

The Ellis Preserver



Proudly Serving the Ellis Preserve Community

May 2017



The Preserver Profile



Fidelum Partners is a research-based consulting firm focused on customer and employee insights, loyalty and growth strategies that generate sustained performance. The firm was founded by Managing Partner Chris Malone in 2010 and opened its offices on the Ellis Preserve campus in March 2012. Previously, he had served as Chief Marketing Officer for Choice Hotels International and Senior Vice President of Marketing for Aramark Corporation.

Madison Ellis Preserve Brings the Best of Modern Living to Newtown Square

Madison Ellis Preserve is a brand new luxury apartment community in Newtown Square specifically designed to offer residents a broad array of lifestyle amenities and modern conveniences.

The community, which is now pre-leasing, is situated within Ellis Preserve, a 218-acre, master-planned development located near the intersection of Routes 3 and 252 in the heart of Newtown Square.

The unique character of this master-planned community is unlike any other development in suburban Philadelphia. With contemporary architecture and high end amenities in an ideal setting, Madison Ellis Preserve Apartment Homes offer residents a wide range of living options from studios up to three-bedroom homes.

The open and spacious apartment homes will have 9' ceilings, quartz countertops with ceramic backsplashes, frameless

contemporary wood grain cabinetry with soft close features and brushed nickel hardware. The kitchens boast GE stainless Energy Star® appliances, and those who like to cook will love the 5-burner gas ranges. There are even USB ports installed in kitchens and bed rooms. And for the ultimate in convenience, full-size washer/dryers are included in every home.

Madison Apartment Group is also bringing some of the area's finest amenities to Newtown Square. Residents will enjoy a beautiful club house where resident get-togethers will take place, a business center, resident lounges and an on-site fitness center outfitted with Well Beats on-demand programming.

But let's not forget about the outdoor amenities – like the resort style heated pool with in-water sun seating. Each offering has been designed to provide



Chris Malone
Managing Partner

When he arrived on our campus, Malone was working on his award-winning book, *The HUMAN Brand: How We Relate to People, Products & Companies*. Since the book was published by Jossey-Bass in October 2013, Chris has delivered keynote speeches on customer and em-

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The Unconventional Success of Founder's Hall Cafe



When guests visit the Founder's Hall Café on the Ellis Preserve campus in Newtown Square, PA, they're often surprised by what they find. The atmosphere is warm and friendly, and unlike most corporate cafeterias, it's someplace you would actually want to bring a client. After choosing from a variety of made-to-order menu items, which could range from traditional Italian fare to classic Philly favorites and an elaborate salad bar that features shrimp, smoked salmon and grilled chicken breast every day, the cashier and hostess Linda O'Brien cheerfully greets customers, often by name, and sends them on their way with a word of encouragement.

Manager and chef, Fabio Caparra, credits Linda with being the face of the Café, and mentions that every person she interacts with leaves with a smile. According to Caparra, "She is not just nice, she is also skilled

and moves the line along quickly and also listens for customer preferences and relays that information to us". When customers were asking for an additional vinaigrette dressing on the highly popular salad bar, she relayed this to Fabio, who was able to respond with additional choices right away.

The current Café officially opened during the summer of 2014 and is operated by Luigi & Giovanni, a popular Italian specialty foods retailer and caterer. Luigi & Giovanni took over management of the previous, 1980's era Ellis cafeteria from Barson's Deli in 2013 with plans to improve the variety and quality of food offered each day. For them, this represented a first time foray into the challenging business dining category, where the broad range of customer preferences are difficult to balance and guests are especially price sensitive.

Initially, employees on the campus were apprehensive about how meal prices would be impacted by the change in management. However, most of the planned menu and service changes could not be implemented in the aging café facility. Fortunately, a contemporary new dining facility for the campus was already in the works. The new Founder's Hall Café now offers a much broader menu and the dining area is equipped with free wifi, flat screen TV's, a fireplace, conference rooms and an outside patio, when weather permits. The new dining experience has been received enthusiastically by employees on the campus.

Regular customer Jim Sweeney, a Raymond James financial advisor on the campus, explains it this way. "I was mildly concerned when the change was made from Barson's to Luigi & Giovanni. I was happy with the selection and value that Barson's provided. Since taking over and moving to the new location, I feel Luigi & Giovanni has done a great job. The variety and selection continues to improve and the staff is always really friendly. The salad bar is always fresh and well maintained, and I love the flatbread pizzas."

To craft and deliver this unconventional business dining experience, Caparra drew on his native Italian heritage and experience as a restaurant owner and operator to significantly upgrade the menu and service at the Café, one offering at a time. His expertise with pizza, pasta, meat and seafood was just part of the equation, as his respectful and supportive management style has empowered the Café staff as well. By striking the right balance in the kitchen and on the serving line, he has empowered his team to deliver the kind of service experience rarely found in a corporate cafeteria.

There's no question that the new facility and additional tenants on campus have helped the Café grow from serving just 200 customers per day in 2013 to over 1000 in 2015, but the service experience has been crucial as well, causing longtime customers to visit far more often and spend quite a bit more since Luigi & Giovanni arrived on the scene.

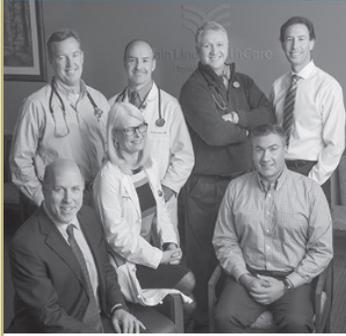
A promotional poster for "Pints in the Square" held on September 9, 2017. The poster features a yellow background with a logo of a beer glass and the text "Pints in the Square" in large, bold letters. Below the logo, it says "September 9, 2017" and "5k and Brew Fest". At the bottom, there is a photograph of a large outdoor event with many people and tents. Below the photo, it says "Ellis Preserve in Newtown Square" and "newtownsquareneighbors@comcast.net". At the very bottom, the website "www.pintsinthesquare.com" is listed.

Ellis Preserve hosts "Pints in the Square"

Returning for its second consecutive year and sponsored by Madison Apartments at Ellis Preserve, Pints in the Square will return to Ellis Preserve on Saturday September 9. This fun filled day includes a 5K walk/ run in the morning followed by an afternoon of live music and beer tasting from many of the regions premier microbreweries. Benefitting the Newtown Square Fire Department, this event is once again expected to sell out early so be sure to register now at www.pintsinthesquare.com

ELLIS PRESERVE AMENITIES DIRECTORY

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ON-SITE BANKING – Conveniently located in Building D just down the main corridor from Founder's Hall, Sun Federal Credit Credit Union offers many banking services including the only ATM located on campus.

For additional information contact Jordan Falciani, Member Service Specialist at 610-492-7833 or just stop by.

CHESTERBROOK ACADEMY – Our 12,000 square foot full service Early Childhood Education Center is located in the building just behind Founders Hall.

For reservations or other information contact Jennifer Smith, Admissions Coordinator at 877-959-3738 or visit us at: <http://EllisPreserve.ChesterbrookAcademy.com>.

BRANDYWINE CLEANERS – Convenience & Quality come directly to your office! Brandywine Cleaners provides complimentary pickup & delivery every Monday and Thursday to all tenants.

Visit <http://www.brandywinecleaners.com> to learn more about all of the services offered by Brandywine Cleaners. Or, call Gary at (610) 459-2520.

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Madison

residents with options for relaxation and socializing. From the putting green and outdoor yoga studio, to the outdoor kitchen, seating areas, and year-round outdoor fireplace, this community has it all.

Madison Ellis Preserve also boasts a flexible and welcoming pet policy. Dogs and cats are welcome with no weight restrictions (although breed restrictions do apply). Resident dog owners can enjoy the 15-acre green space right outside their doors, and there's even an indoor, complimentary pet spa.

Other unique amenities at Madison Ellis Preserve include a Package Concierge system, bicycle storage and repair area, and several car charging stations.

But the real benefit to Madison Ellis Preserve is access to all that the community has to offer. Residents will enjoy easy access to the Ellis Athletic Center, walking trails, and all the shops and restaurants at Ellis Preserve Retail. Residents can grocery shop at Whole Foods Market, have dinner at Firepoint Grill, Mod Pizza or Zoës Kitchen, and enjoy a host of other retail options and conveniences. The community is also perfectly located near the Main Line with its unique and inspired shops, restaurants, and entertainment offerings.

If you're planning a move, Madison Ellis Preserve has opened a temporary office adjacent to the site at 400 Charles Ellis Drive where the staff will be able to pre-lease these luxury apartments. First move-ins are expected this September.

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Fidelum Partners

ployee loyalty at over 75 conferences and events around the world. He is also a frequent guest and contributor to CNBC, FOX Business, Bloomberg TV, Wall Street Journal Live, Forbes and Businessweek.

Since its founding, the Fidelum team has grown to 16 employees in the US and Canada. The firm currently serves clients including Office Depot, Mars Drinks, First Student, Aramark, Ritchie Bros. Auctioneers, Bob Evans Restaurants and SaladWorks, to name a few.

