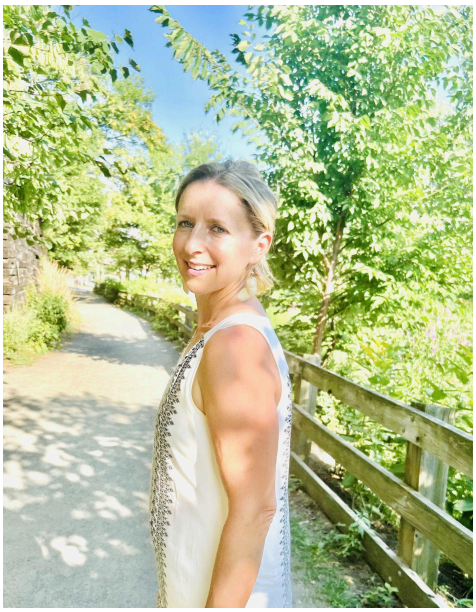
Discover Haverford Welcomes Vondern!



Meet Krstine Mascione, a passionate traveler and the visionary behind the newest travel app revolutionizing the way we explore small towns and gems right here in PA. Having journeyed to over 50 countries and experienced countless cultures firsthand, Mascione knows the thrill and challenges that come with discovering new destinations. With a deep love for travel and a keen understanding of what makes each trip unforgettable, she created this app to offer fellow wanderlust seekers,and those new to travel, a seamless, personalized, and adventurous way to plan their journeys. As someone who has lived out of a suitcase for years, Mascione's commitment to making travel easier, more efficient, and exciting is the heart of her app's mission.

Kristine Mascione, a proud Havertonian, has always had a deep passion for exploring new places and cultures. As a German high school teacher, she's dedicated to inspiring young minds, and as a mother of three-twins Mabel and Isla, age 3, and her son Everette, age 6-she manages to balance family life with her professional pursuits. Mascione's husband, Kevin, has been by her side through it all, sharing in her adventures and helping her find time for both her family and her entrepreneurial aspirations. Drawing from her own experiences as a traveler and her desire to connect with others, Mascione launched a travel app, "designed to help people discover hidden gems and local experiences wherever they go." Her love for meeting new people and learning about different regions turned into a meaningful way to combine her passions for travel, teaching, and community-building into one innovative platform. Mascione and her husband traveled around the world from 2015-16 for their honeymoon. "Wanting to find where the locals hang out" they grew frustrated with the constant googling to uncover cool, off-the-beaten-path spots. This challenge sparked the idea for her app. With her background in German studies and her deep love for travel, the name

"Vondern" emerged—derived from the German word *Wandern*, meaning "to wander" or "to hike."



Mascione's travel app focuses not just on faraway destinations, but on the rich beauty of Pennsylvania, encouraging people to explore the charm of smaller towns and their local businesses. "For now my focus has been on the 90-minute radius around Philly so I've been spending a lot of time in the area. That said, Lancaster County has been a lot of fun to rediscover. I went to college there over 20 years ago and so much has changed! I'm really loving the charm of the small towns, all the rich history, and endless outdoor activities that the area has to offer.

She's seen a growing trend of people rediscovering "small town America," where unique, hidden gems await at every corner. For Mascione, this movement is more than just a trend-it's a mission to help small businesses and communities be seen and celebrated. She refers to herself as an "accidental mom-preneur," having never expected to juggle entrepreneurship with motherhood, but she's passionate about making it work. Her app aims to get people excited about exploring their own backyards, whether it's for a spontaneous day trip or a relaxing weekend getaway. With so many options out there, her goal is to take the overwhelm out of planning by guiding users to the best local spots, making it easier to discover the beauty and vibrancy right in their own area. "I want to inspire people to create their own experiences rather than live vicariously through the curated posts of others on social media. It's about making it easier for people to step outside and explore their neighborhood," she says. When asked what inspired her to create this app, Mascione points to her love for Havertown and its unique sense of community. "Havertown is full of surprises," she says, citing places like The Grange Estate, new restaurants and shops popping up, and the rich history of Haverford College and the CREC. There's so much going on in the township, but even as a local resident, it can be tough to keep up with everything. People often turn to social media to find things to do,

but Mascione believes the app can shift that behavior, encouraging individuals to get off the screen and experience the world around them. It’s a way to reconnect with the real, tangible world—one where we don’t just scroll through others' adventures, but live out our own.



When asked where she sees Vondern heading in the next five years, Kristine Mascione shares her excitement about the app's growth and expansion. In the first two years, she plans to focus on reaching communities throughout the Mid-Atlantic, with the long-term goal of partnering with a larger company that shares her values and can help Vondern extend its reach even further. Beta testing for the app begins in just a few days, followed by a soft launch in two weeks, with the official launch set for April—just in time for people to leave the winter behind and start exploring! Readers can sign up for updates and learn how to join by visiting the website at http://vondern.com/. Be sure to follow along on Instagram at @vondernapp to stay tuned for exciting experiences that await!