

Furniture Unfinished born in the USA

Beyond the obvious advantage of spurring the national economy, U.S. businesses that had no international ties were spared the uncertainty of not knowing in which port their products were likely to be detained. That was a comforting feeling, admits Veronica Moore, co-owner of Furniture Unfinished.

"Not to have products sitting on a ship somewhere, that's been a great thing," she pointed out. "Our products are made 100% in America. We're proud of that and, in hindsight, grateful too."

Furniture Unfinished is located at 1633 East Pleasant Valley Blvd. in Altoona. The company was founded in 1977 by Veronica's grandfather Dick Moore and her father Rick.

"We started as a paint store in Downtown Altoona," she said. "When business was slow, we brought-in unfinished furniture to sell.

When the furniture business

became more successful than the paint business, we converted to only selling furniture."

Just furniture? "Just furniture," she emphasized. "That's plenty!"

A primary reason for limiting the product line is that Furniture Unfinished features a rather limited staff.

"It's just my dad and me," Veronica acknowledged.

"He builds furniture in the back of the store and I run the front of the store. We keep our roles separate. I used a band-saw once and got yelled at. So we stay clear of each other."

Whatever the relationship is in the workplace, there's little doubt that it's effective. Furniture Unfinished has built a strong relationship for quality that was further validated with an Excellence in Small Business Award from the Chamber in 2015. That award is prominently displayed in the showroom.

"It wasn't a case of being

motivated by awards," Veronica noted. "It helped us recognize that we were on the right track and that people were noticing what we do and how we do it. It happened at the right time."

The recognition also helped the business to become better known to a customer base that was basically unfamiliar with what they offered.

"We specialize in Heirloom Quality Real Wood Furniture," Veronica explained. "We carry bedroom suits that are built in-house, dining room tables and chairs and many other furniture pieces. We also do desks, benches, television stands, entertainment centers, hutches, corner cabinets and bookcases."

The styles include mission, shaker, rustic, traditional and country.

During the pandemic, Furniture Unfinished was forced to close for two months.

"We really didn't know how that would affect our



Rick Moore and his daughter Veronica make a formidable team at Furniture Unfinished in Greenwood.

business," Veronica disclosed. "As it turned out, we didn't need to worry. Once we were allowed to re-open, things went crazy. We were incredibly busy. We still are."

As Central Pennsylvania's

largest unfinished furniture store, Furniture Unfinished can look to the future with great optimism.

"Things have gone very well for us," Veronica stated. "In a business like this one, you never want to

look too far ahead. Our goal is simply to continue providing quality furniture to the people of Altoona and the surrounding areas."

(Furniture Unfinished has been a member of the Chamber since 2013.)

YES adept at covering all the bases

Hayden Weber knows a good opportunity when he sees one. So in 2014, he started a business called Your Electronics Source (YES) that he was convinced would address many of the challenges that people in Central Pennsylvania face when it comes to communication services.

"We sell, service and repair all brands of cellular phones, tablets and smart watches, regardless of where the phone was originally purchased or the phone company," Weber pointed out. "We also provide data recovery/transfer, email/account recovery and activation services, again regardless of where the phone was purchased."

Your Electronics Source, which is located inside the Boost Mobile Store at 3305 Pleasant Valley Boulevard in Altoona, works directly with manufacturers like Samsung and Apple whenever it's required.

"We stock unlocked phones for use with all phone companies, accept trade-ins and are an authorized dealer for Boost Mobile phones and phone plans," Weber stated. "Our goals as a company include building a reputation that gets the attention of people in the industry."

That goal has been well-accomplished. Your Electronics Source is where representatives from various



Hayden Weber discusses a cell-phone repair with a customer at Your Electronics Source. Weber and his company have enjoyed considerable success during the past eight years.

retailers and phone companies refer their customers for repairs and troubleshooting. Among those are AT&T, Verizon, T-Mobile (Sprint), Target, Walmart and Battery Warehouse.

"We are the only repair center within 75-miles that carries parts in stock for older phones, inexpensive phones, uncommon models and new models," Weber explained. "Having the parts in stock allows us to offer same day repairs. Many repair centers only carry parts for a few of the most common phones and

seem unwilling to invest capital in on-hand inventory for expensive phone parts."

Perhaps that's one of the reasons why YES remained open during the height of Covid-19.

"We provided essential communication services," Weber acknowledged. "Overall, the impact was positive because other business in our sector either closed or restricted service for most of the pandemic."

As Weber considers the long-range direction of his business, he has plenty of reasons for optimism.

"Heading into the future,

routine tasks such as banking, proof of ID/insurance coverage, employment applications, grocery/food and medication delivery, etc. will not be possible without a smartphone," he emphasized.

"Many people will use their smartphone as their only source of internet service, entertainment, news and emergency services.

"Continuing to serve and meet the needs of all segments of the local population is what long-range success looks like for us." (Your Electronics Source has been a member of the Chamber since 2015.)

SETTING THE PACE

Laura Green

1. Title and place of work: Director of Finance, McCartney's Workplace Solutions.

2. Years with current position: 4 years.

3. Positions held in the Chamber: Young Professionals of Blair County committee member, WELaD committee member, Workplace Wellness committee member.

4. Family: Parents Randy and Mary Ellen, sister and brother-in-law Miriah and Allen, my niece Rae, and grandma Jean.

5. Community organizations: Blair County Arts Foundation board member, Altoona Sunrise Rotary member, ISG NEXT steering committee member.

6. Hobbies/leisure: Spending time with family and friends.

7. Education: B.S. in Accounting and Finance, MBA with a specialization in management from Saint Francis University.

8. First job: Phone Program Caller for the Annual Fund at Saint Francis University

9. I would like to be known for: Giving back to the community.

10. Business role model: My dad, Randy. He exemplifies servant leadership.

11. Your thoughts about the Chamber: The Chamber truly allows individuals



and businesses from various backgrounds to come together as a community, which fosters personal and professional growth on all levels. Not many other organizations give people that kind of opportunity. The Chamber's 'Buy Here. Thrive Here' campaign is a great initiative that accomplishes the effort to support the local community and economy. There isn't a single person who couldn't benefit from being involved in the Chamber. **12. Your thoughts about Blair County:** Blair County is currently in a revival and transformation phase. I think that people are starting to see and understand the value in Blair County and everything that the surrounding area has to offer. After the growth that the county has seen in the last 5 years, I can't wait to see what the next 5 years has in store.

WELCOME TO THE CHAMBER

Allegheny Orthodontic Associates
815 Logan Blvd.
Altoona, PA 16602
814-943-7786
ortho@atlanticbb.net
www.aoa-smile.com

Arrows Christian Academy
1220 12th Avenue
Altoona, PA 16601
814-201-2454
theron@arrowschristianacademy.com
www.arrowschristianacademy.com

Cricket Wireless
2750 Plank Road
Altoona, PA 16601
814-201-2830
sunil@bosphorusenterprises.com

Fair Winds Wealth Strategies
260 Convention Center Dr.
Duncansville, PA 16635
814-886-1004
beth.johns@wfafinet.com
www.fairwindsws.com

Invisible Fence
1807 Valley View Blvd.,
Altoona, PA 16602
814-626-1313
centralpa@invisiblefence.com

SERVPRO of Southern Blair and Bedford County
6733 Admiral Peary Highway, Loretto, PA 15940
814-472-0800
steve@servpro-ebensburg.com
www.servprosouthernblairbedfordcounty.com

Contact the Chamber
814-943-8151
www.blairchamber.com
Facebook@
The Blair County Chamber

4TH OF JULY

The Chamber office will be closed on Independence Day.

There will be no Business Insight page or NETWORKS Digital News.

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