



JOHNSON BACHMAN / TRIBUNE STAFF PHOTOGRAPHER

Kevin Kitchnefsky, and his brother, Shawn, of the Kevin Kitchnefsky Foundation for Spinal Cord Research, mingle with Tony Klusmeyer, right, of Longbotham Strategic Marketing at Thursday's Abington Business Fair.

Business turnout more than fair

By Josh McAuliffe
TRIBUNE REGIONAL STAFF

A virtual who's who of the Abington business community gathered at the Inn at Nichols Village on Thursday night for the third annual Abington Business Fair.

Hundreds of residents seized the chance to get better acquainted with some of the businesses sprinkled throughout the expanding community.

Sponsored by the Abington Business and Professional Community, the event featured 37 vendors from all retail, financial services, real estate and nonprofit agencies.

According to ABPA executive director Lisa Sauder, the

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event continues to draw more businesses each year. In fact, vendor space at this year's show was sold out, she said.

"We have a real nice mix of businesses here, a real wide sampling," she added.

"The whole idea is to let people know what the businesses of the Abingtons have to offer," she said. "The businesses market products to each other, but also the general public."

Summit Frameworks owner Charles Sandercock has been attending the fair since it began. He said the free event is a perfect networking tool.

"This allows you to just get out there and meet people," he

said. "And you can't beat the price of admission."

Some vendors were using the fair to drum up publicity for their fledgling businesses.

"Our branch has only been here for a year, and there's a lot of competition out there," said Wayne Griffiths, assistant vice president of the Clarks Summit North Penn Bank branch. "This is a good way to get the word out."

"We've only been in the area for about a year and a half," said Finn Chiropractic Center owner Dr. Jennifer Jaffe Finn, who was offering free examinations on a spinal analysis machine as a drawing card to her stand. "I love this. You get to meet people, socialize, talk to

other businesses. It's wonderful."

Also using the lure of freebies was Utopia Spa and Wellness Inc. owner Michael Buranich said he and his staff gave roughly 22 free massages over the course of the night.

"We did this last year and it got a really great response," said Mr. Buranich. "People really seem to enjoy it."

Clarks Summit resident Dr. Bengt H. Berg said he and his wife only decided to attend the fair at the last minute. He said it was definitely time well spent.

"It's a great place to mingle and schmooze," said Dr. Berg. "I think this a good way to create a better identity for Abington businesses as a whole."