April, 2018
Issue 331

President’s Message

by Bruce Holberg, President, Society Hill Towers Owners Association

And so comes April, the first full month of spring. Around the Towers we start seeing flowers, smelling mulch, hearing songbirds, and admiring the yellow flowering forsythia. There is plenty more going on, as well, though, and now we’ll launch into the business of the month which also represents growth and evolution.

By now you have received ballots for the SHTOA Council election. Hopefully you have vote for up to four candidates and returned your ballots to the office by April 17. Thank you for your participation!

Coming up at 7:30 p.m. on April 25 is a very important meeting, which will be held at the Society Hill Sheraton. First we will review the results of the 2017 audit. Both our treasurer, Jeremy Siegel, and our auditor, Lee Ann Oberman, will be present to answer any questions that you may have.

Following that, the remainder of the meeting will be dedicated to the HVAC project, with LM Services and SageWater presenting in more detail their work and timeframes. We will run a video that SageWater prepared that will show you an actual riser replacement so that you can see what they will be doing, and introduce the supervisors who will be on-site here. There will be more general information meetings and building specific meetings as we begin the project, but this one will provide more detail than we have been able to present in the past.

We are getting really close to pool-time already. There will be several exciting changes this year, which will be detailed in a separate communication. Here are the important points. First, the pool will open on May 19, and for the week from that date through May 25 non-members may use the pool free of charge in order to encourage more residents to “take the plunge”. Second, the pool will remain open longer this year, through September 30, although there will be no lifeguards or grill use from September 10 on. Third, grill reservations will now be made through BuildingLink. You can make your reservation on your own computer or call the pool and the staff will enter it on BuildingLink. Fourth, pool members who wish to use a grill but who only have an interest in using grills once or twice a year can now pay $30 for a one-time use. If they use it a second time, they will pay another $30, which earns them a season permit that would have cost $60. Our pool is the most beautiful in the city and represents a fabulous amenity. Pool director Adam and his great staff will be there to welcome you again this year.

Finally, I am happy to report that Sue’s Produce is about to open, and (in fact) might actually be doing business by the time you read this newsletter. We are very excited to have Sue’s with us at the Towers, and it is important that we patronize the store and promote it throughout the neighborhood. From the hours of operation, to the freshness and variety of their stock, Sue’s will be a major convenience to us. To make it even more user friendly, we have engaged the assistance of the Towers’ Design Committee and landscape architect Jonathan Alderson to assist us in designing and outfitting the plaza area. This summer we will have new tables, chairs, lighting, and more to make the area a real oasis.

So much activity inside and out! As Christopher Morely wrote, “April prepares her green traffic light and the world thinks GO”. Let’s enjoy it all.

Best Wishes, Bruce Holberg

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Wednesday, April 25th

Owners’ Meeting
7:30 p.m.
Society Hill Sheraton
Review the results of the 2017 Audit, and learn more details about the HVAC Project with LM Services and SageWater.
Pool Season Coming

Get Ready to Splash

Since spring seems to be arriving extremely slow this year, I can only hope that means summer will arrive extra early for us all. Veteran staff like Jamie and Christina will be returning again this summer, joined by returning guards Demetri, Miranda, Kristen, and Becca. A few new faces will be starting this year to help make sure your summer experience at the pool is the best yet. I am eagerly looking forward to the start of the season to see the usual folks poolside and meet our new members/residents. See you all starting Saturday, May 19th! ▶

—an Adam Braun, Manager

Get Smart!

Tea, Scones & Work with Your Phones

Friday, April 27th, 4 - 6 p.m. in the Community Room
If you would like to learn more about your smart phone, this is the program for you. We will still look to our savvy “super users” to demonstrate new uses and correct problems. Scones will be lovingly homemade by members and volunteers. Presented by Penn’s Village, a non-profit network of neighbors, offers services and programs for Central Philadelphia residents who want to age in place in the neighborhoods they love, or younger residents who have chronic health issues. These programs provide the support residents need to live independently in their own homes as they grow older. It’s a successful alternative for those who need some assistance but do not want to rely completely on family and friends.

System Upgrade: New Cooling Tower Installed

A new cooling tower was installed on the South Tower roof on Thursday, April 12th. A large crane was erected on Dock Street adjacent to the Korean War Memorial to lift this equipment to the roof. The new cooling tower is rated to match the tonnage of the existing chiller and will enable us to improve cooling temperatures in the summer heat.
COMING SOON TO TOWERS SHOPPING PLAZA

Mid-May Grand Opening for Sue’s Produce

Society Hill

You may already be shopping at Sue’s Produce, Rittenhouse. Soon you’ll be able to shop at Sue’s Produce, Society Hill right here in the Society Hill Towers Shopping Plaza!

Bringing FRESH PRODUCE to you is our number one objective
Buying is a hands-on business for us. With multiple sources, we shop around and find the best produce available. In season, we bring you locally sourced products from Lancaster County, New Jersey, and Delaware. Pre-cut fruit and vegetables will be available every day.

Society Hill

Reviewed on Yelp
“The fruits and vegetables are always fresh and of excellent quality and they carry a fair amount of grains, jellies, jams, and salad dressings.”

“always a good selection of fresh herbs, and the quality is always top rate.”

Fresh Squeezed Juice Bar
La Colombe Coffee
Deli Counter
Menu of Boar’s Head Gourmet Sandwiches, Fresh Salads, and Daily Soup

Be on the Lookout for our Grand Opening in Mid-May!
Stop in and sample La Colombe Coffee, cheese & crackers, and mini-sandwiches

Open 7 a.m. to 9 p.m., Monday through Sunday
Sue’s Produce Market is a family business founded 1976.
Sally and Bill Sells, along with their five children, were the “First Family” of the Towers for many years. The kids grew up and moved out, Bill grew older and moved on, in a spiritual sense, but Sally’s still here and still going strong. Now, we can rightfully call her the “First Lady.”

It’s hard to argue with the titles, since the Sells moved into a Towers townhouse before the Towers were even finished. Bill was working for another Bill, William Zeckendorf, who was behind the development company, Webb and Knapp, that started construction of the Towers. Money issues, however, plagued the project, to the extent that eventually Alcoa, the Aluminum Company of America, took the project over and hired Bill Sells as the Vice President in charge of Towers development.

Enter Sally onto the scene. Education was important to her and to her family — she’s college educated and Bill had a degree from Harvard — so, one of the first things she did was to look for a good school for her children. She selected St. Peter’s. St. Peter’s selected her son, because it was a boys-only school at that time. But, that would soon change. Sally became a St. Peter’s parish member and proceeded to go to work on getting its doors open to girls. The following year, both of her daughters were admitted. It was kind of an awkward year, because the school wasn’t built to accommodate anything but boys, if you know what we mean. Another year later, with six more girls having been admitted, a powder room was built for the girls. It could’ve had a plaque placed in it, naming it the Sally Sells Room, but apparently the time was never right for making such a gesture.

Sally spent five years of her own childhood in Fort Erie, Ontario, near the USA-Canada border, during an interesting time in both of our countries’ histories. This explains why she says she could write an autobiography titled, “Bootlegger’s Daughter.” Dad, who was half-Canadian, was a former professional football player who would eventually become the PR director for a pair of breweries. During American Prohibition, he was very popular, as his friends would come to visit him in Canada, where the demon rum ran freely and legally. Was it his fault if a few of his friends took some home with them? By the time Sally was of college age, her family maintained homes in both the snowy north and sunny Florida. Thus, she chose to attend the University of Alabama, as it was halfway in between. Being from a gritty gridiron family, it didn’t hurt that the U of A had a pretty good football team, either. It was the travel, however, to and from college, that pointed her to her first career. Sally fell in love with flying. She began working as a stewardess for PanAm Airlines the day after she graduated from college. First on domestic, then international flights, she was finally promoted to Chief Check Stewardess, where she ran recruiting, hiring, and training for new stewardesses. To get an international flight line, a stewardess was required to be at least bilingual. In other words, she had to have both brains and beauty. The other requirement of stewardesses at the time was that they remain single. By moving into management, Sally managed to maintain her airline career for an extra year and a half after marrying, but she did eventually move on. Farm Bureau Mutual Insurance company picked her up, figuring that her travel experience would qualify her to be their travel agent, as they transitioned from boats and trains to airplanes for sending thier wealthy farmer clients on winter vacation trips. Shortly thereafter, she set up her own travel business.

For a couple of years, Sally commuted from Philadelphia to her business’ headquarters in Rye, New York, dashing like a madwoman and “tossing babies and kicking dogs out of the way” to make it between trains in the narrow 18-minute window the arrival and departure schedules allowed. When she broke her leg while skiing, she decided that it was better to open an office closer to home in Society Hill. She’s kept an office here for over 40 years.

Sally’s travel agency organizes trips for both individuals and special-interest groups, and one of the annual group tours is opera-themed. Often that means going to Italy, where Venice is Sally’s favorite city. Thanks to its size, Venice is small enough that one can actually get to know all of it. Another favorite, an opera house without a roof, is the Arena in Verona, which is even older than the more well-known Roman Coliseum.

(Don’t worry, folks! It’s been modernized. The seats have backs. And, for just a little bit more, you can even sit in a padded chair.) Whenever possible, Sally picks operas featuring a performer trained at the Academy of Vocal Arts in Philadelphia. She also arranges for the tour group and the performer to get together for dinner after the show. It’s all nice and cozy, if you can find a restaurant that’s open that late at night! A four-act, four-hour opera can lead to a quite late dinner date.

Sally has come a long way from her early days in the Towers. When asked about retirement, this veteran world-traveler says, “Golf course is too far away. It’s been a long ride, but I’m going to keep flying. High and flighty, that’s me.”
Register Now for Tuesday, May 8th Wine Tasting

Wine Tasting

“Modern Treasures, Ancient Traditions”

Back by popular demand, wine authority

Andrew Sanderbeck

Tuesday, May 8, 7:30 PM. Attendance is limited, so please register now at the Management Office.

Let us transport you to sunny vineyards on the slopes of Mt Etna where volcanic soils and sea air give grapes a unique and sought-after flavor profile. Please join us! Enjoy a free-wheeling discussion with your neighbors under the guidance of an expert and also a representative of acclaimed new winery, Firriato. These are sleek, modern midpriced Italian wines causing a sensation in the market, with a combination of ancient and rare varietals cultivated and blended by a dream team from innovative vineyards as distant as New Zealand and South Africa. It’s your opportunity to experience the delicious result when an ageless tradition is brought to life by talented modern vinters.

A fun way to learn about wine and sample carefully selected fine wines that will enliven your taste buds, open your senses, and expand your tasting horizons.

$15 per person payable to Society Hill Towers. Advance sign-up required.
Go to Building Link for more information
Or see the sign-up flyer
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Society Hill Towers News

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$260,000

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Reminders for Residents

- Schedule large deliveries and pickups with the Management Office, including drop-off and pickup of supplies belonging to caterers and contractors.
- Schedule the moving in and out of large household items with the Management Office. If you can’t fit it into a shopping cart, call to reserve a freight elevator.
- Schedule all moves well in advance with the Management Office.
- Contractors must complete paperwork (along with the unit owner) and submit insurance documents. Once approved, contracting jobs must be scheduled with the Management Office prior to starting work.

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UNIT 10C North
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Views of Historic
Philadelphia
$255,000

If you are even thinking of selling your Society Hill Towers home, please give us a call and let us tell you how we can help you. We can show you what sets apart a Philadelphia Magazine Five Star Realtor, and Chairman’s Circle Diamond category at Berkshire Hathaway Fox and Roach (awarded to the top 1/2 of the top 1% at our company) from the average real estate agent. We work hard, we have tremendous experience in sales in Society Hill Towers and we have many satisfied sellers who would be happy to give you a recommendation if you request one. You most likely get a second opinion on a doctor, and it is a good idea to do the same with the sale of your home. We would love to have the opportunity!

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$10 OFF Next Repair
- With Coupon
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**Shihadeh**

Everything for your floors

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Available for Sale at Society Hill Towers

Updated One Bedroom with Southern Views

Updated one bedroom with southern views towards the river and Society Hill with an open modern kitchen with high-end finishes and breakfast bar and a white tiled bathroom.

699 sf | Offered for $269,900

Recently Renovated Corner One Bedroom

Recently renovated corner one bedroom boasting panoramic Benjamin Franklin Bridge, Delaware River, and southern city views. The home has been completely customized with designer finishes and appointments, open chef’s kitchen, modern bathroom, hardwood floors, and walls of floor-to-ceiling windows.

803 sf | Offered for $369,900

Sun-soaked Corner Two Bedroom on a High Floor

Two bedroom, two bathroom offering unobstructed sunrise river views to the east and views of the city to the south. The home has wood floors, a large great room, generously sized bedrooms, an updated master bath and washer/dryer.

1,253 sf | Offered for $525,000

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SOLD!

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Some of our recent sales at Society Hill Towers

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- 11BCD North
- 24G North
- 14C South
- 28E North
- 23B South
- 26C West
- 26B West
- 10E West
- 19BCD South
- 8F South
- PH6 South
- 21G West
- 27B West
- 22AH West
- 5B North
- 19A North
- 4G North
- 31C West
- 24B West
- 2B South
- 26C West
- PH5 South
- 12G South
- 29E South
- 10AH North
- 4E South
- 24G North