



Main Street

Vineland  
Culture ♦ History ♦ Progress

VINELAND DOWNTOWN IMPROVEMENT DISTRICT

# Main Street VINELAND

FEBRUARY 2008

A NEW JERSEY MAIN STREET COMMUNITY

www.mainstreetvineland.org

## Top Scrubs is the Downtown Place to go for Medical Attire

Doctors, nurses, and home health agencies are discovering Top Scrubs as a new destination to get their medical and surgery attire.

Located at 741-A E.

Landis Ave., Top Scrubs carries medical clothing in a wide variety of sizes, styles, and colors.

Since opening last November 23, word has spread about this store, conveniently located in downtown Vineland, which fills a very special need among health care professionals. This has resulted in lots of business.

The business is a true family affair. Owner Barbara Ashlin is assisted by her sister Rose Britton as



the store's manager and daughter Jenny Ashlin as the assistant manager.

Barbara started the business to get her sister back into productive activity following an injury. Previ-

ously, Barbara had worked for 16 years as a medical secretary for a group of surgeons in Millville.

They reach out to prospective customers through a newsletter which they

fax—"a couple hundred every week" according to Barbara.

A hallmark of their sales strategy, however, is to make sure that each customer gets the individualized service and treatment they want. Part of their future marketing plans is to go out to the doctors' offices to show their product line.

The family is happy to be part of downtown Vineland and its revitalization. "I'm glad that it's all happening and that we're here for everybody," Britton said.

For more information, call Top Scrubs at (856) 405-0999.

## VDID/Main Street Vineland seeking information for Downtown Shoppers

Vineland Downtown Improvement District (VDID)/Main Street Vineland wants to find out what downtown Vineland businesses you like and what makes them unique.

As part of information being gathered for a marketing campaign to be launched in 2008, VDID/Main Street Vineland is seeking this information from those who patronize businesses in downtown Vineland.

The marketing campaign will be aimed at increasing public awareness, through various media, of downtown businesses that their

customers recommend.

"We know we have some great businesses downtown," said Todd Noon, VDID/Main Street Vineland Executive Director. "I often hear customers who have had wonderful things to say about one or another of those businesses. We want to hear from the customers themselves what makes these businesses great and worth recommending."

People can give their input by going to a special page on the VDID/Main Street Vineland website or by calling the VDID/Main Street Vineland office.

The special page will

be an ongoing part of the website, Noon said, and the campaign will expand as the redevelopment plan brings new businesses to downtown Vineland.

To access the feedback page, go to www.main-

streetvineland.org and click on "Leave us feedback."

For further information, to give input, or for help in accessing the feedback page, please call the VDID/Main Street Vineland office at (856) 794-8653.

### 2008 VDID/Main Street Events

May 26 - Memorial Day Parade

June 14 Soap Box Derby (4th Street/Landis)

June 14 Cruise Down Memory Lane

June 7-Sept. 30 Farmers' Market

August 30 International Festival

Sept 27 Rock 'n Roll 'n Ribs 'n Chili Cook-off

Nov 28 Holiday Parade

Events listed will be held on Landis Avenue with dates and times subject to change.

In the ♥ of the Urban Enterprise Zone

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