

TRAVEL

Boscov's travel agency celebrates 50 years in business

The company is offering several special promotions to commemorate its anniversary.

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Everyone should be able to afford a vacation.

That idea spurred Albert Boscov and Edwin Lakin — along with Eunice Boscov and Alma Lakin — to open the store's first travel branch at Boscov's East department store in Exeter Township, in 1974.

"In the early stages of Boscov's Travel, the founders of the company wanted to create a different mindset towards leisure travel," said Pat Cincfi, president of Boscov's Travel. "They made affordable travel opportunities available for everyone."

Now, five decades later, the company is celebrating its 50th anniversary.

Cincfi attributes Boscov's Travel's success to the same principles of community service and honest pricing that have kept its parent company thriving through the decades.

Staying true to those values gives Boscov's Travel an edge,

even in the age of online booking, according to Cincfi.

"Our business is about relationships; we have gone through life with our clients from the pandemic to 9/11, we've been here with them," Cincfi said. "To us a customer isn't just a customer, they are family."

Cincfi has been with Boscov's Travel since the start, initially serving as a leisure agent before taking on various roles and eventually becoming president in 2006.

The business has grown from a small operation into a full-service travel management company, with 17 branches across Pennsylvania, New Jersey, Delaware, Maryland and Ohio, company officials said in a press release.

The company offers a suite of travel management services, covering everything from vacations, cruises, honeymoons, and destination weddings to business and group trips.

Cincfi noted that the company is continuing to develop, having recently secured new accounts in various states where Boscov's



COURTESY OF BOSCOV'S

The Boscov's Travel leisure sales floor at Boscov's East at the Reading Mall in Exeter.

Travel is new to the market.

While operations have expanded, Boscov's Travel still holds true to its founding ethics, according to Cincfi.

"Whether a client wants to experience a VIP-vacation, or they're planning their first trip to Walt Disney World, the business model remains the same," said Cincfi.

One way the business lives those values is offering complementary planning services along with its complete vacation packages, Cincfi said.

"Clients are entrusting us with thousands of dollars to help build them a dream and we take that very seriously from the start of planning to the moment they get home from their vacations," Cincfi said.

Another customer-focused service is an emergency line, open 24/7, 365 days a year, for clients who need assistance with unforeseen circumstances that arise while traveling.

To honor the customers that made its 50th anniversary possible, Boscov's Travel has planned a few special promotions, according to Cincfi.

"Starting on our anniversary date of April 24, 2024 through May 4, 2024, we will be running a dollars off promotion on clients' next cruise or tour vacations," Cincfi said. "We are also celebrating our anniversary with President's Choice hand-chosen 2024 journeys for our clients to book, trip giveaways, and exclusive travel partner promotions."

The anniversary celebration is slated to run all year, so customers should keep an eye out for new promotions, according to Cincfi.

Jim Boscov, Boscov's president and great-nephew of department store founder Solomon Boscov, said he was excited to celebrate Boscov's Travel's 50th anniversary.

"They reflect the values of the company and the family by providing superior value and customer service in a very specialized field," Jim Boscov said. "Their attention to detail is especially important with the urgency of business travel and precious nature of time off for the leisure traveler."

"I'm extremely proud of our knowledgeable and experienced staff who are devoted to making every trip a success."

MANUFACTURING

Philadelphia region 'What's So Cool About Manufacturing' student video contest winners named

Winners include Upper Merion's Mother Teresa Regional Catholic School

By **Donna Rovins**
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The Delaware Valley Industrial Resource Center recently announced the winners of the 2024 "What's So Cool About Manufacturing" awards for the Philadelphia region. The annual event highlights the creativity of middle school students as they learn more about the world of manufacturing.

The What's So Cool About Manufacturing competition pairs middle school student teams in 12 regions across Pennsylvania with manufacturers — to create engaging videos that showcase the "cool" aspects of their partner company's manufacturing process.

The contest for the Philadelphia region — which includes Montgomery County — is produced by the Delaware Valley Industrial Resource Center. This year, teams from 10 schools were matched with manufacturers to produce their video submissions.

Five awards were presented for the Philadelphia region on March 21 during a ceremony at Normandy Hotel and Conference Center in Blue Bell. The 2024 award winners include:

- Best Educational Value: Mother Teresa Regional Catholic School in Upper Merion, which was paired with Ehmke Manufacturing Co.

- Best Videography: Unami Middle School in Chalfont, Bucks County, which was paired with Lampire Biological Laboratories.

- Outstanding Creativity: Tanager Middle School in Warrington, Bucks County, which was paired with Polysciences.

- Viewer's Choice: Our Lady of Grace Catholic School in Pennel, Bucks County, which was paired with C & L Rivet

- Outstanding Overall: Neil A. Armstrong Middle School in Fairless Hills, Bucks County, which was aired with Spike's Trophies.

Neil A. Armstrong Middle School will represent the Philadelphia region in the upcoming state-wide competition, being held in May, once all the regional competitions are completed.

"This competition not only highlights the innovation within our manufacturing community but also ignites a passion for manufacturing in our future manufacturing talent. Seeing the creativity and effort these students put into their projects is truly inspiring," Hannah McGarry, DVIRC's director of workforce engagement, said in a statement.

The event also recognized the contributions of other Philadelphia region participating schools, including East Norriton Middle School (Montgomery County), Our Lady of Good Counsel Catholic (Bucks County), and Charles Boehm Middle School (Bucks County).

"The creativity and enthusiasm for manufacturing that we've seen in this competition is exactly what we envision for the future of the industry in our region. It aligns with DVIRC's 2030 Manufacturing Moonshot, aiming to make Southeastern Pennsylvania a beacon for manufacturing innovation and excellence," Chris Scario, president & CEO of DVIRC, said in a statement. "By fostering a new generation's interest in manu-

facturing, we're laying the groundwork for a thriving regional economy and setting the stage for an American Manufacturing Renaissance."

In Chester and Delaware counties, the 2024 "What's So Cool About Manufacturing" Student Video Contest is produced by the Manufacturing Alliance of Chester and Delaware Counties. This year, teams from nine schools were matched with manufacturers to produce their video submissions.

The winner will be announced during the Chester Delaware awards event, scheduled for Wednesday, April 10, at Penn State Great Valley in Malvern.

Voting still open for Berks Schuylkill awards

Meanwhile, all of the Berks and Schuylkill videos are posted on the "What's So Cool" website <https://www.whatssocool.org/contests/berks-schuylkill/>, and voting, which opened on Monday, is open to the public through Wednesday, April 10.

The winners will be announced

during the Berks Schuylkill Awards event, scheduled for April 15, at the DoubleTree by Hilton Reading.

In Berks and Schuylkill counties, the 2024 "What's So Cool About Manufacturing" Student Video Contest is marking its eighth year and is produced by the Manufacturers Resource Center. This year, teams from 26 Berks and Schuylkill schools have been matched with manufacturers to produce their video submissions.

Originally developed in 2013 by the Manufacturers Resource Center for students in the Lehigh Valley, the video-based educational tool provides seventh and eighth-grade students with a unique opportunity to connect directly with local manufacturers as they develop, shoot, edit and produce a "cool" video to document their experiences.

Since its inception, the contest has garnered more than 4 million combined votes by the public during regional online voting. According to the Manufacturers Resource Center, more than 60% of school districts in Pennsylvania have participated in the program.

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BUILDING INSIGHTS

Baby boomers in partial retirement are a strategic asset

Today's workforce is experiencing a significant shift in retirement trends, particularly among baby boomers (born between 1946 and 1964). Approximately 10,000 baby boomers reach retirement age every day and many are not ready to completely exit the workforce.

Many baby boomers are opting for partial retirement and leveraging their wealth of experience and wisdom in strategic ways, rather than fully retiring from their careers. This transition presents an excellent opportunity for or-



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Building Insights

ganizations to leverage their skills and knowledge in meaningful ways to foster collaboration, innovation, and continuity in the workplace.

Retaining and leveraging the expertise of baby boomers in partial retirement can be a strategic advantage for organizations because these individuals possess a deep understanding of industry trends, established networks, and institutional knowledge that are invaluable assets to any company.

One key benefit of leveraging baby boomers

in partial retirement is continuity. They are seasoned professionals, who have weathered economic downturns, industry disruptions, and organizational changes. Their experience provides stability and guidance during periods of transition, ensuring that critical knowledge is retained within the company. This continuity is especially vital in industries where expertise and historical context play a significant role in decision-making processes.

Baby boomers also bring a wealth of leadership experience to the organization. They pos-