reliable and professional manner.

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Wagner & Associates / Phil WAGNER**

Product(s)/Service(s): full-service corporate and marketing communications support (planning + execution); project writing/editing

Strengths/niche/attributes: help clients build image, extend brand, distill message, promote product, tell story, achieve market visibility; deep healthcare experience

Ideal client/customer type: mid-sized company/firm or regional branch of national corporation, predominantly service-oriented; mature non-profits

Ideally deal directly with: corporate marketing/communications VP/Director; otherwise, CEO, COO, owner, etc.

Geographical market: anywhere (esp. for writing involvement only), but prefer Greater Philadelphia market in order to forge in-person, on-site client relationship

BUSINESS DEVELOPMENT RESOURCES
—Empowering Small Businesses To Connect Grow Prosper—

MEMBER PROFILES

- **Visual Marketing - Sign Concepts, Inc. / Carol Mack WARNER**

Product(s)/Service(s): Signage, tradeshow design and graphics, A.D.A. signage, logo design, large digital printing and lamination, banners, engraving, exterior labels, interior decorative raised logos, and *all types of standardized and non-standard signs.*

Strengths/niche/attributes: Problem-solving by creating attractive yet functional signage/designs for versatile applications from raw idea. Client works directly with designers. Building company image.

Ideal client/customer type: Institutional, corporate and academic, franchises.

Ideally deal directly with: Decision makers

Geographical market: No limit for shippable items.