



Yardley Village News

March 2013

Message from the President

With any luck and a look the other way from the Norse Snow God “Ullr”, maybe we can make it through the worst part of winter with some money left in the bank. That’s right, I said “Ullr”. I can’t pronounce it either, but the snow crowd in Breckenridge, Colorado, spent the first two weeks of January celebrating the “Fest of Ullr”. By the way, if you’re ever in Breckenridge in January, it’s pronounced “oo-ler”. Now all you need is your skis and an unlimited credit card.

And here comes March, the beginning of the end of winter, adding an hour to daylight through the magic of Daylight Saving Time beginning on March 10th. Don’t forget to move the clocks ahead on the evening of the 9th. One week later, and everyone is Irish for the “Wearing of the Green” on St. Patrick’s Day on March 17th. Then spring arrives on March 20, and at their current rate my crocus, hyacinth and tulips will have more than their noses in the air by then. Following right behind at sundown of March 25th is the beginning of Passover commemorating the biblical story of Exodus when the Hebrew slaves in Egypt were released from bondage. The last week of March also marks the last week of Lent followed by Easter Sunday on March 31st which celebrates the Resurrection of Jesus and is the apogee of the Christian liturgical year. Well, that pretty much wraps up March, except, hopefully for many wonderfully, clear and sunny days in between.

If you happened to see the February 21st edition of the Philadelphia Inquirer, I hope that you noticed the Hershey’s Mill ad in the 55+ section. Similar ads will appear in this section in April, August, October and November. There will also be ads in the County Lines magazine in March, June, August and November. In addition, the Marketing Advisory Group is considering participating in the Devon

Horse Show program and the Chester County Expo for 55 Plus to be held at Church Farm School in June. The Hershey’s Mill Bus has also been re-lettered to include the Hershey’s Mill website address to act as a billboard for Hershey’s Mill when it is parked outside various cultural venues in the normal course of its business. The advertising efforts have received a great deal of positive reaction from the Realtor community; hopefully, it is also contributing to the 70% increase in the sale of homes in Hershey’s Mill from 2011 to 2012.

Hopefully, you have received and reacted to the email/ mailing that was recently made to all of the residents of Yardley Village regarding the approach that will be implemented for the stucco testing program that will be conducted during CY 2013. Council believes that this approach will give each resident the opportunity to utilize this service at a discounted price and accomplish our overall objective of assuring residents of the soundness of their stucco systems or, conversely, providing ample evidence to present to K.Hovnanian of any problems that may exist.

In This Issue

<i>Message from the President</i>	<i>Page 1</i>
<i>Architecture Committee</i>	<i>Page 2</i>
<i>Decoration Committee</i>	<i>Page 2</i>
<i>Landscape Committee</i>	<i>Page 2</i>
<i>Maintenance Committee</i>	<i>Page 2</i>
<i>Social Committee</i>	<i>Page 2</i>
<i>Yardley Activity Corner</i>	<i>Page 3</i>
<i>Neighborhood News</i>	<i>Page 3</i>
<i>Letters to the Editor</i>	<i>Page 3</i>
<i>Web Site</i>	<i>Page 3</i>
<i>Council and Committee Members</i>	<i>Page 4</i>

I would urge all of the residents to seriously consider this action in view of the fact that each of you, individually, is responsible for repairs of any damage that occurs to your home, from the outer-most face of the wood or metal studs of the outside walls inward, including any interior household damage that could occur due to an undetected water intrusion problem that isn't corrected.

Council had previously requested that Yardley residents notify CSK Management if they had the existing dryer vents leading to the outside of their home cleaned in the past. The response to this request has been minimal at best and, hopefully, represents a lack of response and not a lack of action to attend to a high fire risk. I am once again requesting that you please take the time to notify CSK Management by email or phone with your name, address and approx. date that this cleaning was conducted. The lack of such maintenance presents a serious fire risk, not only to your own home, but also to those homes that are part of your building complex. If you have not attended to the cleaning process in the last two years, I would suggest that you do so, either yourself or through an outside service, as soon as possible and advise CSK Management of this fact.

As you know, many efforts have been expended in the past to address speeding within the Mill. Speed bumps, warning letters and frequent mention in various publications regarding the problem have been implemented. As part of the continuing effort, the Hershey's Mill Master Association Board has installed an electronic speed sign on Chandler Drive between the North Gate and Vassar. The sign is similar to those we have all witnessed on other local and major roadways. It is intended to catch a speeder's attention and serve as a minimal nudge to slow down. (Personally, I'd prefer a spike strip that triggers over 35 mph). The sign will be moved to various locations throughout the Mill over time so that all drivers will experience it. Please pay heed to the warning if it occurs while you are at the wheel – remember, the life you save may be yours.

Lastly, I am sorry to say that Jim Falcone, one of the prime members of the Finance Committee, has decided to relocate to Florida on a permanent basis. While I wish him and his family the very best in their

new lifestyle, it also presents a problem for the rest of us that are left behind to suffer life without a year round tan. This individual, acting as the Finance Committee Chairperson, has been a major contributor to the investment decisions and tracking of such investments of the Yardley Homeowners Capital Reserve Funds. The amount of money involved is currently in excess of \$850,000 and, hopefully, growing as we speak. It is absolutely necessary that we identify another competent, willing individual from within Yardley Village to step into this role as soon as possible. I am therefore requesting that anyone who is interested in taking a leading role in this activity step forward and help maintain and direct a strong, successful and secure investment portfolio.

*Joe Ciasullo
Council President*

Architecture Committee

No report this month.

Tony Bruno, Chairman

Decoration Committee

No report this month.

Katie Worchaz, Chairperson

Landscape Committee

No report this month.

Mary Ellen Marra, Landscape Chair

Maintenance Committee

No report this month.

Ed Sweeney & Jim DiCarlo

Social Committee

No report this month.

*Joane McNamara
Social Committee Co-Chair*

Neighborhood News

Yardley Activity Corner

Yardley Village Romeo Club

Our next scheduled meeting falls on **Monday**, March 4th. Same place-Nudy's...9:00 a.m. See you then.

Gordon Davis and Jim Swalm

Yardley and Zephyr Ladies Luncheon

Flyers have been sent out for the March luncheon: March 7th at The Redhound Grill, 128 Paoli Pike. Call Yvonne Ward, 610-431-4318, if you will be attending and if you need a rideP. Doris Mortimer's email was

hacked and she lost her address book. Please call Doris at 610-918-9235 to help her rebuild her luncheon email or phone call list.

Doris Mortimer

Letters to the Editor

Please submit questions or comments to Lgamma1937@aol.com.

Yardley Village Web Site

Send your data and suggestions in an e-mail to webmaster@yardleyvillage.com

Yardley Village Council and Committee Members

Yardley Village Council

Joe Ciasullo, President
Joane McNamara, Vice President
Al Zuccarello, Secretary
Art DiGiuseppe, Treasurer
Dick Mortimer, Member at Large

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Katie Worhacz

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Edward Sweeney
Lucy Watt
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Web Manager

Roger Fleming

