

SUCCESSFUL WOMEN IN BUSINESS

CELEBRATING WOMEN'S HISTORY MONTH - MARCH

Marian D. Moskowitz



As a child growing up in Philadelphia as one of three daughters to a single mom, I never would have believed or would have dreamed that one day I would be the subject of a story for a "Successful Women in Business" article. My business career really started out of a need to provide for my daughter. As a single mom myself, life was difficult financially so, as all good moms do, I had to find a way to make ends meet. I worked various jobs, some good and some not so good but it was not enough to send my daughter to the day care I wanted her to go to. I needed a part-time job on the weekends but what would I do with my daughter. I did not want to leave her with a babysitter. So, I met someone who was in the leather wholesale business (leather jackets, skirts, etc). He said he would give me inventory on consignment to sell. I had never been in my own business (other than maybe selling girl scout cookies as a kid) but it sounded like the way to go. I opened my shop in a place called the I-95 Marketplace (an indoor flea market) on weekends and took my daughter with me. While I did not set the world on fire, it did provide me with the extra money I needed, as well as being a great learning experience. When I look back, that was truly the beginning of my entrepreneurial life.

Since then, I have been a principal in multiple real estate projects and many other small businesses including companies involved in cosmetics, trucking and various retail activities. The real estate development I am most proud of is the adaptive re-use of an abandoned, old (built in 1903), vacant, large (225,000 S.F.) factory located in Phoenixville into Franklin Commons. Purchased in 2006, it is now a vibrant educational and mixed-use complex. It was named "Best Mixed-Use Project of 2011" by the *Philadelphia Business Journal* and "Best Land Use Project of 2011" by the Delaware Valley Regional Planning Commission. It is a unique project because it allows you to begin your educational career at three months of age and continue in the same building until you get an Associate Degree or Certification. There are many other non-educational businesses (more than 20) in Franklin Commons as well. The building is 99 percent occupied. I am currently involved in three additional real estate projects in Phoenixville, PA.

I have also been involved in business activities on an international level, including importing products from Mexico and Asia and exporting products to South American

and the Caribbean. I trained franchisees in the cosmetics industry in several countries in Asia. In 2014 I ran for the State Legislature and, while I did not win, I remain active today helping candidates and being involved in a training program designed for training women candidates. There are so many women that I learned from along the way who continue to be my role models.

I believe that it is important to be a part of your community and be involved as a volunteer. I presently serve as Vice Chair of the Chester County Economic Development Council and the South Eastern Economic Development Council of PA, a member of the Council of Trustees of West Chester University, President of the Colonial Theater and most recently I was asked to serve on the Board of Governors of the Pennsylvania State System of Higher Education. I was extremely honored by being named "Outstanding Citizen of the Year" by the Phoenixville Chamber of Commerce in 2011 and in 2015 was awarded the Ellen Ann Roberts

Achievement Award for Excellence In the Field of Business from the March of Dimes.

I have been extremely lucky in my life. Without my husband and the rest of my family supporting me and friends who introduced me to various businesses and gave me opportunities, I never would have become a business woman. Because of that, I try to help women start new businesses and be a mentor for them. In Franklin Commons, we have approximately eight woman owned business that started out as new businesses and became successful there. Women make great entrepreneurs and are fabulous board members. While it has been a long time coming, I believe that women are starting to be recognized for all the talent they have and for the perspective they bring to a variety of issues. Cheers to all the women out there giving back and doing amazing things in their communities, especially those who do not receive recognition. I want to thank them all!

Marian Moskowitz can be reached at 484.716.1093; email: Marianmoskowitz@gmail.com.

Lisa Tiger, Realtor Century21 Gold



As Berks County's top producing Realtor® for several years running, Lisa Tiger is one of the best-known faces around town. She is a top producer on both local and national levels. Her extensive marketing and community efforts are just part of her presence. Talk with anyone who knows her, and you understand that there's much more to Lisa than her visibility.

Lisa has a reputation for making her clients' priorities her own, and she is tenaciously dedicated to meeting their goals. Buyers and Sellers alike will tell you that she knows values, trends and marketing. She is reachable, connected and straightforward.

Lisa specializes in the upscale real estate of Berks County, Pennsylvania. She combines over a decade of real estate experience with 20 years professional marketing expertise as owner of her own advertising agency, with extensive connections, and an eye for design. Her success in the high-end real estate market has earned her CENTURY 21's prestigious CENTURION® Level Production Award and National recognition as a CENTURY 21 Fine Homes and Estates agent.

For each of Lisa's listings, she uses her professional advertising expertise to create a customized Marketing Plan. Media may include: aggressive advertising in newspapers, magazines, and real estate periodicals; national print media such as Metropolitan Home, Elle Decor, Showboats International, Unique Homes and/or the Distinctive Properties and Estates section of The Wall Street Journal; a full color, four-page brochure for your home exclusively; prompt multi-list presence; internet based virtual tours; strong personal local networking; and national and international exposure through the CENTURY 21 global network.

Lisa can assist you in the following as well: mortgage or personal banking; title insurance; appraisers; home, termite and radon inspections; septic and well certifications; conveyancing; surveys; and professional sub-contractors for painting, cleaning, interior design, etc. Lisa is just as engaged with the Berks community. You'll see her among the board members and supporters of the Yocum Institute for Arts Education, Berks Arts Council, Habitat for Humanity, the Humane Society of Berks County and a dozen other organizations at



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the heart of Berks. She currently volunteers her time and talents to The Reading Symphony, the American Heart Association, the American Red Cross, the John Paul II Society, Safe Berks (formerly known as Berks Women in Crisis), the Reading Public Museum, and the Berks County Tennis Association. She was a board member of the Wyomissing Institute of Fine Arts for eight years and board member of the Wyomissing Area Prevention Partnership.

You can reach Lisa by cell phone at 610.207.6186; or email: ltiger@c21gold.com. She looks forward to hearing from you soon.

Christine Castellano Beautiful You by Christine



Beautiful You by Christine founder and operator, Christine Castellano, started in the business of beauty more than 23 years ago. With her keen observation,

Christine is always looking for best ways of achieving outstanding outcomes for her clients. Since Christine first started her business, she has expanded from the original Berks County Muhlenberg office location, adding an office in Wyomissing to better accommodate the clients' needs, offering a wide range of beauty and wellness services at both offices.

With more than 10 years in the permanent makeup and medical tattooing industry, Christine regularly attends advanced training classes to keep up with industry best practices and trends. Christine is now expanding her permanent makeup services to include Fundamental Training classes in the art of permanent makeup. "I wanted to give back to the community and train future artist to offer safe, quality work," she explains.

Christine is an A4M Fellowship graduate practitioner. This provides her with expanded knowledge in addressing potential health conditions and being a physician liaison to better help her clients bridge the gap between beauty and wellness. Through her recent certification as a Performance Coach, she also provides health and wellness coaching to clients. By putting both credentials together, utilizing the health care knowledge and the performance coaching, Christine's clients are achieving great wellness results and improved health. "We listen to our clients' needs!", she said.

The Muhlenberg and Wyomissing offices offer a variety of services, including advanced electrolysis (permanent hair removal), permanent makeup, anti-aging, acne, rosacea and scar treatments. Also offered are lash enhancements, manicure and pedicure services.

Christine Castellano can be reached at 610.921.3717; email: bybc07@aol.com.

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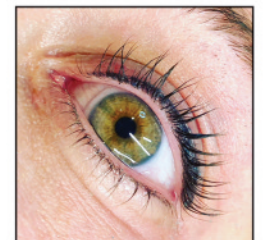
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