



MANHEIM WEEKLY NEWSLETTER

www.manheimdowntown.org

(717) 665-1762

THIS WEEK IN MANHEIM APRIL 26 – MAY 2, 2010

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|----------------|--|----------------------|
| 4/26 | Manheim Area Chamber Meeting
Council Chambers
15 East High Street
Open to any Manheim Area Chamber member. For more information, please call Terry at 665-6330 | 7:45 am |
| 4/26 | Stiegel Glassworks 1976 Meeting
Manheim Downtown Development Group
17 North Main Street | 5:30 pm |
| 4/26 | Organization Committee Meeting
Manheim Downtown Development Group
17 North Main Street | 7:00 pm |
| 4/27 &
4/29 | Zumba Cricket's School for the Performing Arts
1 North Main Street
For more information, please call 664-4018 or visit their website at www.cricketsperformingarts.com | 6:00 pm -
7:00 pm |
| 4/27 | Borough Council Meeting
Council Chamber
15 East High Street Main Street | 7:00 pm |
| 4/28 | Story Time
Manheim Community Library
15 East High Street
For more information, call 665-1572. | 10:30 am |
| 4/28 | Volunteers Needed—Square Clean Up
Market Square
Bring your brooms, dustpans, garden gloves and shovels and help us get our Market Square In tip-top shape!
The Lion's Club of Manheim is in need of volunteers from the community to help in their efforts of keeping our Historic Market Square beautiful!
Cleanup will include pulling weeds, planting, mulching and trash pickup.
Volunteer and help beautify our downtown! For more information, please contact Mike Graham at 665-5502. | 6:00 pm |
| 4/29 | Open Mic Night
Swashbuckler BrewPub & Eaterie
2775 Lebanon Road
Artists are welcome to come out and play their instruments, serenade the crowd with singing or even recite their own poetry. | 7:30 pm -
9:30 pm |

FREE Business Education Seminar

May 18, 6pm. Aaron's Books, 43 South Broad Street, Lititz
FREE Seminar: Get Connected! Social Media for Small Businesses
 Ken Mueller, proprietor of Inkling Media, a Lancaster-based social media marketing company, will provide guidance on how social media can benefit small businesses, and how to get started.
 Please call Doreen at 665-1762 for more information.

Business Spotlight...

Longenecker's Hardware Co.

In 1937, Charles G. Longenecker followed his dream and purchased an existing hardware business in Manheim. The business



expanded, from basic hardware adding the General Electric franchise in 1940's. In 1960, Charles Longenecker's oldest son, Fred, joined the business, and in 1962 they joined the True Value buying group which is now the largest wholesaler in the world. In 1999, True Value and ServiStar merged to create an even larger buying group called Tru Serv.

By the mid 1960's the 5,000 square foot store was "bulging at the seams" and Charles was busy making plans for a new larger store on the east side of town. In 1972 a new store three times the original size was opened in a shopping center at its present location east of town.

In the same year Fred's brother, Bill joined the company and the company continued to grow with a broader selection of merchandise. Space again became a problem. In 1988 Longenecker's expanded taking the space vacated by the Weis store. This second expansion almost doubled the size of the original sales floor.

In 1996, Longenecker's expanded its selection of products and services to

include renting items. The Just Ask Rental program developed and marketed by

True Value as a niche market became part of Longenecker's product and

service mix.

In 1999, Fred announced his partial retirement, and sold his shares of the company to three key employees. Steve Ober, Phil Martin, and Mark Foreman each had talents that he knew would keep the long-time family owned business going into the future. Along with his brother Bill's leadership as President of the company, the four owners continue to develop plans to compete in the ever growing competitive hardware retail market.

Serving the Manheim community and Lancaster for over 70 years later, Longenecker's Hardware still holds on to their core values and vision. "They have been an asset to our Manheim Community and our civic and community organization." stated Doreen Ober, Main Street Manager.

"Longenecker's is a community partner with the Manheim Downtown Development Group and our efforts in revitalizing our downtown."

Store hours are Monday through Friday 8am - 9pm and Saturday 8am-5pm. For more information, please call 665-2491 or visit their website at www.longeneckers.com