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Noteworthy

Strategic Wealth Partners, LLC announced the promotion of **Jonathan A. Moyer** to the position of associate wealth advisor. Moyer joined the firm, located in Doylestown, in June of 2016 as a client relations associate. As a Certified Financial Planner professional and registered representative, Moyer brings 17 years of experience to the clients of Strategic Wealth Partners, LLC.

Univest Corporation of Pennsylvania, parent company of Univest Bank and Trust Co. and its insurance, investment and equipment finance subsidiaries, recently announced that **Timothy Chubb** was appointed as the chief investment officer (CIO) of Univest Wealth Management.

Chubb will oversee the investment process across all lines of business within Univest Wealth Management while promoting the Univest Wealth Management brand.

Chubb began his career with Univest in 2014 following the acquisition of Girard Partners, Ltd., where he served as a wealth advisor.

"I'm eager to take on new challenges at Univest as the landscape of our industry evolves quickly," Chubb said. "I've always been committed to helping clients explore a better way to achieving their financial goals. That starts and ends with a continuous education on the financial markets, economy and how that impacts their long-term aspirations. In this new role, I look forward to providing this thought leadership for Univest and translating that into effective investment strategies for our valued clients. This is an exciting new chapter in my career, and I look forward to having a hand in building upon the success of the firm."

Chubb previously worked at SEI Investments and Diversified Financial Group, LLC.

Marlinie "Mami" Lellos opened **The Curated Closet** boutique at 23 S. Clinton St., Doylestown, on Nov. 11.

The Curated Closet sells designer clothes at "deep" discounts in women's sizes 0 to 14.

Lellos said she handpicks all items that go into the boutique. Items are one-offs, samples, overstock or other finds she comes across shopping at markets, sample sales and through distributors. Generally, she said, you can find many popular designers at 30 to 70 percent off retail prices.

In 2001, Lellos opened a bridal store in Atlanta. In 2007, she ditched and launched her own line of wedding gowns under "Marlinie Designs." Now settled in Bucks County after moving to the area several years ago, she again found herself missing the fashion world. Using her small business management skills, she launched The Curated Closet website on Jan. 1. As the website took off, she decided to move her home-based business to an outside location and open it up to the public, as well.

In addition, Lellos hopes to host events with other local businesses. In the works are a wine tasting with a local winery, a MedSpa night with a local dermatology practice and a skin care night with a local natural skin care line. She said she is also anxious to help budding businesses by hosting pop-up shopping featuring their wares or services.

The Pennsylvania Liquor Control Board (PLCB) on Dec. 7 welcomed local officials, the public and television competition show personalities Ken Warwick and Nigel Lythgoe to the grand opening of a new **Fine Wine & Good Spirits Premium Collection Store** at 212 S. State St., Newtown.

Warwick and Lythgoe helped cut the ribbon on the new store, which is one of the largest branded stores in Pennsylvania. Its 13,000 square foot feature more than 4,250 wines and spirits, including Premium Collection luxury items and Chairman's Selection wines. The store also features a wine specialist.

In addition, the store has a "Made in Pennsylvania" section to highlight wine and spirits produced in the commonwealth.

Rick Slimmer, vice president/commercial loan officer of QNB Bank, has received the Sigma Phi Epsilon (SigEp) 2018 Exemplary Service Award for his significant and lasting impact on SigEp's chapters and campus communities. The award recognizes devoted and productive service to the fraternity at the local or national level for a minimum of 20 years.

Slimmer will be formally recognized for his achievement in February at the annual Carlson Leadership Academy by SigEp's national board of directors.

Slimmer is often credited with continuing the Sig Ep tradition at Muhlenberg, his alma mater and a college of just over 2,000 students. His dedication is apparent in everything he does, from stopping by to check on the chapter house during the summer and holidays to his more than 40 years as treasurer of the Alumni and Volunteer Corporation of SigEp. Slimmer is a Distinguished Alumnae recipient, and a chapter scholarship was named after him at the chapter's 75th anniversary celebration in 2013.

Moss Mill Brewing Company is a family-run microbrewery opening early next year in Huntingdon Valley.

With more than seven years of professional brewing experience and industry ties to rely on, the founders, Nick and Evann Rodgers, are ready to take their experience to the next level. To bring this project to life, Moss Mill Brewing Company is asking for collaborators to join its crowdfunding campaign on Kickstarter.

"We're looking to the community to step up, help out and really validate our concept," Evann Rodgers said.

Located at 109 Pike Circle, Moss Mill Brewing Company will have a tasting room with both in-house produced beer as well as Pennsylvania-produced wine and spirits.

Construction of the facility is almost complete. However, Kickstarter funds are needed to provide finishing touches to the tasting room. The Kickstarter campaign can be found at kickstarter.com/projects/843790388/finishing-touches.

Furia Rubel Marketing and Public Relations announced that account manager **Caitlan McCafferty** has been named to the board of the Young Friends of the Historical Society of Pennsylvania.

The Young Friends of the Historical Society of Pennsylvania is a group of young adults between the ages of 21 and 45 who share a common appreciation for history. The group is responsible for fundraising for the historical society through a variety of educational and social events.

"I am excited to work with an organization that is dedicated to preserving our country's rich history. Particularly during today's period of political and cultural upheaval, it is important to reflect on our progress as a nation so we can work together toward a better future," said McCafferty, who lives in Newtown.

Fun in franchising Fun Fieldz looks to expand business reach

David Campbell

Fun Fieldz is ready to go national. Owners Jonathan Retano and Aaron Keller have already popped home runs and booted field goals in Bucks and Montgomery counties, so, they figured, why not give franchising a stab?

"We decided to take the business to the next level," Retano said. "It's really been so positively received, what we do to get both children and adults outside playing and having fun. The opportunity's right for us to franchise."

The Fun Fieldz concept was born in the summer of 2011 when Retano and a former business associate stumbled onto the idea while on a "mancation" in Worcester Township. Retano set up a Wiffle ball field.

"I've been doing this sort of thing, just for fun, for the past couple of years, bringing my gear, so to speak, to barbecues, picnics, functions that my wife's family had, just to add a little bit of fun and excitement," Retano told the Herald in a July 2013 interview.

Fun Fieldz, which was officially launched in the spring of 2012, "brings a range of miniature, authentic sports fields to your location to create a unique and memorable big league experience," it reads at funfieldz.com.

Imagine having an iconic stadium from baseball's glory days erected in your backyard. Sure, the playing field may be smaller, there may not be thousands of fans looking on from the stands and the competitors are handed a Wiffle ball and bat, but the experience is second to none, Retano said.

"People really have to experience it or see it to get the full impact of what we're trying to bring," Retano said. "It helps adults reconnect with their childhood and it teaches children how to just go out, have fun and play ball outside."

Although they're based in East Norriton, Retano and Keller have been drumming up a lot of business in Bucks County. That success led them down the path to franchising. Retano and Keller obtained legal clearances to begin franchising in October and attended the Philadelphia Franchise Expo in Oaks in November.

"I'm very excited," Keller said. "I think this is a huge opportunity for us and I think it's a natural step. We've been very happy, over the years, with how well we've been received and how we've grown just organically, so I look forward to great things."

Doylestown-based SMB Franchise Advisors lent a hand.

"We believe it is very important that we get children playing outside again like we did years ago when we were kids," SMB Franchise Advisors' Steve Beagelman said. "Too many kids today just stay inside in front of their computers and don't get the exercise they should. Fun Fieldz gets people outside, playing games, working as a team and having fun, which is really exciting."

"Fun Fieldz is a great business opportunity for someone looking to get into their own business without having the high cost of most other franchise concepts," Beagelman continued. "A person can start this business from their home and work and build the business in the community where they live."

"The question is, 'Hey, can I own my own business where I get to play sports and games all day?'" Retano asked. "Yes, you can. And that's Fun Fieldz."

Fun Fieldz is perhaps best known for making Wiffle ball huge.

"We're selling an experience," Retano said. "It has the game, the sights, the sounds, the music,



Fun Fieldz owners Aaron Keller, left, and Jonathan Retano have gone into franchising. "I'm very excited," Keller said. "I think this is a huge opportunity for us and I think it's a natural step."

everything all wrapped into one package. It has to be authentic looking, it has to be mobile and it also has to be wind resistant."

If a customer requests to play ball in Boston's Fenway Park, Fun Fieldz delivers a miniature Fenway highlighted by a Green Monster in left field.

"All of our reviews on Google are five stars," Retano said. "When people sign up and pay for the Fun Fieldz experience, they're more than satisfied with what they get."

"It's been extremely well received," Keller added.

That, among other things, was the impetus behind pursuing franchising.

"The hope is to franchise this throughout the country," said Retano, noting they intend to start local. "Just the joy and fun that we bring really should be everywhere."

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Family Service fetes Penn Community



Penn Community Bank has been named Corporate Citizen of the Year by Family Service Association of Bucks County. The award, which was presented at Family Service's annual luncheon on Nov. 9 at Spring Mill Manor in Ivyland, recognizes the support that the bank has provided for nearly two decades. Penn Community Bank Executive Vice President and Chief Relationship Officer Todd R. Hurley and President and CEO Jeanne Vudron J. Cocker pose for a photograph with Family Service Association of Bucks County CEO Audrey J. Tucker and board President Joseph C. Bondi.