



## SPOTLIGHT ON FAMILY OWNED BUSINESSES

### Ashland Addison Florist

3118 N Lincoln Ave, Chicago, IL 60657  
(312) 432-1800  
[www.ashaddflorist.com](http://www.ashaddflorist.com)

Ashland Addison Florist is a family-owned establishment that's been serving the Chicagoland area (and notable clients, including Frank Sinatra) since S. Roy Sheffield started selling his bouquets at the corner of Ashland and Addison in 1932.

In 1964, S. Roy Sheffield sold the business to his sons, Bill and John, who grew the company by focusing on delivering quality, freshness, value, and service. Under the leadership of Bill Sr.'s sons, Bill Jr. and Chris, Ashland Addison Florist developed a web presence ([www.ashaddflorist.com](http://www.ashaddflorist.com)) and added an 11,500-square-foot design, shipping and receiving facility that has since relocated to 1956 W. 17th St. Bill Jr. has since retired to Arizona, but his son Justin Sheffield – the fourth generation Sheffield to lead the company – is currently co-owner along with Chris, whose wife, Holly, works in the company's accounting department.

As Ashland Addison leadership has changed, what has remained consistent for almost a century is the Sheffield family priding itself on quality, creative artistry, unwavering dependability, and the warmest customer service, ensuring its customers' special occasions are filled with timeless beauty and heartfelt sincerity. In a highly competitive floral marketplace, the Sheffield's have differentiated their business by "staying true to its local roots and local connections, providing a higher level of services than online competitors are able to, and capitalizing on local connections and local opportunities when they arise."

### Power Plumbing

3840 North Ashland Avenue Chicago, IL 60613  
(773) 248-9574  
[www.powerplumbinginc.com](http://www.powerplumbinginc.com)

Power Plumbing is a family-owned and operated business that started over 60 years ago with Ray Piccioli and his wife, Betty. They had three children, Rae Lynn Piccioli, Joe Piccioli, and Robin Vizza. Joe started helping

his father on plumbing jobs while in grade school, and Ray taught him everything he knew, molding him into a master plumber and businessman. Rae and Robin joined the family business as well, and they, along with Joe, are now running Power Plumbing. All three siblings still hold plumber's licenses and will periodically go on site for evaluations and consultations.

The third generation has also stepped into the business as Rae's son-in-law, Paul Fredericy, joined Power Plumbing approximately 15 years ago and is the Operations Manager.



Betty and Ray instilled into their children the values of being compassionate and hardworking, helping others and doing the right thing. Power Plumbing has built its business around those values.

Power Plumbing has also built a great team that is dependable, hardworking, knows the ins and outs of plumbing, and is compassionate, like the Picciolis. Many on

the team have been with Power Plumbing for more than 20 years – and because of that longevity, they have become a family. Everyone takes pride in what they do and they do what is right for each customer.

Betty and Ray would have been so very proud.

**Pink Moon Bay**

3548 N Southport Ave, Chicago, IL 60657  
[www.thepinkmoonbay.com](http://www.thepinkmoonbay.com)

Mother and daughter duo Stephanie and Sydnie Horne are the co-founders of Pink Moon Bay, a women's boutique that offers online and brick-and-mortar shopping experiences with hand-picked clothing items from across the country. The Southport Ave. boutique that opened in 2023 is the Horne's fourth location and first outside of Wisconsin.

Pink Moon Bay is named after Stephanie's sister, Tera, and Sydnie's grandma, Ginny, who inspire them every day. Tera, known for her fashion sense and love for sunsets, passed away from cancer at age 35 and is buried in Half Moon Bay, California. Ginny, Stephanie's mother-in-law, was a caring and vibrant woman who loved to have fun. The name "Pink Moon Bay" embodies the strength, beauty, and joyful spirit of these women, and the boutique aims to share that same love and spirit with its customers.

To highlight that Pink Moon Bay is for mothers and daughters, the boutique's



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Alex and Lesley Tweedie, owners of Roscoe Village Bikes, met at Evanston Township High School in 1996 and were married in September 2007. Six months later, and just two months after Alex saw a “For Rent” sign at 2016 W. Roscoe while walking their dog, Buddy, the couple signed the lease for their new bike shop.

Since remaking the “old storefront into a unique space for bicycle retail and repair” with friends and family, the longtime Roscoe Village residents have built Roscoe Village Bikes into a full-service bike shop — among the services they offer include assembling all new bikes, working on e-bikes, repairing strollers and wheelchairs, and providing on-site repair services and workshops. Roscoe Village Bikes also has a full selection of bikes for sale, “including kids bikes, road bikes, commuter models and mountain bikes,” as well as helmet racks, Chicago socks, Roscoe Village Bikes t-shirts, jerseys and other unique gifts.

“For the last 10 years we’ve also co-lead a monthly family bike ride with Chicago Family Biking that departs from the school,” Lesley said. “Our kids, Pauline (11) and Oscar (8) have hardly missed a ride.”

Mother & Daughter of the Month Program gives online applicants the opportunity to be chosen for a mother-daughter fitting and photoshoot. The mother and daughter who are selected also “receive a gift card for the store, a special collection in our online store, are featured on our website header for the month, and they get the photos to keep for themselves,” said Sydnie, the boutique’s Web Manager and Buyer.

Any opportunity to strengthen the mother-daughter bond while building lifelong memories is something Stephanie and Sydnie can appreciate.

“This business has given us the opportunity to travel the country together, do photoshoots, open stores, and so much more together, and make incredible memories in the process,” Sydnie said. “I truly believe that is so special and I wouldn’t change for the world.”

### **Roscoe Village Bikes**

2016 W Roscoe St, Chicago, IL 60618

(773) 477-7550

[www.roscoevillagebikes.com](http://www.roscoevillagebikes.com)

