

# Pennington

## EDC Newsletter

Publication of the Economic Development Commission

May 2008

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**The EDC mission  
is to promote  
the economic  
well-being of  
Pennington  
Borough.**

## EDC UPDATE

The priority of the Economic Development Commission this year is to make the Borough of Pennington even more business friendly. This newsletter is part of that initiative. The EDC also developed a promotional statement on “**Why Do Business in Pennington**” (see reverse side) and circulated it at the Mercer County Economic Summit Conference. We are currently working on a pamphlet of helpful advice for anyone interested in opening a new business in Pennington and, in partnership with the PBPA, are creating a **Business Directory** for the Borough. In addition, we will introduce an annual **Business Award** this year to recognize, promote and reward the achievements of Pennington Borough business men and women who have made a difference and contributed to the success of their business, as well as contributed to the betterment of the quality of life in our community.

## FREE ADVICE FOR SMALL BUSINESSES:

Do you know about these?

**SCORE** (Service Corps of Retired Executives): A national network of volunteer business executives and professionals (many retired but not all) that provides small businesses with technical and managerial counseling and training. The Princeton Chapter was the Chapter of the Year for the State of New Jersey. Contact them at [www.scoreprinceton.org](http://www.scoreprinceton.org) or 609 393-0505. Free and confidential.

### NJ DISTRICT OFFICE OF THE U.S. SMALL BUSINESS

**ADMINISTRATION:** Provides business planning resources, financial assistance, and on-line training for small businesses. Contact them at [www.sba.gov](http://www.sba.gov). They also provide special assistance to women business owners (973 645-3683 or [karen.d'antico@sba.gov](mailto:karen.d'antico@sba.gov)) and to veterans who own businesses (973 645-6049 or [frank.burke@sba.gov](mailto:frank.burke@sba.gov)).

You can also download nearly 60 publications related to business planning, financial management and planning, marketing, personnel, etc. Download from [www.sba.gov/tools](http://www.sba.gov/tools). Select “Publications” from the “Library and Resources” menu at the bottom.

## WELCOME TO A NEW DOWNTOWN BUSINESS:

Ma Cherie Boutique recently opened at 16 North Main Street. Owner Cheryl Goldsmith wants you to know that it is a “full-fledged ladies’ boutique” which carries troll beads and Brighton accessories and jewelry. 737-6510 or [www.macherieboutique.com](http://www.macherieboutique.com).

**UPCOMING EVENTS:****PBPA Meeting May 7, 6-8pm**

Tips for Creative Marketing & Advertising  
Registration fee required • 609-919-9500  
[www.princetonol.com/pennington/index.cfm](http://www.princetonol.com/pennington/index.cfm)

**Hopewell Valley Historical Society**

Spring Social at Hopewell Vineyards  
May 16, 7-11 pm • Tickets \$60 per person  
[www.hopewelvalleyhistory.org](http://www.hopewelvalleyhistory.org)

**Pennington Day 2008**

May 17 • Open to the Public • [www.penningtonday.com](http://www.penningtonday.com)

**Memorial Day Parade**

Monday, May 26 • Main Street, rain or shine • 11am start

**Mercer County Chamber of Commerce****Hopewell Chapter Networking Event**

June 5, 4:30-7pm • Hart Farm (behind Rosedale Mills)  
Registration fee \$35  
[www.mercerchamber.org](http://www.mercerchamber.org)

## Why Do Business in Pennington?

The historic Borough of Pennington is a wholesome and family-oriented small town with attractive neighborhoods, high-quality schools, a notable heritage, friendly merchants, and considerable visual charm. It provides opportunities for shopping and dining, services to residents, travelers, students, businesses, and visitors alike, along with a host of community activities.

No congestion, reasonable rents, open space, attractive lifestyle for employees and their families. Pennington Zip Code area (08534) has 11,500 residents.

Location: Just about an hour from either NY or Philadelphia, and only a few minutes away from Princeton, Trenton, and Bucks County, Pennsylvania.

Atmosphere: Suburban-rural community with small-town charm, tree-lined neighborhoods, and an historic downtown. Safe streets and pedestrian friendly.

Residents well-educated, affluent (median household income \$90,000), and sophisticated with considerable pride in their community.

Students: High-quality schools. Hopewell Valley Regional Schools (4000 students), and The Pennington Prep School (470 students). Three colleges and universities nearby (Princeton University, The College of New Jersey, and Rider University).

Nearby Corporate Centers: Merrill Lynch (6000 employees), Bristol-Myers Squibb (3800 employees), Educational Testing Service (2277 employees).

Services: Major Hospital and new YMCA to be constructed.

Transportation: Pennington is served by a NJ Transit bus line, Mercer County airport, Interstates 95 and 295, and highways 206 and 31. Route 1 corridor is 5 miles away.

Government: Small municipality with responsive officials.

Community events: Pennington Day (May street fair), Holiday Walk (December open houses), Memorial Day Parade, Homecoming Parade, Music Concerts, Historic House Tour

Business Organization: Pennington Professional and Business Association.

For further information contact: [www.penningtonboro.org](http://www.penningtonboro.org) • [www.princetonol.com/pennington](http://www.princetonol.com/pennington)  
Will Dickey, Pennington Borough Economic Development Commission (609 737-0914).

## Always remember to support Pennington Businesses!