

NEW VENTURES

Multi-media company services Schuylkill County



By JENNIFER TROXELL
Business Journal Staff

Liana Evans says that her new business, CrossRoads Multi-Media, Pottsville, recently completed promotional work for the Sovereign Majestic Theatre.

"We took 200 photos for the theatre and put together a multi-media piece to help them gain sponsors," she reports.

Evans, who opened a location in the Pottsville/Schuylkill Technology Incubator in May, provides businesses and organizations in the Schuylkill County with electronic business cards and brochures, Web site design, logos, search engine optimization, press releases, media event planning, special event planning and newsletters.

"I'm steadily getting clients and taking on a wide range of projects," she explains. "Right now, I'm focused on Schuylkill County, but then I want to branch out."

She hasn't hired anyone to work out of her office yet, but she says that she has an independent contract with a graphic artist in Washington, D.C.

CrossRoads is a first-time business venture for Evans, who has a background in computer technology and majored in

communications/public relations at Pennsylvania College of Technology in Williamsport.

She previously held various positions in Web design, computer programming and project management, and her most recent position before starting her company was at Schoeneman Corp. as a senior visual basic programmer for the Empire Beauty Schools division.

"I wanted to combine my computer knowledge with working with people," she says.

Hours are Monday to Friday, 9 a.m.-5 p.m.

For more information, call Evans at (570) 590-5763 or visit the Web at www.crossroadsmultimedia.com.

Outdoor furniture store opens Douglassville showroom

Pelican Leisure held a soft opening on Aug. 1 for its new 13,000-square-foot showroom at 1421 Ben Franklin Highway, Douglassville.

It held its grand opening Aug. 6-8, according to store manager Kenny Knittle.

Pelican owner Jim Dale says, "Up to now, this area hasn't had an outlet for high-end home-resort products or a solid winter-sports retailer. We're here to fill both these voids."

Dale, who also owns a location in Quakertown, says he will hire approximately 15 people to run the store, which carries

patio furniture, above-ground pools and pool accessories.

Knittle says that there are a total of seven Pelican locations, and the Douglassville establishment is the first in Berks County.

Pelican Leisure sells about eight to 10 brands of furniture and pools ranging in size from 12-foot rounds to 23-foot rounds and 10-by-19 foot ovals to 20-by-40 foot ovals. Other merchandise in the showroom includes: outdoor kitchens, grills, saunas, fireplaces, firepits, hot tubs, gazebos, billboards, pool tables, game room accessories and bars.

The items featured in the showroom change with the seasons, Knittle explains. In the winter, for instance, the store rents out ski and snowboarding equipment.

"There is a sale on everything in showroom" throughout August," Knittle says. Hours are Monday to Friday, 10 a.m.-8 p.m.; Saturday, 10 a.m.-6 p.m. and Sunday, 11 a.m.-5 p.m.

For more information, call (610) 323-2264.

Bucks County country club gets makeover

Construction Management Concepts Inc., Quakertown, recently completed a \$2 million project for Indian Valley Country Club, Telford, that included a new pool, cabana house and golf learning center.

A ribbon-cutting ceremony was held on July 17 for the pool and cabana house.

"We managed the construction for a 13-

acre golf learning center, which will be used as a practice facility for all ages" and all other aspects of the project, says company president Ed Refsnider. "There are two tennis courts that have to be completed yet."

Finished in July, the new learning center is situated across the street from the country club. It is currently holding lessons for members on things such as chipping, putting, practice tees and iron tees.

According to Refsnider, ground was broken for the facility last September, along with a 3,500-square-foot kiddie/adult pool, cabana house and 80-golf cart garage. At that time, site work was also started for a parking lot expansion that would accommodate 120 cars.

During construction, the club's former pool was demolished to make room for the golf cart garage, and the new walk-in model was designed to slope down for easy entrance and exit.

"The new pool is much larger and has two nice fountains," Refsnider reports. "The club also had a pool house already. But with the new cabana, it has an outdoor area with a grill attached and a covered outdoor terrace area."

He says that the tennis courts, which are a new feature for the club, still have to be paved, but that the entire project should be finished by September.

The Indian Valley Country Club is located at 650 Bergey Road, Telford.

For more information, call Refsnider at (215) 529-1405.

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