

Kutztown SBDC's Business Skills for Success TV Program Continues

Kutztown SBDC appeared live on Berks County Television on Tuesday, June 28 at 9:30 p.m. The subject of this month's program was "The Small Business Owner's Perspective on Marketing Strategies and the Cooperative Business Model" and featured several area business owners as guests.

Don Martin, Director of Learning Resources, Kutztown SBDC Deena Kershner, Program Manager, Our Town Foundation and co-owner, The Doris Berry Shop, Hamburg, PA; Kay Greenawalt owner of Kay Greenawalt Insurance Agency; and Melanie Geiger, co-owner, NECESSITIES New & Used Furniture, Hamburg, PA discussed marketing strategies.

Don Martin has experience as the owner of several learning companies specializing in web-based and adult learning. Martin's areas of expertise include web-based and computer-based training, web-based conferencing, knowledge management, entrepreneurship, training and development.

As Program Manager of Our Town Foundation, Deena Kershner is charged with managing all aspects of Hamburg's Main Street Revitalization program, following guidelines issued by the Pennsylvania Department of Community and Economic Development. Kershner's responsibility is to guide committee members through their projects and coordinate all activities of each committee to ensure the success of the revitalization program. Also a small

business owner herself, Kershner is co-owner of The Doris Berry Shop which was opened in 1942 by her grandmother, Ms. Doris Berry. The shop, which sells women's and children's apparel for all ages and sizes, is now owned by Kershner and her two sisters, Melanie Roth and Lorene Mengel. They are known for quality of merchandise, personal service and the selection of clothing they carry. The Doris Berry Shop has two floors of merchandise including many accessories.

Kay Greenawalt is owner of Kay Greenawalt Insurance Agency in Hamburg, PA, which provides professional and courteous service in all lines of insurance, bank products, investments, and financial services. She has been the active owner of the business for the past 11 years and has three licensed agents on her team. The business primarily sells State Farm insurance, which has been an active part of your community for over 80 years.

Melanie Geiger's small business, NECESSITIES New & Used Furniture started in 1999 and located in Hamburg, PA, sells top quality secondhand furniture which she carefully selects based on condition and cleanliness. Geiger says that prices in her shop are affordable for everyone and they have new merchandise arriving each week. For the past 15 years, Geiger and her husband Mark have also owned an antiques business, Heritage Quilts and Antiques, located in Chartlesville, PA.