



Maple Shade Messenger

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A Free Local Publication from Main Street Maple Shade, Inc.

Main Street at a glance..

Maple Shade Arts and Drafting

32 West Main Street
Maple Shade, NJ 08052

(856) 667-8602
www.mapleshadearts.com



A Main Street business that is ever adapting

This coming June 7th marks the 37th anniversary of the opening of Maple Shade Arts and Drafting. Leon Santore and family have owned and operated this longtime Main Street business from the very beginning.

Now back in 1980, one might have thought twice before opening an art supply store. After all, there were already 26 other art stores within a five

mile radius of Maple Shade. But Leon would not be deterred, and time has not proven him wrong. Since the last competitor finally called it quits a few years ago, MS Arts & Drafting is the last locally owned art store of them all.

Leon attributes his longevity not only to personal service and dedicated customers, but moreover his ability to identify changing customer needs

and then the willingness to change his business to meet those needs. One being his decision early on to seek commercial business customers that the other small shops had very little interest in cultivating.

Originally opened as Maple Shade Arts and Crafts, Leon started to notice that the crafts end of the business took a large amount of space and effort

See Adapting, page 3

Main Street, Maple Shade Inc. Presents:



Music:
Fran Smith Jr from The Hooters
Steve Butler of Smash Palace
Voice Studio
Moon Days



12 different trucks

Mama's Meatballs
PJ Whelihan's
Dump and Roll
The Cow and Curd
The Flying Pie Guy
Undrgrnd Donut

Taco Al Carbone
Tot Cart
Oink and Moo
Philly Fry
Baby Blues BBQ
Mannino's Cannoli

Meet Me on Main Street!

Bring Your Lawn Chairs and Blankets
we have:
Games for the Children
Muscle Cars, live Music
50/50
come stroll and shop and eat!

foodtruckfest.msmsnj.com

The Food Truck Festival Is Here!

The Shade prepares for a celebration of food & fun

Maple Shade is pulling out all the stops on it's first ever Food Truck Festival. Be ready to browse a baker's dozen of unusual and mouth watering menu offerings from 12 vendors! And if that's not enough, there will live music entertainment, kids games and a hot-rod muscle car show. Take off from making a Monday night dinner at home and spend a summer evening of easy, casual & inexpensive fun. Bring the kids and gab with your friends. Go to: foodtruckfest.msmsnj.com to see a live map and...

So who is coming?

- Mama's Meatballs
- PJ Whelihan's
- Dump and Roll
- The Cow and The Curd
- The Flying Pie Guy
- Undrgrnd Donuts
- Taco Al Carbone
- The TOT Cart
- Oink & Moo BBQ
- Philly Fry
- Baby Blues BBQ
- Mannino's Cannoli

Meet Me On Main Street!

Main Street making a difference

Cherry Hill Painting was the recipient of a Main Street storefront beautification grant. The before and after pictures show the dramatic difference a touch of pressure washing, glass polishing and some creative window design marketing can achieve. Congratulations to owner Doug Andersen on his store's new look!



Erik Evans enjoys tearing up the track on a perfect summer evening at the Maple Shade Youth Football Carnival



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Snover Givnish

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with little return on sales. Crafting customers just didn't make enough purchases to justify the expense. To adapt, Leon started to develop relationships with commercial customers in need of drafting equipment and supplies, thus changing the name of his business to what we see today.

That decision proved quite auspicious, since much of Leon's current business today is supplying many of those same commercial customers. Regardless if a designer uses a pencil or a computer to create, the use of paper has only increased in the age of computer aided design or CAD. And as anyone who works in an office can attest to - business uses lots of paper. It is the supply of a thousand different grades of paper and the myriad of new printing substrates that keeps Leon and his crew busy everyday.

Family plays a large role at Maple Shade Arts and Drafting. Leon's wife Cindy and son Mike both have key roles in managing the business, along with a few more support staff. The building we see today was originally built by his father Leon Sr., who built and leased many of the buildings along Main Street. Originally occupied by Firestone's Appliances, the unique store front with it's beautiful curved glass entrance remains a point of interest to this day.

When the subject of retail stores on a downtown Main Street is brought up, Leon agrees the challenge to bring

foot traffic back to Main Street is an important one. Since the 1960s, the popularity and growth of shopping malls has long been blamed for the downfall of downtown shopping districts everywhere. And yet defying that rationale is MS Arts & Drafting who determinedly remains.

The man who has so many times adapted and changed his strategy to keep his business afloat is now steadfastly tying his ship to the Main Street dock. In the age of on-line everything, razor thin margins and virtual stores in the cloud, MS Arts & Drafting remains anchored against the tide. So what secret does Leon Santore know that the rest of us are missing? How can this store be considered successful? To do that, you have to go meet Leon.

From all indications, he is a happy, comfortable business person. Leon will smile, shake your hand and ask "How can I help you today?" Leon loves to meet people, talk with them and get to know them. He is the type of merchant that will work with a customer who needs a break. Need proof? Go to his store, mention this story and Leon will take 50% off of anything in the store. Really. It is that simple. Go meet Leon.

This is the kind of thing that happens in a business where people meet and it happens everyday on Main Street. Not on-line, not in a phone app and never in a store at the mall. Because by any measure that counts, Leon Santore knows how to be a successful business man.



The Kisses for Kyle Foundation offers a variety of services to families fighting childhood cancer in the Delaware Valley.

We provide financial assistance to help with bills, including, for example, rent and mortgage, car payments, utility bills, travel expenses, wigs, and food. In addition, we also cover funeral expenses as needed. The Kisses for Kyle Foundation believes that the entire family is affected when a child is battling cancer.

Stop by our table at the June 5th Food Truck Festival in Maple Shade or visit us at <http://www.kissesforkyle.org> for more information.

MAPLE SHADE ARTS & DRAFTING INC.
 32 W. Main Street
 Maple Shade, NJ 08052
 (856) 667-8602 • Fax (856) 667-7148
 Leon F. Santore
 REPRO GRAPHICS & DRAFTING MEDIA
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 McHugh Realty, Inc.
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 www.McHughRealty.com

Kittle Communications
 design write print mail
 Kathy Kittle
 President
 tel: 856-755-1700
 fax: 856-779-1027
 16A W. Main Street
 Maple Shade NJ 08052
 kkdigital1@aol.com

Maritsa's Main St. Cafe
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 106 E. Main Street
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 Web: www.maritsasmainstcafe.com
 Email: tom@maritsasmainstcafe.com

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 Fax (856) 779-1235
 email: mtilghmanfuneralhome@comcast.net
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FARMERS INSURANCE
 Jeffrey Grady
 Jeffrey Grady Agency
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Shader Shouts

June 2017

Food Truck Festival

6 - 9 PM on Main Street. 12+ different trucks, music, games and more.

June 5

Community Organizations Expo

6:00 - 8:30 PM at VFW Hall

JUNE 7

Maple Shade Town Council Meetings

7 PM at Township Building
200 Stiles Ave.

June 8 + 22

Maple Shade High School Graduation

JUNE 16

Independence Day Celebration

Parade 1:00 PM
Fireworks 9:30 PM

JULY 1



Are you looking for a way to get involved in our community?

A way to give back to the community?

Have you been thinking of joining a volunteer organization and just don't know which one fits?

Well you are invited to a special event!

Our many Maple Shade Community organizations will be joined together all in one place at the:

Community Organizations Expo
On Wednesday, June 7, 2017
6:00 pm to 8:30 pm
VFW Hall
914 E. Main Street
Maple Shade, NJ

A representative from each organization will be on hand to provide information about their organization and answer your questions. Join us and find out about the many organizations that volunteer and give so much to our town! Refreshments will be served as well, so come on out and get involved.

After all - it's your town!



WHEN SCHOOL IS OUT, CAMP IS IN!

Are you dreading the words, "I'm bored, there's nothing to do!" Summer is just around the corner. With less structure and adult supervision, youth are more likely to get into mischief that may even include drugs and alcohol. The Maple Shade Community Alliance will host a program that will meet the needs of young children as well as teens. Our Summer Engagement Program will provide daily alternative activities during the month of July.

The program will be held at Maude Wilkens School on W. Mill Rd. each Monday through Thursday from July 3-27 from 8:30am until 2:00pm. Fees are kept to a minimum due to funding through a state grant. The charge is \$10 per day for children entering third grade through entering sixth grade. You can register a child for less than the full program and pay the daily rate. If registration is completed by June 1, a fee of \$135 will cover the full program. Children must bring their own lunch, and there is NO transportation. Children entering grade seven and older can register without any fee and will participate as mentors to the younger children. There will be no field trips, but there will be special presentations. Action Karate and Main Street Art provide some of our daily activities. Registration forms will be sent through the schools. For further information or to register a child, contact:

Helen Iapalucci at
hiapalucci@aol.com
and note "Summer Engagement" in the subject line.

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