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SUNDAY BUSINESS

CONSUMER

Finding the right dog groomer depends on breed, coat, and more. **E7**



NATIONAL ECONOMY | E5

Naroff: Millennial workers' bad rap.

EXECUTIVE Q&A | E6

Union chief samples politics and labor.

HAVERFORD
QUALITY INVESTING
THE HAVERFORD TRUST COMPANY

LOCAL ECONOMY | E2

Hiring pitch within the rules — barely.



One of the warehouses, packed to the brim with titles of varying mediums, at the MVD Entertainment headquarters in Pottstown. CAMERON B. POLLACK / Staff Photographer

Music and video on those quaint platters. Just as in the olden days. Pottstown's MVD even had a banner year.

A Record Revolution



Vinyl is popular, for new releases as well as reissues. MVD Entertainment Group's CFO, Eve Edwards, and her brother Ed Seaman, company COO. Last year's gross sales were in the "low eight figures." JONATHAN TAKIFF / Staff

By Jonathan Takiff
STAFF WRITER

When it comes to "beating the devil," we could all take a page from the team at the MVD Entertainment Group in Pottstown, purveyors of music and video entertainment for more than three decades.

Pundits keep predicting the end of "hard goods" audio and video media, citing punishing numbers that track the trend. Music platter sales slipped 16 percent, to \$1.7 billion, in 2016, the Recording Industry Association of America reported. The Digital Entertainment Group says video discs sales/rentals were off 7 percent, to \$12 billion.

Yet MVD had "the best year in our 31-year history," with gross sales in the "low eight figures." So shared CFO Eve Edwards during a recent visit to the 30,000-square-foot facility crammed with 40,000 titles and almost a million pieces of merchandise.

One big boost: "Digital revenues from streaming sources grew to 30 percent of our business," said her brother Ed Seaman, MVD's chief operating officer. "But we were also up in every hard-goods sector: CDs, vinyl, cassettes, DVDs, and Blu-ray discs. And so far in 2017, we're tracking 20 percent higher across the board."

Driving the train is lots of content that retailers (both "brick-and-mortar" and online) See **DISCS** on E4



RETAIL | E2

Theater/burger joint a model for Phila.

WHERE ARE... ?

- ▶ **Retirement** by Erin Arvedlund does not appear today.
- ▶ **MarketWatch:** Sports (back page with Weather)
- ▶ **Jobs:** Inside Currents

Going right for that emotional core

By Diane Mastrull
STAFF WRITER

You know how something frustrating or depressing, thrilling or sad makes you want to eat a pint of Bassettes Pralines & Cream? That's an emotional connection.

So is when you *ooh* and *ahh* and feel all warm and fuzzy when a puppy and a Clydesdale share a tender nose-to-nose moment in a Budweiser commercial.

A message that strikes an emotional chord is marketing gold, a powerful motivational tool when it comes to inspiring a purchase, experts say. And in today's sensory-overloaded marketplace of push notifications, banner ads, and email blasts, making such



connections is harder than ever for businesses.

"Companies are struggling to break through," said Michael Brenner of West Chester, an See **STELLAR** on E3

Two of Boost Linguistics' cofounders, Ethan Bresnahan (left) and Jeff Nowak, with visual aids for powerful writing.

MICHAEL BRYANT / Staff



Awards Event

▶ **When:** 5:30-8:30 p.m. Tuesday, Sept. 12.

▶ **Where:** Fels Planetarium, Franklin Institute, 222 N. 20th St., Philadelphia 19103.

▶ **For more information:** www.philly.com/stellarstartups

NEXT SUNDAY

▶ What the finalists pool reflects with respect to the region's start-up community.