



Decorating Business vs. Dept. of Transportation Road Closing: And the winner is

Washington Crossing, PA. September 2003- It was not good news when Sharon Vince received the letter from PennDOT saying that they would be replacing the 1126 Taylorsville Road Bridge. Her business, Custom Creations Home Decorating and Design, of 1122 Taylorsville Road would be behind a large PennDOT "Road Closed" sign for nearly two months. This could be the kiss of death for a business that relies on heavy traffic and location for her business exposure.

([PRWEB](#)) September 28, 2003 -- One of the great aspects of Sharon's business is the location where over one hundred thousand cars pass by on a daily basis. The mantra amongst successful business moguls is location, location, location. "This is the kind of traffic and exposure that most small businesses dream of", says Sharon. The Road Closed sign will go up Monday less than fifty yards from her business. Custom Creations could not stop doing business for nearly two months, so they shifted into high gear by doing some intensive local marketing, organized a grand re-opening for this coming week and partnered with nearby businesses to keep the customers coming in for the next couple months.

One positive aspect of this is that there will be a smaller sign also saying "local traffic only" which will allow customers and residents to access the small length of road before the bridge construction project. Sharon said, "This is like what happens in people's lives all the time, when life puts up obstacles, you deal with them or go around them. That's how you become a winner in business."

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