

NIFTY NEIGHBORS IN MY BACKYARD

BY JANE BIBERMAN

Samantha Shaw's Recipe for Success

In the last issue, we welcomed Sam Shaw's Treatory to South Street. The Treatory offers discounts to card-carrying SHCA members and is a contributor to the Welcome Gift Bags. Jane visited the store and met the owner Samantha Shaw in person. Here's what Jane learned about Samantha, her hobbies, and her passions.

Where did you grow up and go to school?

I was born and raised in Society Hill, Philadelphia. I was a lifer at St. Peter's School in Society Hill and then attended Springside School (now Springside Chestnut Hill Academy).

St. Peter's was a special place, with many fond memories. I walked to school every morning with my friends in the neighborhood. They are still some of my dearest friends today, 40 plus years later. On our way home, it was inevitable we would stop at Koffmeyer's to get cookies. You never know where the road might lead; now I'm selling Koffmeyer's cookies in my old neighborhood.

What are your Society Hill likes and dislikes?

Can't say that I have any dislikes. I have always loved Society Hill, its cobblestone streets, historic homes... I loved growing up in the neighborhood. South Street was always a favorite. My friends and I walked down these streets to Keep in Touch and Zipperhead. I got my first hoop earrings at Eyes Gallery. I've come full circle and now am a business owner here. I hope I can spark another small business to take the leap as I did.

The best part about Society Hill is the strong sense of community. I have been welcomed back to my neighborhood with open arms and great excitement.

I'm interested in your tennis and where you competed. I love watching tennis on TV. So glad Nadal won in Melbourne. Who are your favorites?

I started playing tennis at a young age and always loved it. My first lessons were at Pier 30, which no longer exists. The club was legendary for those that



Samantha Shaw

remember — a cool spot on the waterfront and not far from our house on Front and Delancey. When I became serious about playing around age 12, I trained at Penn's Levy Tennis with Eric and Mark Riley and with Julian Krinsky. I competed in Middle States, a section of the U.S. Tennis Association, and played all four years at Lafayette College, NCAA Division I. I was captain my senior year. I loved playing a college sport. While it was a huge commitment on and off the court, I gained life lessons and time management skills that I still use today.

The sport launched a 20-plus-year career as an executive in professional tennis, with Billie Jean King and her company, World TeamTennis (WTT). The Philadelphia Freedoms played each summer. As the Senior Vice President of Operations, I managed all of the player recruiting, from scouting the latest talent to signing deals with some of the biggest names in the sport: Venus and Serena Williams, Maria Sharapova, Andy Roddick, and John McEnroe among others.

So for my favorite players... of course, Venus and Serena, and Roger Federer! Jim Courier, Monica Seles, Andre Agassi, Jennifer Capriati, Steffi Graf, and Maria Sharapova round out the list. I'm super

lucky; I got to work with them all, and yes, my forehand did improve!

Did you watch the Netflix movie King Richard about Venus and Serena's dad?

Yes, I did watch it and thought it was excellent. I was fortunate enough to have a close relationship with both Venus and Serena over many years and watched them develop into the superstars of the sport. Richard Williams sure did a great job. I met him once throughout the years I worked with his famous daughters. The first event I worked for WTT was Smash Hits, a big fundraiser for the Elton John AIDS Foundation, starring Billie Jean King, Elton John, Andre Agassi, and Pete Sampras in 1997. Venus and Serena participated. It was the first exhibition Venus played in after reaching her first U.S. Open singles final.

What are your other interests besides baking and tennis?

I love to ski! I grew up racing at Elk Mountain. Anytime I can make turns on the snow is a great day. Opening the shop has halted my skiing right now, but I do hope to get back on the snow soon.

I love to shop! In my tennis travels, I scoured a good part of the world for the unique merchandise that you can now find in my shop. I hate to shop online, I'm old school. I want to see, touch, and try on.

Do you bake vegan cookies?

We don't, but it's certainly a thought for the future, along with gluten-free.

If you were a cookie, what flavor would you be? Why?

I could only be a Koffmeyer's Peanut Butter Cookie. First of all, they are my favorite. Why? They have a cool, rustic look to them, taste amazing, and are totally unique. I love anything peanut butter, especially these!



Jane Biberman, is a freelance writer and longtime contributor to the *Reporter*.