

It's Who You Know!



Achieving a Who's Who designation requires dedication, perseverance and staying power. To be recognized a leader in business in the Lehigh Valley means simply, that above anyone else in your business category the public recognized your business first and foremost. Not a bad place to be.

After all, don't they always say, it's all about "who" you know?

Lehigh Valley Style congratulates the Who's Who Leaders for 2004!



Home Security System



ADT Security Services, Inc.— Employer of approximately 100 residents in Eastern Pennsylvania, ADT is also recognized as the nation's oldest and largest electronic security company. Its regional office is located at 6330 Hedgewood Drive, Allentown.

The future of the security industry is vast as more and more Americans look for ways to add layers of security to their lives. The newest technologies offered by ADT include Mobile Safety GPS automobile tracking, monitored smoke and carbon monoxide detectors, digital video imaging camera systems, Radio Frequency Identification technology and specialty monitoring for special needs and the elderly.

www.adt.com

2004
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Health Insurance



Capital BlueCross - Its distinguished history of providing health care products and services to area residents for over 65 years, has made Capital BlueCross part of the fabric of our Lehigh Valley community. As a community health insurer, a fixture in the Lehigh Valley, Capital BlueCross works hard to be flexible and make its products and services meet the individual needs of members. So, as the company continues to grow and as the health insurance market changes, so will Capital BlueCross' products and services. They will change to better suit the company's friends and neighbors in the Lehigh Valley.

Capital BlueCross exhibited this commitment last year when it fully acquired Keystone Health Plan Central to add the most respected HMO in the region to its product portfolio.

www.capbluecross.com

Capital BlueCross and Keystone Health Plan® Central are independent licensees of the Blue Cross & Blue Shield Association

2004
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Winery



Clover Hill Vineyards & Winery – Now a Lehigh Valley tradition, Clover Hill was established in 1985 by owners John and Pat Skrip. Son and daughter, John and Kari are now integral parts of the business, which produced 1,700 gallons of wine during its first year. Today, Clover Hill produces nearly 60,000 gallons per year and maintains five retail outlets. A new wine tasting room is scheduled to open in March 2004.

Clover Hill Winery is committed to producing world-class wines and providing top quality service.

www.cloverhillwinery.com
9850 Newtown Road, Breinigsville



Crest Wholesale Carpet & Flooring Distributors – What began in 1952 with a center city Allentown location and just three employees, has become the most recognized name in flooring in the Valley. Company president, Steve Weisberg says his company got there by providing only the best in products and services and is always looking for ways to better serve the community.

When it comes to leaders, after his father Woodrow who founded Crest Wholesale Carpet, Weisberg says he has always admired retailer Stanley Marcus of Neiman-Marcus fame for his ingenuity and constant desire to make his store different from other retailers. Crest enjoys 18 years of being a Who's Who leader.

www.crestcarpet.com
6412 Hamilton Blvd., Allentown



Carpet Store



Furniture Store

D & D Home Furnishings – This full-service furniture retailer's Whitehall location is relatively new to the region. However, this family-owned enterprise has over 25 years experience in furniture retail.

The Garber family believes in making the shopping experience as convenient as possible with the recent addition of a 100,000 square foot distribution facility that enables families to choose their furniture and arrange for immediate delivery. Choosing is easier because they stock over \$4 million of inventory and offer furnishings for every room in the room.

2028 MacArthur Rd., Whitehall



Camera Store



Dan's Camera City -The name Dan is just synonymous with the word "camera" in the Lehigh Valley. Company founder, Dan Poresky began focusing his entrepreneurial skills in the region in 1977, with a small store and just a handful of employees. The enterprise has now grown into a 15,000 square foot facility with over 70 full-time employees.

To keep up with recent changes in the field of photography, Dan's has provided new resources for its customers. Initially offering only conventional film cameras, Dan's now provides a full range of lab services including processing of digital imagery, and camera, camcorder, printer and telescope sales. Dan's also offers classes on the latest in photographic techniques.

www.danscamera.com 1439 W. Fairmont St., Allentown



Boat Dealer

Dinbokowitz Marine – When it's time to set sail, more Lehigh Valley residents recognize Dinbokowitz Marine as the leader in maritime recreation.

Entering its 48th year, this family owned and operated dealership offers a full range of watercraft including Chapparral boats, LoadRite trailers and all the accessories your crew can stow below.

www.dmarine.net 2946 MacArthur Rd., Whitehall

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Health/Fitness Club



Lehigh Valley Racquet & 24-7 Fitness Clubs – Established in 1979 with one location and 30 employees, this fast-moving enterprise has grown to four locations throughout the Lehigh Valley and now employs 300.

Clubs President John Brinson expects continued growth within the region and notes that the Lehigh Valley Racquet & 24-7 Fitness Clubs, are the only fitness clubs in the U.S. open 24 hours a day, seven days a week.

www.24-7fit.com Trexlertown, Westend, Allentown, Bethlehem

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Real Estate



Patt-White's eleven regional offices and 311 associates, management and staff serve a five county region and rank number 10 of over 800 GMAC affiliates.

www.pattwhite.com 5036 Hamilton Blvd., Allentown

Patt-White – Not surprisingly the most recognizable name in Lehigh Valley Real Estate is family owned and operated Patt-White. Established in 1953, this distinguished real estate enterprise was also the recipient of the Harry Trexler Business of the Year award in 2000, and is a member of the GMAC Real Estate Broker Hall of Fame.

"Our company is dedicated to providing premier service with quality, value and integrity on each transaction and focused on continuing to grow our company in current and contiguous markets," says Doug Patt.

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Credit Union



People First Federal Credit Union – Serving the Lehigh Valley since 1950, People First is a federally chartered and insured credit union that offers a variety of low cost financial services including auto and home equity loans.

People First has also grown from a company that served only the employees of participating companies, to offering membership to anyone who lives, works, worships or attends school in Lehigh and Northampton Counties. Access to services is convenient and available at five area branch offices and 15 ATM's, or online.

www.peoplefirstcu.org
2141 Downyflake Lane, Allentown

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Landscape Contractors



Plantique Inc. - Responsible for the exterior beautification of over 200,000 Lehigh Valley homes, Plantique Inc., has been a staple in the region's landscaping industry since 1948.

Plantique remains on the *cutting edge*, thanks to specialty services like an on-staff horticulturalist, Express Mulch Service, and Forever Green, its complete tree; shrub and lawn care division. Addressing its company-wide commitment to customer service and satisfaction, Plantique also offers consumers a bi-annual newsletter, and a company website, www.plantique.com.

Plantique President Michael McShane credits founder, Ted Fritzingler with instilling the values and company culture that has endured throughout its 55 year history, a culture that believes in giving back to the community whenever possible.

"[Fritzingler's] personal and business values have been the model for me to lead the company he originally started," says McShane.

www.plantique.com
6344 Shantz Rd., Allentown



Television/Cable Provider



RCN – RCN originally started in the Lehigh Valley as Twin County Cable in 1963, changing names to RCN in 1997. RCN provides cable TV, telephone and high-speed Internet services to the region, and is proud to be the nation’s first true bundled telecommunications provider.

RCN employs 275 residents locally and is a community leader because of its ability to provide superior service and products as they evolve in the marketplace.

www.rcn.com 2124 Avenue C, Bethlehem



Home Builder



Tuskes Homes - From the ground up, Tuskes Homes has been granted the designation of "Hometown Builder of Choice" for eight years because they understand the magnitude of the decision being made to purchase and build a new home. Tuskes pairs this accomplishment with being a leader in their Who's Who category for 18 years.

Whether it is a first time homebuyer, a family relocating to the area or a family looking to up or downsize their living situation, Tuskes Homes prides itself on being able to access and address their clients' needs. Their goal: to build a home as distinctive as the individuals living there.

www.tuskeshomes.com
4511 Falmer Dr., Bethlehem