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# Limerick

An exclusive magazine serving the residents of Limerick

*living*

## Women's History Month

Reflections from Local Female Business Owners



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# Women's History Month

## Reflections from Local Female Business Owners

By Jennifer Hetrick, Content Coordinator

Professional Cover Story Photos by Kailey Edwards Photography



First created in 1987 through a declaration by the U.S. Congress, Women's History Month is celebrated annually in March. The strengths and drive of women are a part of the complex patchwork of everyday society and keeping lives, families, friendships, projects, nonprofits, and businesses moving forward in our world. We reached out to female business owner sponsors of *Limerick Living* and asked them to share their thoughts about this month and women's contributions locally and beyond—and in history—and into now. And we're incredibly grateful to bring these perspectives to you here.



## Heather Esham

Senior Independent Living Companions (SILC)

### What are your thoughts on Women's History Month, when you think about it and in terms of changes throughout history for women from the past into now and into the future?

When I reflect on Women's History Month, I am just so very thankful to the many women in history who had the strength and courage to lead the way and impact change. So far during my time on this earth, Women have fought and stood for Education Amendments, Women's Rights, Sports Titles, Space Travel, and have held the high-ranking positions of CEO, Supreme Court Justice, Attorney General, Secretary of State, Speaker of the House, Presidential Candidate, and Vice President of the United States of America. Those amazing women have earned the title of "FIRST." They opened doors for the rest of us to have the confidence to walk through, try, and succeed. Because of these women and their past achievements, my daughters and other young women have a future with possibilities and opportunities. The future is theirs; they can dream, they can fail, they can get back up, and they can become anything they want to be. I am proud that as a woman and a mother, I can be an example to my girls that you can take risks, set goals, work hard, and love what you do.



### How do you feel about being a local female business owner?

As a small business owner, I have had to lean on and learn from so many along the way—from family and friends, clients and their families, and an incredible networking group of men and women business owners, all who have provided me with guidance, suggestions, best practices, and most importantly, support, over the last five years. I would like to say thank you to the families in the Limerick and Upper Providence community who have trusted themselves or their loved ones with our care. We have truly learned something from each client we have had the privilege to meet and work with since SILC started in 2017.



**How do you feel about being a local business owner who chooses to sponsor *Limerick Living*? What are some things you appreciate about the magazine which you feel are good for the community, women, and all people?** SILC is proud to be a sponsor of *Limerick Living* and *Upper Providence Living*. I believe in the magazines' mission to promote community and the businesses and people who live in it. I love the resident features showcasing the amazing people and families who do so much good or overcome such adversity. I support the local businesses in the magazines and feel up-to-date with community events in our area.

**Is there anything else you'd like to add?** There will always be FIRSTS in this world, and that is how it should be. There will be new firsts in technology and medical advancements, new achievements and record-breaking, and firsts I can't even begin to imagine. My hope is that in the future, the gender noun which comes after First can just be Person.



**What are your thoughts on Women's History Month, when you think about it and in terms of changes throughout history for women from the past into now and into the future?** Women's History Month reminds me that I am following in the footsteps of great women who achieved success in the face of greater obstacles and fewer opportunities. The perseverance and examples set by women trailblazers of today and in the past has motivated me to be a positive force in our community and to mentor other women to be leaders and achievers themselves.

**How do you feel about being a local female business owner?** Being a local female business owner empowers me to chart my own course in terms of growth and development. It also gives me a great sense of pride in ownership and to be a positive force in my community. In my previous career, I spent a lot of time and emotion contending with supervisors and vice presidents, controls, layoffs, hirings, and firings. Now, I have the opportunity and power to change people's lives and to make lifelong dreams come true. I can do all that because I am empowered as a proud local female business owner.

**What are some strengths and advantageous characteristics and tendencies you see women often having which are a benefit in running a business, in good times and in times of challenges in surviving a hard world?**

I feel the strengths and characteristics that women have which are a benefit to running a business in these two kinds of times are that we are organized, pay attention to detail, and do well with multitasking and budgeting. For example, even though some women may not be business owners, any woman who has a family (regardless of how that family is structured) and is taking care of a household—is the CEO of that household. Each family member has their own calendar that we manage, we have budgets to manage and stay within, and we have to be able to pivot at a moment's notice when something unexpected comes up. We apply these same characteristics in our respective businesses.

**How do you feel about being a local business owner who chooses to sponsor *Limerick Living*? What are some things you appreciate about the magazine which you feel are good for the community, women, and all people?**

I love *Limerick Living*! It is a representation, a microcosm if you will, of all of Montgomery County, the Philadelphia suburbs, and today's families. *Limerick Living* connects people to our growing community and gives spot-on insight into what families care about, what creates a thriving community, and other important social trends. Whenever I read the *Limerick Living*, I always find myself wishing the magazine was twice its size because I look forward to the informative content and personal profiles. It gives its readers the positive feeling of being in touch and tuned in to what's happening in West-Montco and the Limerick area. People want to know how their community is doing, and *Limerick Living* is a leading voice in keeping its readers informed and creating pride in our community.

**Is there anything else you'd like to add?** I am genuinely honored to be included with the female business owners who are featured in *Limerick Living*. These women are supremely talented, provide a critical service to our community, and ensure that the Limerick area continues to be one of the most coveted places to live today.



**Allison Sandberg**  
Magical Memory Planners, LLC

**What are your thoughts on Women's History Month, when you think about it and in terms of changes throughout history for women from the past into now and into the future?**

The role of women in both the home and in business has changed so much, as we look back. I expect it to continue to evolve as we move forward as well, and I think that is exciting. Taking some time to look back, learn from the past, and prepare for the future is a wonderful benefit of Women's History Month.

**How do you feel about being a local female business owner?**

I am proud of what I have accomplished. I have worked hard to balance my role as a wife, mother, and business owner. Building a business from the ground up and then seeing it be an asset in the community is very satisfying.

**What are some strengths and advantageous characteristics and tendencies you see women often having which are a benefit in running a business, in good times and in times of challenges in surviving a hard world?** Women are really tough. We are both strong and compassionate.



Women are also excellent multitaskers. We use these skills to balance our home, family, and work. The passion we have can be poured into our business and aid in our success.

**How do you feel about being a local business owner who chooses to sponsor *Limerick Living*? What are some things you appreciate about the magazine which you feel are good for the community, women, and all people?** Being a resource in the community and helping families to connect and to make lasting memories are my passions. I'm excited to be able to share those tips and information with the readers in the community.



*Kelly Stento*

LeRoux School  
of Dance

**What are your thoughts on Women's History Month, when you think about it and in terms of changes throughout history for women from the past into now and into the future?**

As I consider the women who have had the greatest impact on my life, the first to come to mind are Phyllis Gerschbach, Bonnie Gordon, and Denise Walsh, all small business owners over the last 75 years in an occupation that was considered a hobby. The unpaid housewives, Ginny Logan and Christine Stento, who each handled the bookkeeping for their husbands' small, family-run businesses. Joan Logan and her sister-in-law, Lin, who raised their young families and handled all manner of family activities while their husbands' duty or occupation took them away from home. These women all have daughters who grew up encouraged to be independent. Their daughters lived in their own apartments or houses and chose college and career before they built their families. They have enjoyed and struggled with the opportunity to find and create a life-work balance. Each of these women, together with Ruth Bader Ginsberg, Krista McCullough, Rosie O'Donnell,

Oprah Winfrey, Reese Witherspoon, Kamala Harris, and so many more, were, or are currently instrumental in shaping the thoughts and choices of my life.

**How do you feel about being a local female business owner?** Being a local female business owner makes me feel exhausted! Or is being a mom exhausting? Or being a wife? Oh right, it's all those things that make me exhausted at the end of the day. I'm proud to bring my talent and service to this community, helping to raise the next generation of women leaders. And along the way, I am blessed to be able to encourage and provide the opportunity for support within our community. As Reese Witherspoon said during her Oscar acceptance speech in 2006, "I'm just trying to matter and live a good life—and make work that means something to somebody."

**What are some strengths and advantageous characteristics and tendencies you see women often having which are a benefit in running a business, in good times and in times of challenges in surviving a hard world?** Surviving good times and challenging times, it is advantageous to seek support and help from others, to be open to change, and to be persistent (willing to try and retry, like a child learning to ride a bike). The daily tasks of running a successful business, especially in the current environment, can make you forget why you opened your doors. Finding joy tends to keep you strong, both inside and out.

**How do you feel about being a local business owner who chooses to sponsor *Limerick Living*? What are some things you appreciate about the magazine which you feel are good for the community, women, and all people?** *Limerick Living* brings the families and businesses of our community into our homes every month with a unique story. I was surprised when I was asked to be part of the Women's History Month cover story; it's quite humbling and an honor. I am proud to sponsor the magazine and to support the other businesses who do as well. We are all working each day to serve our community and to keep them safe, happy, and healthy.



*Cindy Harrington*

Center for Nutritional  
Healing

**What are your thoughts on Women's History Month, when you think about it and in terms of changes throughout history for women from the past into now and into the future?** Having been born a woman in the late 1960s in the United States of America, I feel very grateful to have had the freedoms to make my own choices throughout my life, including education and career decisions. So many of the world's women today, and certainly in human history, have not had the freedom to be educated and to work.

These freedoms I've afforded have been the foundation of a very full and fulfilling life, and I am forever grateful to those who founded this country and fought for women's suffrage and rights since. We should never take our freedoms for granted and do everything we can to protect and fight for them today and into the future.

**How do you feel about being a local female business owner?** My clinic is in the borough of Royersford, and I often pinch myself at how blessed I am to be in such a caring, active, and supportive community—everything from Mayor Jenna of Royersford and her enthusiastic support for small businesses, to local and state government leaders and organizations, the Spring-Ford Chamber of Commerce, and even my landlord, Dr. Eric Benedetti. I've always felt my presence here is appreciated, supported, safe, and secure.



**What are some strengths and advantageous characteristics and tendencies you see women often having which are a benefit in running a business, in good times and in times of challenges in surviving a hard world?** Women are amazing in so many ways. We're especially adept at multi-tasking; we're business owners and/or leaders in the home, our communities, and at the workplace, often carrying the burden of childcare and housework, often sacrificing our own health and needs to fulfill our duties and care for others. Most of us here in Limerick Township, U.S.A., are descendants of American women and men who took great risks and made great sacrifices to come to this country for a better life for their children. I realize my mother, grandmothers, and great-grandmothers did not have the social and legal freedoms I've enjoyed—and paved the way for me to have an independent, prosperous, fulfilling life.

**How do you feel about being a local business owner who chooses to sponsor *Limerick Living*? What are some things you appreciate about the magazine which you feel are good for the community, women, and all people?** *Limerick Living* shows the best of our community. And it happens to be an organization of women, from the publisher and marketing manager, to the coordinator and writer, the photographer and digital designers. It's yet another example of a very well-run, hard-working, successful organization that supports its readers. I'm always intrigued by the stories and pictures and uplifted by reading them. It's another reason I'm proud to be a resident of Limerick Township.

**Is there anything else you'd like to add?** Most of my clients at Center for Nutritional Healing are women. They're very special people, searching and hoping to find a way to get well and stay well. When they come to our clinic, they are heard and supported in body, mind, and soul. It's an honor to serve women, to help them heal, so they can be happy and prosper, and so they can help their families and communities be strong and resilient, too.





## Kailey Edwards

Kailey Edwards  
Photography

**What are your thoughts on Women's History Month, when you think about it and in terms of changes throughout history for women from the past into now and into the future?** Knowing all that women have gone through to simply get to this point, the word that comes to mind most often is "resilience." Most would take the answer given to them and not question it further. But—many women have never taken that stance and instead question the "why?" of it all. That's something that I try to bring into my own business by not settling for anything less than I know I and my clients deserve.

**How do you feel about being a local female business owner?** I love being a local business owner mainly because this is the town (Royersford) where I was born and raised, and to now be a young adult working within the community, I'm reminded of what an amazing area it is to be a part of daily. The people are kind, the geography is absolutely stunning (something you don't realize until your job depends on it!), and everyone wants to support everyone else.

**What are some strengths and advantageous characteristics and tendencies you see women often having which are a benefit in running a business, in good times and in times of challenges in surviving a hard world?** I think the empathetic and sympathetic nature of women is what strikes me as most advantageous. Some might see this as a downfall, but I see it as women's ability to connect to the humanity of people. My line of work is all about finding the joy in life, and I've found that women business owners are wonderful at approaching things with a kind (but stern, if needed) heart. I also think, similar to what I stated above, that women won't take "no" for an answer. They will often ask the "why's" and the

"how's" and the "what-about-this's" before making a final decision. That's extremely advantageous because then you know that woman did her due diligence to find the answer and thus give you the best possible experience with her business.

**How do you feel about being a local business owner who chooses to sponsor *Limerick Living*? What are some things you appreciate about the magazine which you feel are good for the community, women, and all people?** I love that the magazine focuses on the everyday people. The stories that these people, and especially women, have to tell just from living in a small suburban community is astounding to me, and I'm constantly learning new things when I'm on the job. Sometimes I even learn something new about someone I've known my whole life! I love that I not only get to be a sponsor, but the photographer as well.

## Women's History Month News

By Jennifer Hetrick, Content Coordinator

Throughout March 2022, the website [www.womenshistorymonth.gov](http://www.womenshistorymonth.gov) will be showcasing a women's film and video series, a virtual women filmmakers' festival, a book talk called **Rediscovering Eleanor Roosevelt** hosted via Facebook and YouTube, **National Archives Comes Alive! Young Learners Program Meet Alice Paul** viewable on the U.S. National Archives YouTube channel, and much more.

