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## Farmhouse Style a Good Fit in the 'Boro

Kim and John Pawelski raised their three children, as well as six adopted siblings during their 35-year marriage. Today they have seven grandchildren and two more on the way. That was a hectic parenting period to be sure, but the skills acquired along the way have served them well.



Today, Kim owns Farmhouse Style boutique on Springboro's South Main Street. The venture recently marked its first-year anniversary. Together they own and operate Moonlight Security in south Dayton. John is a retired Dayton police officer with more than 20 years in law enforcement.



Farmhouse Style brims with an eclectic mix of home décor items, from realistic faux plants, unique jewelry and more, to the one-of-a-kind hand-lettered signs Kim paints to order. She also offers holiday and seasonal florals. "I began by selling items on Etsy, mostly signs and painted Mason jars," she recalled. That success encouraged her to consider a storefront operation. When the small

shop at 140 South Main Street became available she decided to give Farmhouse Style a one-year trial. A

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## Today, Norm Grevey Scores 'Points' for Clients

Mention Norm Grevey's name to University of Dayton Flyer fans of a certain age and you'll see instant recognition. Today, the Flyer stand-out is a business partner with Wealth Management, Group Inc. and opened his office at 20 South Main Street, Springboro four years ago. Tipp City-based Wealth Management, Group is a registered investment advisory group and has offered its services for 20 years.

Norm explained that the firm works with the broker-dealer LPL Financial which provides more than 13,000 financial advisors with proprietary technology, brokerage and investment advisory services. With about 300,000 financial advisors in the United States, "it's a very competitive field," he notes. "We develop individual plans for my clients based on their needs and goals that we've discussed and agreed on." After doing his research he uses various computer models to design a plan that fits the clients' current goals and can be changed as those goals

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## Entrepreneurial Spirit Drives Move

When Springboro Wine and Spirits opened on Central Avenue about 10 years ago, the city's population stood at about 11,000.

Today, the city's population has almost doubled and Springboro Wine and Spirits doubled its size in April with a move to new quarters across from Dorothy Lane Marketplace. "This new building and new location offers 6,000 sq. ft. of floor space and makes it possible for us to increase our focus on providing outstanding customer service. It also means we have significantly expanded our selection of craft beers, wines and spirits," says the owner, GB, as he looks out at row after row of product. "Our selection has more than doubled with this new building," he notes. GB and his father Vinny are co-owners. "My dad is the overseer," he says with a smile.

GB handles daily operations along with six full and part-time employees. He trains the staff and emphasizes vigilance in checking IDs using an electronic scanner. "We want people to use alcohol responsibly." The new building includes a bar area and GB is setting up a schedule for wine tastings. Food trucks visit the site on most Fridays and wine can be opened with a small pour fee and a secure bag is provided for customers to take the remainder. GB notes he is careful to check the various rules and regulations before moving on hoped-for innovations such as walk-in humidors, scotch and bourbon tastings. A vote on Sunday sales might be put on the November ballot. "The state and the city have been very good to work with and that's a blessing. This is something I've always wanted to do."

GB has been an area resident for 22 years and began as an entrepreneur following positions as a financial analyst for several corporations. He earned his bachelor's degree in business from Miami University. He and his wife have three children ages five, three and one.

Springboro Wine and Spirits new location is at 748 Gardner Road. For more information, call **937-748-2131**.

## Farmhouse Style is a Good Fit in the 'Boro

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Waynesville shop owner offered advice and became a valued mentor before she opened the doors.

The custom signs are her signature offerings in many designs, materials and script driven by the customer. She also visits trade shows, estate sales and auctions to scout suitable items that will be unique to her shop. In addition to carrying décor items she would happily display in her own home, she also refinishes and sells some furniture finds she comes across at sales.

With so much merchandise and a small space, she relies on a computer system to track inventory and sales.

During hectic periods such as Christmas in Springboro and special events when the city is deluged with visitors, it's all hands on deck. John, their adult children and a part time assistant pitch in to help. Kim is a big fan of Facebook and Instagram and credits both sites with boosting sales. "I take lots of photos and post them on both sites. I've got quite a few followers on Instagram, including people from Columbus and Cleveland," she notes.

The family moved to Springboro in 2004 and their grown children all live close to the family home, except one who resides in nearby Hamilton.

For more information, stop by the Farmhouse at 140 South Main Street, phone **937-553-3276** or check out the store at **Facebook@farmhousestyle17** or on Instagram.



## Please Recycle

After you are finished reading the *Business Matters* Newsletter, please consider the environment and recycle this publication instead of throwing it in the regular trash. This paper is recyclable. Thanks for doing your part!

## Today, Norm Grevey Scores 'Points' for Clients

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change with time. Through the years, Norm has seen his clients through the volatility that is inevitable with investments. Norm's client approach isn't just the typical annual holiday greeting card or calendar. He usually visits his clients in their homes about every three months and is always readily available for them to drop by the office or phone, text or e-mail him.

Since Springboro is home and many clients also reside in the area, South Main is an ideal location. "I love the downtown charm and what the city's been doing with the downtown."

His client base includes many couples looking at retirement. "People need sound advice because the marketplace changes, sometimes very quickly. I've seen and helped clients weather many of the financial ups and downs that have happened over the years. National and geopolitical events, tax changes, inheritance, wealth management, all have a part in financial planning."

"People need a partner to navigate through it all. I see many clients at a time when the kids are out of college and parents are encountering lots of life and financial changes and they have to navigate through risks. We work as a team."

"Whether the motivation is financial growth, retirement, estate planning or other goals, investment possibilities reach far beyond savings in banks, credit unions or savings and loans."

Norm was with the Flyers in their 1990 run to the NCAA. Despite an injury in a game against Illinois in Austin, TX, Norm, with Negele Knight, became "One of the best-shooting backcourt pairs in America," according to an article published in the *Springfield News Sun* at the time.

Norm still holds the UD record for nine 3-point shots scored, but today he's more likely found helping clients or watching his children play basketball.

Norm and his wife, Angie, have three children who attend Springboro schools; Connor, 17, Catie, 16 and Chase, 13. Norm coached local youth basketball for 20 years, and served as an assistant coach at the high school.

Angie is a licensed Esthetics and sees clients at 896 S. Main St., Centerville.

For more information about Wealth Management, Group Inc., call Norm at **937-371-6798** or e-mail him at [norman.grevey@LPL.com](mailto:norman.grevey@LPL.com).

## Women 'Smitten' With Local Offerings

Shophe Smitten, specializing in women's clothing and accessories, operates from a building that once housed a mental health counseling service.

In a manner of speaking counseling still goes on in the small shop at 205 S. Main St. Women searching for well-made, reasonably priced, classic, but on-trend clothing look to



Shophe Smitten owners Kam Mosher and Leslie Moss to stock the store with quality clothing and provide fashion and buying advice. The business partners also are fast friends and young moms. They met at their church about 10 years ago and have been close friends ever since.

Leslie operated a photo studio which eventually morphed into Shoppe Smitten. She still takes on some jobs but most photography is for Shoppe Smitten's web presence which includes Facebook and Instagram. Kam majored in entrepreneurship and management, and handles many of the operational functions, so they make full use of their complementary strengths. "Our specialty is what we love and believe in. We sell clothes we feel good about," says Kam in describing the many styles as reflecting California West Coast or urban chic.

Many accessories are sourced locally. "We work with about 15 local vendors, primarily for jewelry and other accessories," Leslie noted. Helping to revitalize the popularity of small, independently owner-operator shops also plays into their business approach.

The two recently opened a second store in Oakley, near Cincinnati, a more urban area than Springboro. They share time in the shops and have assistance on weekends. Both locations have met their expectations and Springboro, with a longer presence and following, has exceeded their goals. "It can be hard to find clothes that are affordable, stylish, well-made, but not faddish," Kam added.

Their husbands also are hands-on in the ventures. Todd Moss did much of the Springboro remodeling, including building a unique counter of pallets and locating an ornate frame he repurposed to surround a full-length mirror that is a focal point of the store, Andrew Mosher handles taxes and financial details for the stores and did the extensive the research before they made the decision on opening the Oakley location.

For more information, call **937-654-2260**, stop by the store or visit them on Facebook or Instagram or at [ShopheSmitten@gmail.com](mailto:ShopheSmitten@gmail.com).



## IGA Redevelopment

A little over 3 years ago, the city purchased the former IGA Plaza property on the northwest corner of State Route 73 and State Route 741. With the IGA closed and a few of the businesses relocating, the city felt the need to step in to ensure that property, at the crossroads of the community, did not fall into disrepair.

Over a 24-month period following the purchase, the city enlisted different members of the community, a development team of James Parisi Design and Mills Barnett Development, to create a vision for the future of the property. That vision is very close to becoming a reality!

The redevelopment, which includes approximately 76,000 SF of new retail, office, green space and a Performing Arts Center, will be put into motion in the next few months. "This is a very exciting time for the city," states City Manager Chris Pozzuto. "This project is City Council's top priority for the next 3-5 years and they see this redevelopment as a re-birth of the area and a project that will spur even more investment and redevelopment within the city."

The city recently conducted an online survey of citizens concerning what types of uses and businesses the residents would like to see locate in the redevelopment. "We had over 350 responses to the online survey, which was wonderful," said Pozzuto. "We took all that data and provided it to the developer, who will then go out and seek



those uses and businesses to hopefully get them to locate on the site."

Pozzuto says, "While residents may want certain businesses, restaurants, etc., to locate within Springboro, the city cannot force them to do so. A lot of residents say 'why did they let THAT go in there?' If a business wants to locate in the town and the zoning allows it, we will accommodate them as best we can – but we cannot make them locate in Springboro."

The city hopes this site will become a natural extension of the Historic District which lies just to the south. There are plans to link the two areas together, including ease of pedestrian access and possibly setting up both areas as an "open container district" to allow adult beverages to be taken outside of businesses that sell alcohol, within certain designated areas.