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CMIT Solutions of Northern Chester County

Rick Megni knows that small and medium businesses of all kinds — law and CPA firms, doctor's offices — depend on increasingly complex technology as a cornerstone of their operations. Without reliable, up-to-date technology and quality IT support, businesses can't succeed, and it's becoming harder for small businesses to handle their own IT needs.

That's why the technology veteran, who spent more than 25 years working as a consultant and employee for the world's leading pharmaceutical companies, opened CMIT Solutions of Northern Chester County in 2007 to offer managed IT services for small businesses.

"I want to provide IT services that my clients are delighted with, and I'm not sure 'IT service' and 'delighted' are often used in the same sentence," Megni said. "I want to build trusting, long-term relationships with all my clients. CMIT Solutions' business model to me is very powerful for small businesses. Just knowing I have a network that can take the best of what's available in the tech space and mold that into solutions targeted specifically for small businesses, that's pretty powerful."

The need for IT support is at an all-time high. Small business owners across the U.S. are spending more every year on technology, from an average of \$40,000 per year in 2008 to more than \$100,000 per year in 2013. Seven of 10 small and medium-sized business owners expected their IT spending to increase in the next year, according to a recent industry survey.

Whether it's removing spyware from laptops, helping companies develop software solutions to handle growth, or using smartphones for critical business tasks, Megni knows the challenges facing small business owners. Megni said, "The big things hitting small business today with respect to technology:

1) What is the right technology for my business? Is it "on-premise" or "cloud", and if it's "cloud", which cloud? What does cloud really mean to my business?

2) What is the right way to manage mobile devices that are owned by my "staff" but that connect to my network? How can I reasonably tell folks that I must have access to their personal smartphones and tablets in order to protect my business data, my business network, and the clients that rely on me to protect their personal information? If someone connects their personal smartphone to the business email and downloads client data, that's a potential data breach if the phone is lost or stolen. Isn't protecting your clients one of the paramount responsibilities of a business owner?

3) And when it comes to protecting the privacy and financial data of your clients, there are governmental regulations like PCI (for credit card data) or HIPAA for healthcare data. Who

helps the small business owner navigate these regulatory requirements? What is the best form of defense against data breaches?

So given these challenges, CMIT Solutions provides a framework of solutions, which are:

1) Defend the network. If you connect a device to the company or business network, you owe it to yourself to defend the network, and this means you must manage the device. How else will you have any peace of mind? Remote monitoring and management of on-premise or cloud servers, desktops, laptops, tablets, and smartphones is easy. You simply have to decide that defending the business, the network, is a prime directive or objective.

2) Protect the data. Sounds so simple, doesn't it? But do you know how many people really do not know when they had their last backup or if the backup is of sufficient quality to allow a restore? Better yet, can you put your finger on every place where you have data? Sure, you can if information stored in applications scattered across the cloud, or internet, but will you be able to tell yourself that you have "all" of the "latest" data that is crucial to the success of your business. Do you leave this detail to chance? I'll give you an example. Everyone uses Salesforce to manage their "book of business" or "client contacts." This is probably one of the most valuable pieces of data any business has. Now, tell me, how often do you backup this data? Oh, you let Salesforce do it for you? Interesting. Would you feel better if you did it yourself on a regular basis? The point being is that when you leave your data strung all over the Internet of Things, you have no data management strategy and it can be easy to "lose" important elements.

3) Empower the Staff Member. In today's business, if you don't have the computer or the network or the data when you need it, the cash reg-

ister stops ringing. Revenue grinds to a halt. Staff members do not have "paper backup systems." You can't afford this. The time you lose can never be regained, and the ultimate client that you fail to serve is typically only two clicks away from a competitor that can replace you. Why take that risk when you can eliminate unplanned outages.

We are about defending the network, protecting the data, and making your technology so reliable you forget it is there. In closing, what would it mean to you and your business if you never had to think about technology again?"

"We provide peace of mind," Megni said. "We want our clients working on growing their businesses, not worrying about their computers."

Megni graduated from The Pennsylvania State University with a BS in Computer Science and a MS in Software Engineering. He has worked for a variety of companies in various roles and responsibilities including software development, hardware/software support and project management. Over the years, he rose to a management level, leading a team of support engineers ensuring the reliability of systems responsible for supporting new drug applications to the FDA. He also did some occasional IT consulting for small businesses, where he recognized their growing need for quality tech support.

Within the next few years, CMIT Solutions expects to grow from just more than 130 locations to 500. Small businesses will increasingly use outsourced managed IT services instead of managing their technology internally — and fixing it only when it breaks.



For additional information, please contact: Rick Megni, CMIT Solutions of Northern Chester County; 484.944.0019; rmegni@cmitsolutions.com; www.cmitsolutions.com/nochestercty.



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By blending new and pre-owned furniture, technology and other components, Furniture Soup provides affordable, personalized and highly functional office interior solutions.



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Leadership development programs are everywhere — so, why are we facing a “leadership crisis?”

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Furniture Soup, Inc.

Blending Technology and Design to Create Unique and Productive Work Environments



Furniture Soup showroom at 170 Corporate Drive, Building 1, Reading, PA 19605.

Technology has transformed everything in our lives, including the workplace environment. Collaboration and spontaneous interaction through face-to-face encounters or using portable electronic devices with seamless network access, is the new model for the modern office. A workspace that inspires and encourages creativity gives business owners a competitive edge in today's marketplace.

Furniture Soup, Inc., headquartered in Reading, Pennsylvania is co-owned by entrepreneurs Brenda Gaul and Tracy McKay. They have, over the past ten years, made a difference in how businesses acquire office furniture and design their spaces. By blending new and pre-owned furniture, technology and other components, Furniture Soup provides affordable, personalized and highly functional office interior solutions.

PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

Furniture Soup customers include commercial, institutional, healthcare, hospitality, manufacturing, technology, and more. "Our clients are finding great savings working with Furniture Soup," said customer sales and service representative Josh Petruskas. "Companies are looking closely at cost savings and the value of pre-owned. We are able to combine new and quality pre-owned furniture, sometimes retrofitted with the latest technology," he said.

Furniture Soup's services and expertise go far beyond providing eco-friendly, functional and cost effective furnishings. "Our expertise is in the ability to look a client's current space, and then help them find solutions that feel good and work for them," says Petruskas.

"Aesthetics are a very important part of that process", says Furniture Soup co-owner and vice president Tracy McKay. McKay points out that a uniquely designed environment can contribute to increased productivity and efficiency, heighten creativity, and elevate the collective work mood. "We focus on creating organization and efficiencies," McKay said. "There's an aesthetic. Everything is beautiful, clean and organized. People love it. They not only love their work, they like coming to work."

McKay explains that workplace design should complement and enhance the collective personality of each business. "Quite often we'll work with a company that has a fantastic personality but they are in a jumble of an office. If this space helped create the personality that is so incredibly strong, you want to try to keep it. If it's very professional yet very fun, employees work hard and they play hard. Often, when you take them into an expanded space, everyone is spread farther apart and they have room to grow. You've neatened them all up and organized them, but you also want to try to keep that same productive flavor."

(See "Cover Story" on page 8)



Tracy McKay



Brenda Gaul



Josh Petruskas



Josh Petruskas recommends hardwire connections in collaborative areas for all of his clients.

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COVER STORY

(Continued from page 7)

Just as Furniture Soup blends new and pre-owned components with existing furniture, the design process also involves blending—keeping the “feel” that enhanced the company’s growth in the first place, then adding new and innovative features. For example, replacing hard copy file storage space with collaborative work spaces, adding technologies that include mobile device ports to conference tables or creating video conferencing areas where people can meet and exchange ideas.

“We’re seeing a lot of interest in collaborative space, where workers are bringing their iPads or laptops to an informal environment,” said Brenda Gaul, Furniture Soup president. “It could be a corporate café, or an area in an office where you are just adding a couple of lounge chairs and a whiteboard, where you can sit in a kind of think tank environment.”

Another way companies accommodate employee mobility is by creating ‘hotel stations’ for their itinerant sales force,” Gaul said. “Collaborative stations are being created in lunchrooms, lounges,

and even at individual desks. For example, a company can add a pull-out drawer unit that might have a cushion on it, so someone can pull up to a desk, pull the drawer unit out, perch there and have a productive meeting while sharing a monitor,” she said. “One piece of furniture can actually become a double-duty piece that allows a person to move flexibly around the office.”

Another new and popular innovation is the “sit/stand” desk. “Sitting all day is not a healthy approach,” Gaul notes. “You can pick up a laptop and move it around periodically varying your position. We have a lot of clients interested in getting a small side table where you can comfortably stand and work.”

“White boards are now being supplanted by flat screens in many offices,” adds Gaul. “You now see flat screens positioned in multiple locations, not just in the conference room, but in the collaborative areas, adding supplemental display options for the traditional computer screen.”

(See “Cover Story” on page 10)

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BUSINESS PROFILE

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Visions provides a full range of retail and business banking products, including savings, certificates, checking, IRA/investment products, auto, home and personal loans, plus, a robust technology platform for online and mobile banking. With over 100 surcharge-free ATMs, access to a shared branch network of over 5,000 credit unions across the country, Visions has something for every financial need.

There is more to Visions Federal Credit Union. As a supporter of many local not-for-profits, including the Olivet Boys and Girls Clubs of Reading, The Children's Home of Reading, Prospectus Berco and many more, Visions commits to invest in the communities served.

We invite you to visit Visions locally in Exeter, Reading, Shillington and West Lawn. Offices are open six days a week, with ATM and website access 24/7. If you are shopping for financial services, put Visions on your list. You'll be glad to have the world class products and services from a credit union that cares about people and businesses in our community.

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COVER STORY

(Continued from page 8)

For security reasons, some businesses prefer hardwire connections over in-house WIFI, but Josh Petruskas recommends hardwire connections in collaborative areas for all of his clients. "We'll generally try to get some sort of hardwire connection into a conference room even if they also want it wireless," he said, "because it's still technology, and technology still sometimes fails. We are constantly trying to recommend to our clients that they position backups."

"Inserting a hub with USB and HDMI ports into the center of a conference table to accommodate multiple laptops and videoconferencing is easy to accomplish," Gaul explained. "That's one way of retrofitting but there are other technology issues that need to be addressed as well. We're now seeing more technology on people's desks; often there are multiple flat screens. Many bankers and accountants have at least two screens. Some professions require more. There are many new furniture options that accommodate these new technologies but retrofitting is one easy way of combining the new with what you already own."

Setting up videoconferencing capability, with sound systems, is yet another area of expertise in which Furniture Soup excels. "We will provide the solutions for the client to get the technology into the tables," Josh Petruskas said. "We've aligned ourselves with technology companies that will install, into conference rooms, LCD monitors on the front wall with a built-in surround sound system in the ceiling (or in the walls) so our clients can effectively videoconference across the world." "There are many very cool videoconferencing techniques available," added Gaul, "Adding adjustable wedge-shaped tables for videoconferencing, so all conference participants are seated where they can see and be seen, is just one of the many options."

In addition to creating an environment that is collaborative, technology friendly, aesthetically pleasing and affordable, Furniture Soup also emphasizes the value of ergonomics with their clients. "Technology still has some negatives," Tracy McKay explains. "You walk into an office environment and how many people do you see where the keyboard is positioned one way and the monitor is posi-

tioned another way?" she questioned. "We work with individuals to get them sitting straight, positioned where their eyes need to focus and where their hands need to be placed, so they're not running into unnecessary shoulder and neck problems."

Another important consideration in acquiring office furniture is its impact on the environment. Many companies elect to "go green" and help recycle, reuse, re-purpose for a sustainable environment. Furniture Soup has established a reputation for focusing on being eco-friendly and green. Quality pre-owned components go through no manufacturing process. Their minimal impact on the environment is typically only transportation from point A to point B. "Additionally," Josh Petruskas added, "When Furniture Soup pulls our blended projects through new furniture vendors, we align ourselves with green manufacturers."

"Some of the process of finding the best solution for each client has nothing to do with how much inventory you have in your warehouse," said Brenda Gaul. "It's more about your resources. We may not have fifty of the same items warehoused here, but we have an exceptional variety."

(See "Cover Story" on page 49)

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Provided by Brody Clemmer, COO, Tinypint, Inc.

You spent half the day getting ready. You made sure to dress in the appropriate attire, have your travel arrangements set, and double checked to make sure your appointment is confirmed. A wine tasting excursion was something you had always wanted to do and when you arrive at the first location you are warmly welcomed at the door. What strikes you first are the hardwood floors as you walk in, the opulent furniture and the brass adornments on almost everything. The air is heavy with the smell of fine wine, oak, and various perfumes of other patrons who are equally eager to experience this wine tasting. The table in front of you is beautifully set, with expensive linens and crystal goblets lined up, ready to be used shortly. You keenly listen to instructions from the staff on how to properly experience each wine.

The 2011 Pinot Noir is the first wine you try. You find it to be a little bitter, but now you are familiar with the steps you need to

get the best impression of each wine. After tasting ten different wines, you decide on one to invest in and spend nearly \$125 for the bottle. As you leave, you feel that you had a wonderful experience, grew your knowledge, and walked away with a valuable bottle of wine that you will enjoy with your friends and family.

Now . . . Let's replace the wine with gumballs. Sure, it seems ridiculous at first, a whole room of people in fancy dresses and suits with bowls of brightly colored gumballs, happily chewing away. "You need to try the red one, Steven, it's divine!" would be overheard from the table next to yours. If this were standard practice in the gumball industry, would gumballs be worth a lot more? Would they be on the shelves of gourmet food stores? Served in restaurants for a significant cost? The answer to these is absolutely yes.

How does this apply to my company?

Presentation is everything. Too many great product/service companies fail by not knowing how to manage interactions with their customers. These multilayered experiences of the customer are often ignored in favor of focusing on the product. Unfortunately, the product alone is not always the key component to what will drive sales. Customers are accustomed to our open market society and will seek out the best experience. Once you embrace that your product is probably one in a sea of many, you will understand the importance of customer perception.

The "first impression" most customers have with a company or product is their digital presence. If they are presented with

(See "Customer Perception" on page 13)

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PRINCIPLES FOR LEADERSHIP

By Kayte Connelly, Best Principled Solutions LLC

You can often predict the culture of an organization by how you are received at the front desk. How do people greet you? How do they treat you while you are waiting in the lobby for your appointment? How does the lobby look? Are you made to feel welcome or treated like you are an intruder?

As a coach/consultant, you look at all evidence you can discover or uncover on the web about a prospective client. Do they have a value statement? What does their human resource department have available on their page about how people are embraced?

As was the case, with one particular company, there was a tremendous amount of information available leading one to believe that this was an awesome place that had some substance, and serviced all employees with respect and dignity.

The Meet and Greet

On the first day of the appointments, the front of house staff was cordial; direct; and helpful with setting up internet access while approaching my business appointments; promising.

I had a few preliminary conversations with a guiding team; discussed their concerns and inquired about what was stated on the career link for their human resource department. I was preparing for an upcoming leadership retreat and had individual conversations scheduled for 12 people.

Typically, these private dialogues contain similar questions to ascertain what's truly happening behind the scenes; a ChangeWorks!® assessment is prepared to determine activities causing the greatest stress; and an agenda planned for a minimum of 1.5 - 5 day business retreat.

In those initial discussions, it was determined that the work environment among the management team did not even remotely mimic what was stated on their website career page.

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(See "Principles for Leadership" on page 14)

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CUSTOMER PERCEPTION

(Continued from page 11)

a site that is difficult to navigate, is not pleasing to the eye, or fails to convey content — they will keep searching. Loyalty is an earned asset, and that first interaction is one that any company has to be very aware of. A smartly-designed website that has intuitive navigation and presents clear and concise information will maintain their interest and give them that first conduit of communication to you. *This is your wine tasting room; make it appealing and they will buy your wine.*

Customer relationships sell your products. Email, cold calls, and marketing campaigns are helpful tools, but mass outreach makes it easy to lose track of individual customers. This gets infinitely more difficult as your business becomes more successful. Businesses often invest in Customer Relationship Managers (CRM) that help spur customer interactions, but it is difficult to find the right balance of automation and human touch. Customers get far more from a personal interaction than a form letter. This is your staff welcoming people at the door, selling your wine, and thanking them for coming.

You just want to sell your product, right? It can be incredibly difficult to split

your focus between the management of your online presence and active interaction with your customers, while still making a great product. You can make the entire experience much simpler by bringing in a partner to create the systems, train you, and offer support if something goes wrong. They will ensure that you have an environment your customer finds comfortable while you can focus your energy on providing the best product. These are the construction workers who built your winery and the trainers who taught your staff.

The trick to successfully achieving these goals is finding the right, balanced solution for your company. Providing a seamless experience will give them confidence in your company and product, and remove any indecision about returning as a customer. Finding a web development/marketing agency, like Tinypint, will help you be attentive to these multilayered customer experiences that will set you apart from your competitors and *give you time to enjoy your wine.* 🍷

This article was written by Josh Yuhas, Social Media Specialist, Tinypint, Inc. For additional information, please call 888.909.7294 and visit <http://tinypint.com>.

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For more information, contact Beth Roussel, Program Director, at 484-628-8247 or Beth.Roussel@readinghealth.org.



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PRINCIPLES FOR LEADERSHIP

(Continued from page 12)

"Our employees are our backbone. We treasure each and every member and what they have to say about making us a better company."

What I found during the private conversations was evidence of silos; blame shifting on the performance of other departments; lack of trust and literally no meaningful communication. Division managers wanted to point the fingers at others and draw blood for problems each had identified as everyone else's fault.

They were looking forward to me facilitating a drawn, drag-down fight where folks would be humiliated in front of others and so be it. Other managers deserved to be demeaned. It was everyone else's fault they were not making bonuses and had nothing to do with the behavior of themselves or their team. There was an overarching "exterminate and take prisoners" mentality. I heard nothing similar to what was stated on the website.

My work was cut out for me.

Not One of a Kind

This team was not unusual. Whether you have 5 or 500 employees; 1,000 or 10,000 staff, organizations are near-sighted. The managers do not know how to lead. They manage work within their own departments, do not understand how their work should be integrated with that of the whole, and are motivated by money only. Slash and burn.

They operate from a place of fear, rather than a foundation for collaboration. They are interested in dominating others and submitting them into distress. There is no underlying concern about staff development, partnering, raising motivation, building self-esteem — none of the fostering of relationships alluded to on their website.

So, if this is how the management team was operating, what were the messages

from the top down where inspiration and direction should have been adopted?

How could that fear or shame-based mentality be changed? How long will the change take? How many books have to be read by whom? In what amount of time to shift any organization from a place destined for survival? How easy would it be to shift them to an organization that thrives?

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Nothing is Easy; It Takes One Simple Well-Placed Statement

Clearly, leadership from the top is lacking. There may be a vision — but is it compelling? How is the leader articulating what will be tolerated and what won't be tolerated? It did not appear as if there was any inspiration towards solid teamwork across department lines; nor, the belief that others could ever get the job done.

A typical response from organizations stuck in crisis mode, is for them to search for yet one more assessment to be completed. Does this sound like you? "... We've completed the Myers-Briggs, DISC, Strength-Finders. Hell, we've done 360's on everyone. We've had Emotional

Intelligence... even Positivity Intelligence... the Hogan, the Five Dysfunctions, the Action Wheel, the Wheel of Life, the Team Upside Assessment, the Team Downside Assessment... we REALLY know all about ourselves."

Really? If you know all about yourselves, then, why hasn't anything changed? Yes, leaders need to be self-aware, but it is critical for them to make a statement about leading and then, they need to do just that.

Nothing changes because there's no communication; no plan to change anything and someone (the supposed LEADER) is perfectly content to let things fester and not pay any real attention to the handwriting on the wall. When the leader is complacent with chaos, then, turmoil will reign.

What To Do if This Sounds Like You

"...ruuuunnnn Forrest!..." People change jobs because of lack of leadership. They love the people they work with; but the leadership, (aka the boss or my supervisor) has much to be desired.

If you are in a position to make a change, do something — take action. There is no commandment or business principle that says you have to tolerate abuse at work each day; that you have to be unhappy or unfulfilled at work because you have a lousy boss.

• Commit to yourself that you will find a new job by a certain amount of time and then, find the courage to do it.

(See "Principles for Leadership" on page 16)



Andrew J. Monastra, P.C.

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PRINCIPLES FOR LEADERSHIP

(Continued from page 15)

There is no commandment or business principle that dictates you have to be a lousy boss to reach your goals and make money.

- Reach out for support.
- Look at all of those assessment results and do something.
- Take bold action.
- Remain committed to change that will move you forward.
- Learn how to become inspirational.
- Seek guidance.
- Engage others on your team to plan for that change and how to sustain it.

When we are able to dig deep down and find the courage; when we are willing to do what we know is the right thing; then and only then, can our motivation influence the change we desire.

As a society, we've moved past the Crusades year's ago; we should not be at war at work. The cost of human dignity is too fragile, too high, and too great.

Leaders LEAD! Stop slashing and burning your team. Start inspiring and building those around you. 🗑️

Kayte Connelly, Best Principled Solutions LLC, was recently named a 2014 Women of Influence by Lehigh Valley Business. She is a leadership coach, and organizational development consultant specializing in personal, professional and community leadership. She facilitates corporate retreats and conversations with dissimilar parties and helps individuals and organizations identify and eliminate what stands between themselves and their goals. Enriched customized services are designed to create and sustain generations of leaders for our community and elsewhere, based on research and global development. Please "like" us at www.facebook.com/BestPrincipledSolutions. Call 484.769.2327 for more information on how your company could become more collaborative, flexible, imaginative, and innovative and/or to discover your leadership "edge."

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FOR SALE- (ZC2132) 3575 SCHUYLKILL ROAD, SPRING CITY- EAST VINCENT TOWNSHIP COMMERCIAL PROPERTY, HIGHWAY EXPOSURE. FEATURES INCLUDE PUBLIC SEWER, ONSITE WELL, GAS HOT WATER, ONSITE GAS, 200AMP ELECTRIC SERVICE. \$650,000

FOR SALE- (ZC2134) 1500 S. HAMOVER ST., POTTSTOWN- COMMERCIAL BUILDINGS. ALL OF THE BUSINESS EQUIPMENT AND PRODUCTS ARE EXCLUDED FROM THE SALE OF PROPERTY. \$2,000,000

FOR SALE- (ZC2137) 566 POTTSTOWN PIKE, CHESTER SPRINGS- 10 ACRES PRIME COMMERCIAL LAND. 1,000 FOOT FRONTAGE ON ROUTE 100. 9 ACRES RESIDENTIAL LAND ADJACENT ON BLACK HORSE ROAD IS INCLUDED IN PRICE. \$2,500,000

FOR SALE- (ZC2140) 1530 S. HAMOVER STREET, POTTSTOWN- THIS PROPERTY HAS A SMALL HOUSE WHICH IS CURRENTLY LEASED. THE LAND IS PRESENTLY USED AS A DRIVING RANGE USING ABOUT 10 ACRES, THE BALANCE OF THE LAND IS FARM FIELDS. THE PRESENT ZONING IS R1 SINGLE FAMILY RESIDENTIAL. UNDER THE ZONING IT ALLOWS FOR NURSING HOMES. PUBLIC SEWER IS AVAILABLE. \$2,000,000

FOR SALE- (ZC2153) 13929 KUTZTOWN RD, FLEETWOOD- FORMER KIRBYVILLE HOTEL, STRUCTURALLY SOUND BUILDING ON 1 ACRE WITH 50 CAR PAVED PARKING LOT ON BUSY ROUTE 222. INTERIOR NEEDS COMPLETE RENOVATION. POSSIBLE OWNER FINANCING. DRASTIC PRICE REDUCTION \$159,000 SELLER WILL CONSIDER ANY REASONABLE OFFER

FOR SALE- (ZC2162) BERKS COUNTY APPROVED 19 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 AC. TO 7 AC. CALL FOR DETAILS. \$775,000

FOR SALE- (ZC2164) 4 ASH ST., W. POTTSGROVE- .96 ACRE COMMERCIAL VACANT LOT SITUATED CONVENIENTLY ON ROUTE 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. \$124,900

FOR SALE- (ZC2177) 2103 EAST HIGH STREET, POTTSTOWN MEDICAL OFFICE BUILDING- SITUATED WITH GREAT EXPOSURE ON HIGH ST. IN LOWER POTTSGROVE TWP. 4,360SF OF MEDICAL USE ON TWO FLOORS. FULL BASEMENT FOR STORAGE FOR EASY ACCESS AND OFFSTREET PARKING LOT. HANDICAP ACCESSIBLE. WELL MAINTAINED AND READY FOR YOUR CLIENTS. **Reduced \$443,900**

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FOR SALE- (ZC2206) 151 FARMINGTON AVENUE, POTTSTOWN- 3.19 ACRE LOT ZONED RETAIL OFFICE. SEWER, WATER AND GAS ARE AVAILABLE. **\$147,500**

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LEASED (ZC1138) 258 High Street, Pottstown-

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LEASED (ZC1122) 190 Moser Road, Pottstown-

LEASED (ZC1141) 56 S. Adams Street, Pottstown-

LEASED (ZC1124) 215 East 1st Street, Birdsboro-

(ZC1012) 1200 East High Street, Office Building, Pottstown- Suites from 200-1,000SF. \$12.50/SF includes all utilities.

(ZC1033) North Keim Street, North End, Pottstown- 1,800SF retail/office space, plenty of offstreet parking. \$8-10/SF

(ZC1070) 180 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PPMC. Handicapped accessible, elevator, ample parking and various size suites from 200-1,200SF. Competitive rates and flexible terms. Call for more details!

(ZC1089) Lemon Street, West Pottsgrove- 2,500SF +/- former machine shop space with loading dock and second story storage area. \$1,000/Month + gas, heat and electric.

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(ZC1135) 2103 E. High St., Pottstown- Medical office bldg. situated with great exposure on High Street in Lower Pottsgrove. 4,300SF +/- to be leased. Offstreet parking lot. \$12/SF + Utilities.

(ZC1143) 2007 E. High St. Pottstown-Lower Pottsgrove- Free standing office/medical building situated just off High Street. 1,825SF comprised of 4 offices, kitchenette and large open area. Space is available early 2014. Call for details.

(ZC1146) 32 Wells Road, Suite #4, Parkerford- Office/retail space situated along busy Route 724. 600SF with offstreet parking. **available immediately.** Signage on Route 724. Call for details. \$850/Month plus heat, electric and trash. Water and sewer included. NO CAM.

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(ZC1149) 4 Ash Street, Pottstown- 10,000 Square Foot Warehouse to be built to specifications is situated conveniently on Route 422, 724 & 100. \$3,700/Month - \$4.50/SF R/W.

(ZC1153) 2317 Pottstown Pike, Pottstown- (The Shoppes @ Pajhltown) - Presently there are 2 units available. The Historic House consisting of 1800SF and Unit #5 consisting of 1600SF. All tenants shall pay a cam charge of approximately \$2.02/SF based on present expenses. \$10/SF. All leases shall be a triple net lease.

SOLD- (ZC2186) 550 E. HIGH ST., POTTSTOWN

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THE NEW STATE OF MARRIAGE IN THE COMMONWEALTH



LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire, Wolf, Baldwin & Associates, P.C.

In our daily lives, most of us go about our business without a second thought as to how pervasive our laws can be. Those of us in the legal profession perhaps have a different perspective, with a keen understanding of just how a single legal doctrine can change millions of lives. Recently, the opinion of Judge John E. Jones, III in *Whitewood v. Wolf*, No. 1:13-CV-1861, 2014 WL 2058105, at *1 (M.D. Pa. May 20, 2014), provided a powerful illustration of just how far-reaching a legal decision can be.

Most people know by now that Judge Jones struck down Pennsylvania's statute banning same-sex marriage. But few people may have stopped to realize the vast implications of such a change. Although the arguments both for and against same-sex marriage have been thoroughly hashed and rehashed on both sides, now that Pennsylvania effectively has same-sex

marriage, Pennsylvania lawyers will spend the next few years with its many legal implications.

The most intuitive change will be in the realm of divorce law. Now that same-sex couples can marry, it follows that they can divorce. How will the law deal with all of the cohabitation agreements, which were

(See "Legal Perspectives" on page 25)

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LEADERSHIP AND SUCCESS

By Kenneth D. Richardson PhD, CEO, Redwood Enterprises

Leadership development programs are everywhere, all promising spectacular results if you're willing to shell out the cost. Despite this fact, it's generally agreed that we're facing a deepening "leadership crisis" in business and government. These two facts just don't add up. This article takes a look into the "leadership industry," seeking explanations for this situation and offering suggestions for improving it.

Long term expert on leadership Barbara Kellerman, in her book *Bad Leadership: What It Is, Why It Happens, Why It Matters*, takes a serious look at what many have dubbed a crisis situation. Rather than proclaiming her expertise and promising to produce stellar leaders for a price, Dr. Kellerman offers valuable insights into a troubled industry and offers useful suggestions for its improvement.

The leadership crisis

Dr. Kellerman takes an honest look at where our leadership problems are coming from and why the business of leadership development falls short of its promises. As you might guess, there is no one simple answer. But a thorough review of the situation coupled with some genuinely thoughtful reflection can help to illuminate the situation.

Our problems are not coming from the fact that too few people are going through leadership development programs. Our problems are rooted in age old human frailties such as self-centeredness, greed, denial, and tendencies to take simplistic views of complex situations.

Given that some of the greatest leaders in history (e.g., Abraham Lincoln, Ghandi) never had the benefit of leadership development programs, but rather overcame their human frailties, I think we should put the utility of such programs in its proper perspective.

A multibillion dollar industry

The fact that billions are spent on leadership training programs and seminars every year attests to the reality that the dearth of effective leadership is one of the biggest problems facing our future and well being.

(See "Leadership and Success" on page 26)





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LEGAL PERSPECTIVES

(Continued from page 23)

entered into when same-sex marriage was illegal? What will the implications be for pensions, and for taxes? Now it is not uncommon for a divorced wife to retake her maiden name after the divorce. Will same-sex couples be treated any differently if they divorce?

More broadly, how will the institution of same-sex marriage impact custody law and adoption practice? How about real estate law? Estate planning? Probate? How will doctors and hospitals treat same-sex couples in medical decision making? Will there be any difficulty now if a same-sex spouse makes a claim for fatal claim workers' compensation benefits or for loss of consortium in a personal injury case?

What impact will these legal changes have on family formation, in the context of assisted reproduction, gestational surrogacy, and artificial insemination? Will we now shy away from alternative family arrangements for same-sex couples who are not married? Will there be a stigma against couples who want to have children, but who choose not to marry even though they can?

It is questions like these that shine a light on how the smallest legal changes can broadly alter the tapestry of our existence. These questions, and their ultimate answers, draw into focus the nobility of the legal profession. As lawyers assist all people, straight and gay, bisexual and transgender, through the twists and turns of their changing legal rights, we can be proud and humbled that collectively we shape how the law impacts our lives. Every so often it is worthwhile to step back and look at the big picture, and to reflect on how wonderful it is that we live in a nation governed by the rule of law, where such momentous legal changes will have an impact on countless lives for generations to come. ■

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, and West Chester. He is the firm's managing attorney, and focuses his practice on workers' compensation law and family law. Mr. Wolf can be reached at 610.323.7436 or by e-mail to lwolf@wolfbaldwin.com.

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LEADERSHIP AND SUCCESS

(Continued from page 24)

And despite the fact that our society is flooded with "graduates" of such programs, the absence of leadership continues to be a problem.

According to Brian Tracy, author of *The 100 Absolutely Unbreakable Laws of Business Success*, there has never been a greater need for leaders at all levels than there is today. Long-term expert on leadership Warren Bennis, himself a successful business executive, goes much further with his warning that a shortage of effective leaders "...is the most urgent and dangerous of the threats we face today, if only because it is insufficiently recognized and little understood."

A quick review of the news at the local, national, and international levels is all it takes to understand that we've got leadership problems at all levels that are not limited by geographical boundaries— all in spite of the countless programs and seminars that promise fill the void.

Poorly concocted leadership programs

The desperate need for effective leaders is better described as being exploited rather than being fulfilled by the myriads of programs on the market. When demand

exceeds supply, as is the case with effective leaders, it creates a circumstance in which offerings that vary widely in their quality appear in the marketplace.

Among the shabbiest of programs available are those that feature lists of trait adjectives purported to characterize effective leaders (e.g., decisiveness, empathy, persuasiveness, etc.). All one needs to do is learn the list, designate oneself as having the "skills" implied by those traits, and one is ready for leadership.

Other examples ill-conceived leadership training programs are those that consist of jargon laced formulae for performing such works as "transforming" subordinates or "empowering" others. Never mind that no means of implementing these formulae accompany the jargon. A mastery of the words and the accompanying certification are sufficient in their own rights to qualify one for leadership.

Many such programs are reflections of the state of the art during decades gone by, and persist despite the fact that evidence shows that they produce few if any measurable benefits.

(See "Leadership and Success" on page 28)



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LEADERSHIP AND SUCCESS

(Continued from page 26)

Effective leadership programs do exist

Fortunately, effective leadership programs exist, are well run, and do produce measurable outcomes. Most of these, however, are tied to specific industries that have identifiable strategies for success. That is why they have practical value. They link directly to what people do on a daily basis.

The truth is that there is no one single set of qualities that define "leadership" which can be applied to just any situation to produce positive results. The idea that there is may be appealing in the academic sense, but such a view is oversimplified and ill suited to the real world of business.

By linking leadership development to specific business activities known to be associated with positive results, we can do more than just hope that they will produce desirable behavioral changes.

Take your cue from the military

The kinds of leadership training found in our armed forces exemplify this approach. The purpose is to develop military leaders, not just "leadership" in the abstract. It's a much more functional

approach to leadership development, because its primary orientation is that of producing tangible and measurable outcomes in a specific domain.

"Fail-safe leadership"

One example of the approach described above is called "fail-safe leadership." It was developed by the late Linda L. Martin and her colleague Dr. David Mutchler, both highly successful entrepreneurs with experience in an array of businesses.

Martin and Mutchler, both advocates of "no nonsense, get-it-done" approaches to business, shared a frustration with the ineffectiveness of traditional leadership development programs and their emphasis on generalized leadership qualities that sound good, but have little applicability to the real world of business.

Noting the poor results typically associated with such programs, they set about linking leadership development programs to specific business strategies and processes that lead to results that are measurable. Their approach, dubbed "fail-safe leadership," is presented in their book by the same name.



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It all starts with strategy

Rather than depending on leadership development programs that are detached from specific business processes, Martin and Mutchler “begin with the end in mind”—defining the desired results and the means of attaining them. As champions of strategic planning, they suggest that businesses grow people and processes in ways that ensure desired results.

The first task of leadership is that of developing a clearly articulated functional strategy—this in itself is nothing new. But within the fail-safe model, all leadership development processes are dictated by the elements of the strategic plan.

Implications for leadership development

Rather than running training programs aimed at developing qualities associated with “leadership” in an abstract or theoretical sense and hoping that they lead to desirable results, all training is linked directly to the activities and processes identified as critical to success by the strategic plan.

To quote Martin and Mutchler, “Leadership is about following the processes that lead to desired outcomes.” The best leaders are also followers. As trends and economic conditions shift and

force changes in the strategy plan, leadership development processes can be adjusted accordingly.

The importance of alignment

The fail-safe model is designed to assure that all aspects of business operations are “aligned,” (coordinated) to maximize the achievement of desired results. Day to day activities and operations are in alignment with a strategic plan. If the plan has been carefully worked out, it will include goals and action steps that are in alignment a guiding vision of the organization’s future.

This should also then lead to revisions in training and development programs, which are all too often not in alignment with day to day activities or the organization’s vision as articulated in the strategic plan.

Sound strategic planning is essential

All of this of course depends on the soundness of the strategic planning process. It’s the core of any business, large, small, or in between. But given the millions wasted on leadership development programs that yield little to no ROI, it only makes sense to follow Martin and Mutchler’s lead and link such programs directly to the domain in which the leadership skills will be applied.

(See “Leadership and Success” on page 30)

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LEADERSHIP
AND SUCCESS

(Continued from page 29)

The future
of leadership

Few commentators disagree with the view that we've got serious problems in the very important domain we call leadership, and that leadership is the single most important determinant of the success of an organization or of a country. Rather than continuing to treat it as a linguistic abstraction or as something that will eventually improve on its own, it's time we become proactive in regard to this most important determinant of our future well-being and exercise a little leadership. 🗳

Dr. Richardson is the founder of Redwood Enterprises, a business consulting, training, and executive coaching firm that specializes in helping business owners make sure that what they do every day reflects their strategic plans. He is available for speaking engagements on business related topics. Visit his company's website at www.redwood-enterprises.com, or contact Redwood Enterprises by phone at 610.326.3670.



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MESSAGE FROM CHAIRMAN

I'm really looking forward to my two year term of Chair of the Chamber board of directors which begins with the new fiscal year, July 1. I've spent the last four years on the executive committee of the board, first as treasurer and then chair-elect, so I've had the opportunity to get to know the organization very well. While I'm excited for my new role, I am sad to see Terese Brittingham, Keller Williams Realty Group, conclude her term on the board and with the executive committee. She has really made a difference in the years I've been lucky enough to work with her. Sharif Omar, Pottstown Memorial Medical Center, is moving from treasurer to Chair-Elect and Rich Graver, The Victory Bank, will join the executive committee as the new Treasurer. Rod Martin, Martin Stone Quarries, Inc., will be moving to Immediate Past Chair. As do all board members, the executive committee devotes time and energy to the organization, as well as sponsoring, supporting, and attending events.

Times of change bring new opportunities, new challenges, and best of all, new ideas. I'm looking forward to suggestions, fresh ideas, and programming that delivers what you need to build your business. Whether you are looking for networking opportunities, professional development, community involvement, legislative advocacy, or all of these, The TriCounty Area Chamber of Commerce

will deliver. Event attendance has been fantastic this year and we're looking forward to continued growth in attendance and membership with engaging and valuable events and programs you won't want to miss!

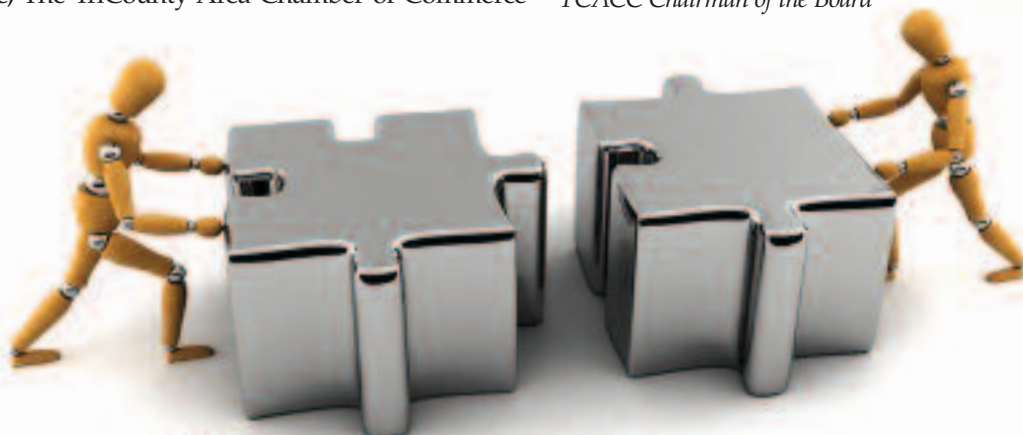
Building Community, Creating Connections, Supporting Commerce – we focus all of our events around these three pieces of the Chamber puzzle. The staff are already hard at work and have several events planned for the Chamber's fall schedule. Review page 36 of this issue of the *Route 422 Business Advisor* to see a line-up of events that focus on community, networking, and providing you access to resources to build your business.

I would love the opportunity to meet as many of our Members as possible. So, I invite you to join me for the July Business Card Exchange.

July Business Card Exchange:

Tuesday, July 22 from 4:30-6:30 PM on the Chamber's Rooftop Deck, 152 E. High St., Pottstown, PA 19464. **Members Only; No Charge; Reservation Appreciated**

Heather Chandler,
TCACC Chairman of the Board



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Eileen Dautrich, President, eileen@tricountyareachamber.com

Jeff Dentler, Vice President of Finance, jeff@tricountyareachamber.com

Kitty Papp, Special Events Director, kitty@tricountyareachamber.com

Melissa Shainline, Administrative Assistant, melissa@tricountyareachamber.com

Heather Tyrrell, Marketing & Communications Manager, heather@tricountyareachamber.com

Bill Wertz, Membership Director, bill@tricountyareachamber.com

It's as easy as 1-2-3 or ABC – Always Buy Chamber!



Check out the Marketing with the Chamber article on page 39 to see how you can take advantage of Member benefits available for you!

Bill Wertz, Membership Director,
bill@tricityareachamber.com



WELCOME NEW MEMBERS!

*Look who's joined... The following businesses have invested in YOUR Chamber. When purchasing goods and services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you **Always Buy Chamber!***

iCreate Café
130 King St.
Pottstown, PA 19464
484.312.0404
www.icreatecafe.org
Restaurants / Clubs

Independence Day, Ltd.
PO Box 199
Pottstown, PA 19464
610.996.2703

Nonprofit Organizations

They plan events to celebrate Independence Day (July 4th) in the Borough of Pottstown.

Penn American Real Estate Company
725 Skippack Pike, Suite 340
Blue Bell, PA 19422
215.646.8330
www.pareccyma.com

Real Estate Investment

Penn American Real Estate Company specializes in leasing and managing commercial real estate.

Proximity Café
1450 E. High St.
Pottstown, PA 19464
484.949.9275
www.proximitycafe.com
Restaurants / Clubs

Proximity Café connects people to coffee, causes, conversation, and community.

Reading Eagle Company
345 Penn St.
PO Box 582
Reading, PA 19603-0582
610.371.5202
www.readingeagle.com

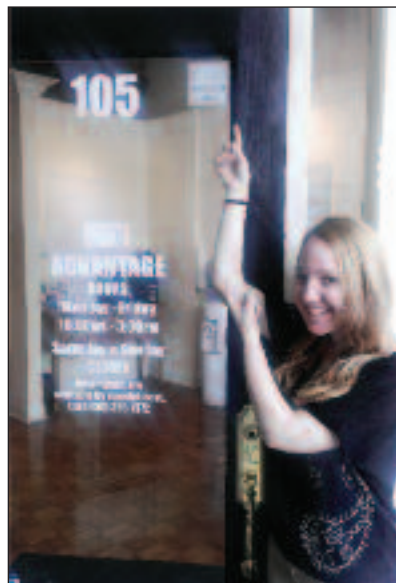
Newspaper Publishers

Reading Eagle Company offers comprehensive marketing solutions for businesses who want to reach Berks County and surrounding communities. The products and services offered are tailored to support a company's business plan and marketing strategies. Products and services: Reading Eagle, Reading Eagle Internet Services, Reading Eagle Press, WEEU 830AM.

Reflections Hair Designs
939 E. Schuylkill Rd.
Pottstown, PA 19465
610.323.2030
www.reflectionshairdesigns.com
Salons - Hair / Nail and Skin Care / Tanning

Thrivent Financial
2879 E. High St.
Pottstown, PA 19464
610.970.4740
thrivent.com/fr/john.ungerman
Financial Consultants / Services
They are a faith-based financial services organization committed to helping people live wise and generous lives.

SHOW US YOURS!



Advantage Insurance Group, LLC, 105 E. High St., Pottstown, PA 19464

Let us know that your decal is posted in your storefront and we will come by, snap a photo, and share the photo in the *Route 422 Business Advisor* and on Facebook and Twitter - call us at 610.326.2900! Or snap a photo of your decal posted and email it to Melissa at melissa@tricityareachamber.com.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

36 YEARS

Oletowne Jewelers

30 YEARS

New Hanover Township

26 YEARS

Colorworks Graphic Services, Inc.

Schuylkill Valley Regional Dance Company

22 YEARS

TriCounty Community Network, Inc.

18 YEARS

Sound Marketing Resources

11 YEARS

The Perkiomen School

6 YEARS

Complete Family Eyecare, Ltd.

Laserworx, LLC

1 YEAR

The Life Financial Group, Inc.

Member Renewals

*Thank you to the following Members who renewed their commitment to make your Chamber a **PRIORITY!***

AAA East Central

B & S Self Storage

Bella Vista Golf Course, Ltd.

Boyertown Area Youth Baseball, Ltd.

Catagnus Funeral Home & Cremation Center, Inc.

CMIT Solutions of Northern Chester County

Eagle Microsystems, Inc.

Epps Advertising

Global Advanced Metals

Innovative Kitchens and Baths

JWM Business Services

Locker Room Storage, Inc.

MACnificent Pages / Route 422 Business Advisor

Marshall Geoscience, Inc.

Michael G. Marwich, D.D.S.

McCormick Chiropractic

McGee Electric, LLC

David McSurdy, D.M.D. Orthodontist

Miller-Keystone Blood Center

Montgomery County Economic Development Corp.

Motel 6 at Tri-County Business Campus

NAMI PA, Montgomery County

Penn Environmental & Remediation, Inc.

Pottstown Cluster of Religious Communities

Pottstown Industrial Complex

Reading Site Contractors

Staples, Inc. #0329

Valley Forge Casino Resort

The Victory Bank

Virtual Farm Creative, Inc.

Wellness Council of Boyertown

Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success. Contact **Kitty Papp** at 610.326.2900 or kitty@tricityareachamber.com.



TRICOUNTY AREA CHAMBER OF COMMERCE

CHAMBER MEMBER UPDATES

If your business moves to a new location or your contact information changes, update your information with the Chamber by calling 610.326.2900 or email jeff@tricityareachamber.com.



For more info on Membership, call 610.326.2900 or visit us on the web at tricityareachamber.com to APPLY ONLINE

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CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE

TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING

Tues., July 22
4:30 - 6:30 PM

BUSINESS CARD EXCHANGE

Chamber Rooftop Deck, 152 E. High St., Suite 360, Pottstown, PA 19464

Come and help us welcome our newly appointed Chairman, Heather Chandler of Sealstrip Corporation. Join fellow Members for networking and hors d'oeuvres on the Chamber's Rooftop Deck! Feel free to put on your best tropical shirt and dress casual for our Caribbean themed mixer! Manatawny Still Works will be providing our signature drink for the evening - Pottstown Punch!

Members Only; No Charge; Reservation Appreciated



AUGUST SAVE THE DATE

Tues., August 19
4 - 6 PM

BUSINESS CARD EXCHANGE

French Creek Golf Club, 4500 Conestoga Rd., Elverson, PA 19520

Join fellow Chamber Members for an evening of networking and hors d'oeuvres.

Sponsored by: French Creek Golf Club

Members Only; No Charge; Reservation Appreciated

Call Kitty Papp,
Special Events Director,
for more information
or to sponsor an event.
610.326.2900



SEPTEMBER SAVE THE DATES

Mon., Sept. 8

GOLF OUTING

Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464

Registration

Buffet Lunch

Shotgun Start

Networking & Putt For Cash Contest

Dinner

\$155 per golfer (includes golf, lunch, & dinner); \$600 per foursome; \$45 for dinner only

Sponsorship Opportunities Available

Rain Date: Mon., Sept. 15

Thurs., Sept. 11
7 - 9 AM

MEMBERSHIP BREAKFAST

Brookside Country Club, Prospect & Adams Sts., Pottstown, PA 19464

This breakfast will feature Terry Madonna, Director of the Center for Politics and Public Affairs at Franklin and Marshall College, as the keynote speaker. He will present on Election 2014 - Politics, Policies, and Personalities.

\$26 per Member (prepaid); \$30 per Member (invoiced); \$50 per non-member

Sponsored by: Coventry Christian Schools, Inc.; The Life Financial Group, Inc.

Weds., Sept. 17
4 - 6 PM

BUSINESS CARD EXCHANGE

RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville, PA 19460

Join fellow Members for networking, hors d'oeuvres and music on the pool terrace. A One-Year Social Membership will be auctioned off.

Sponsored by: RiverCrest Golf Club & Preserve

Members Only; No Charge; Reservation Appreciated

Thurs., Sept. 18
11:30 AM - 1:30 PM

WOW

Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468

Jeannie Liggett, Regional Governmental Affairs Manager at Exelon and Alex Rahn, Senior Associate of Wanner Associates, will present on how women can get more involved with the government.

\$26 per Member (prepaid); \$30 per Member (invoiced); \$35 per non-Member; Reservations appreciated

2014 Golf Outing & Dinner

Monday, September 8, 2014 · 12 PM Shotgun Start
Brookside Country Club · Prospect & Adams Sts., Pottstown

Event Schedule

10:30 AM Registration

11:00 AM Buffet Lunch

12:00 PM Shotgun Start - Scramble Format

4:30 PM Networking/ Putt For Cash Contest

5:00 PM Dinner

- Challenging Layout - Lush Fairway - Fast and True Greens - William Gordon designed 18-hole course

Dont like to Golf?

Join us for the
Dinner portion of the event
at 4:30 PM for great food and
networking!

Register today; connect tomorrow. Visit tricountyareachamber.com or call 610.326.5158.



NEW FISCAL YEAR BEGINS THIS MONTH!



Business Card Exchanges

Come and join us for an evening of networking and hors d'oeuvres!

JULY: July 22 from 4:30 - 6:30 PM on the Chamber's Rooftop Deck: Effective July 1, Heather Chandler, President of Sealstrip Corporation, will be taking over the role of Chairman of the Board of Director's for the Chamber. Attend and take advantage of this great opportunity to come out and meet our New Chairman! Dress casual for our Caribbean themed mixer and enjoy Manatawny Still Works' signature drink - Pottstown Punch!

AUGUST: August 19 from 4 - 6 PM at French Creek Golf Club.

SEPTEMBER: September 17 from 4 - 6 PM at RiverCrest Golf Club & Preserve. Join us for music on the pool terrace. A One-Year Social Membership will be auctioned off.

OCTOBER: October 28 from 4 - 6 PM, at Car-Tel Communications.

NOVEMBER: November 18 from 4 - 6 PM at The Victory Bank.

DECEMBER: *Chamber's Annual Holiday Mixer* on December 9 from 5 - 6:30 PM at the Chamber Office. Refreshments provided by our Chamber Food and Beverage Members.



Special Events

SEPTEMBER: *Golf Outing* on September 8 at Brookside Country Club: Registration opens at 10:30 AM with a Shotgun start at 12 PM. This is a great, day-long networking event in a relaxed setting. **If you don't like to golf, the networking & dinner portion of this event, beginning at 4:30 PM, is open to everyone.** *Rain Date - September 15.*

OCTOBER: *27th Annual College Fair* on October 2 from 8:30 - 10:30 AM at Gilbertsville Fire Company. Colleges, universities, and schools of higher education will have exhibits aimed at aiding students in making the right choices for their future. This event is free for students and the general public.

Business Equipment Recycling Day on October 14 from 8 - 11 AM at the Pottstown Industrial Complex.

Economic Development Luncheon on October 23 from 11:30 AM to 1:30 PM at Copperfield Inn at Lakeside. Diane McGraw, Office of Travel, Tourism & Film, will present on the impact that travel and tourism have in our area. Nathaniel Guest of the Colebrookdale Railroad will also provide an update on the progress of the railroad.



Breakfasts

SEPTEMBER: September 11 from 7 -9 AM at Brookside Country Club: Terry Madonna, Director of the Center for Politics and Public Affairs, where he directs the Franklin & Marshall College Poll., will be the keynote speaker for this breakfast. He will present on Election 2014 - Politics, Policies, and Personalities.

NOVEMBER: November 6 at Spring Ford Country Club. This Education-themed breakfast will feature Secretary Carolyn Dumesq, interim Pennsylvania Secretary of Education.

Check out the Chamber Calendar on tricountyareachamber.com and upcoming issues of the *Route 422 Business Advisor* for more information on WOW and Power Networking events that will be scheduled in the new program year.

*Additional details for all events mentioned above will be included in future issues of the *Route 422 Business Advisor*.

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MAY BUSINESS CARD EXCHANGE



Creating
Connections

Chamber Members gathered at A. Weitzenkorn's Sons, Inc. for the May Business Card Exchange on Tuesday, May 20. Congratulations to Ben Moyer, Advantage Insurance Group, LLC, the winner of the Whistleblower contest. Thank you to Deanna Pizzi, Catalyst Outdoor Advertising, the whistleblower.

Sponsored by:



The July Business Card Exchange will be held at the TriCounty Area Chamber of Commerce Office on Tuesday, July 22, from 4:30 to 6:30 PM. Join us on the Chamber's Rooftop Deck for networking and to welcome our newly appointed Chairman, Heather Chandler. The Chamber is located at 152 E. High St., Suite 360, Pottstown, PA 19464. Please feel free to dress casual and wear your best tropical shirt!

Register at tricountyareachamber.com, call 610.326.5158, or email kitty@tricountyareachamber.com to let us know you are coming.

Business Card Exchanges happen monthly, are for Members only, and are free of charge!

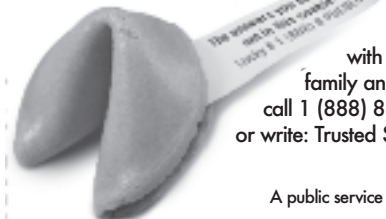
SHARE YOUR JOB POSTINGS AND WE WILL HELP GET THE WORD OUT

The Chamber's RESUME SERVICE allows job seekers to submit their resume to the Chamber, where it will be summarized in a listing that will be included right here in the *Route 422 Business Advisor*. This same information will be shared at our Chamber Membership Breakfast (held every other month). Chamber Member companies may then request copies of resumes that are of interest.

This month's job postings include Sales/Marketing and Management

You can POST your company's JOB OPENINGS on our website FREE for 30 days. A link to your job posting on our website is also included in a Chamber email. Chamber Members just need to provide the details for the job posting and who the job seekers should contact and send those details to Jeff at jeff@tricountyareachamber.com.

Reliable info.



Free delivery.

To get your free Consumer Information Catalog with more than 200 federal booklets on all sorts of family and financial matters, just visit pueblo.gsa.gov, call 1 (888) 8 PUEBLO (that's 1-888-878-3256), or write: Trusted Source, Pueblo, CO 81009.

Pueblo CO. Your trusted source.
A public service message from the U.S. General Services Administration

WOW - WOMEN OF THE WORKFORCE

WOW EVENTS ARE HELD AT A CHAMBER MEMBER VENUE AND FEATURE A SPEAKER OF INTEREST TO WOMEN IN BUSINESS, PROVIDING A GREAT NETWORKING OPPORTUNITY FOR ALL MEMBERS.



Chamber Members learning new techniques to prepare for the summer months.



On Wednesday, June 4th, Chamber Members were treated to a pampering session at Lords & Ladies Salons in Perkiomenville



Heather Chandler getting prepped to take on her new role as Chairman of the Board for the Chamber!

to help prepare them for the summer months. Demonstrations were given on hair, skin, and nails. Members were able to enjoy the pampering session and walk away with new styling ideas to use over the next few months.

Sponsored by:

Lords & Ladies
salon medical spa

Sponsor a WOW Email

Have products or services that the WOW audience may be interested in? Use our monthly WOW email to let other Women of the Workforce know about the products and services you have to offer.

For more information on this email sponsorship opportunity, contact Kitty at kitty@tricountyareachamber.com or 610.326.2900.

The next WOW Luncheon will take place on **Thursday, September 18** from 11:30 AM - 1:30 PM at **Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468.**

\$26 per Member (prepaid); \$30 per Member (invoiced); \$35 per non-Member; Reservations Appreciated

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LEADERSHIP TRI-COUNTY CLASS OF 2014 GRADUATION!



PHOTO BY KEVIN HOFFMAN, THE MERCURY

Congratulations to the Leadership Tri-County Class of 2014!

On June 12, 2014, the Leadership Tri-County Class of 2014 celebrated graduation at Montgomery County Community College's South Hall.

Commencement exercises included speeches from Eileen Dautrich, TCACC President and Kitty Papp, Leadership Tri-County Director and Garrick "Duffy" Wagner, President of Leadership sponsor John Middleton Co., an Altria Company.

Leadership Tri-County is administered through the TriCounty Area Chamber of Commerce Foundation, Inc. Since its inception in 1993, the program has prepared more than 100 community members for leadership positions in the tri-county area. The program is conducted from September through June. This year's class was comprised of 16 people selected for their potential to expand their involvement in the development of the tri-county area.

The opening session is a one and one-half day retreat followed by nine one-day seminars scheduled monthly. In addition to attending these sessions, class projects must be completed on behalf of a local, Chamber Member non-profit organization. The projects are submitted by the non-profit organizations to be accepted by the Executive Committee of the Chamber. The projects the class completed during their nine-month participation in the program were selected based on the number of people that will be impacted by the completion of the project, and the long-term impact the completion of the project will have on the community.

The class members completed five group projects for Wellness Council of Boyertown, Independence Day Ltd., Pottstown Area Seniors' Center, Pottstown Downtown Improvement District Authority and the United Way of Greater Philadelphia & Southern NJ. See the article on page 41 for details on the projects.

The Chamber would like to give a special thanks to the class members for their commitment during the last 10 months, sponsors of the participants, the companies that provided tours, guest speakers and all of the other supporters of this program.

The next Leadership Tri-County Class will take place in 2015. If you are interested in participating in the next program, contact Eileen Dautrich at Eileen@tricityareachamber.com.

LEADERSHIP CLASS OF 2014

- Joyce Bagiraneza**, Valley Forge Casino Resort
- Paul Coakley**, John Middleton, an Altria Company
- Barbara Deloplaine**, National Penn
- Krista Dougherty**, Schultz Technology
- Sheila Dugan**, Pottstown Downtown Improvement District Authority
- Kourtney High**, Borough of Pottstown
- Rebecca Hobbs**, O'Donnell, Weiss & Mattei, P.C.
- Cynthia Logan**, John Middleton, an Altria Company
- Carrie Makoid**, Barry Isett & Associates, Inc.
- Jeffrey Mantz**, Maille LLP
- Kenneth McQueen**, John Middleton, an Altria Company
- Ashley Pultorak**, Pottstown Area Health & Wellness Foundation
- Ginny Takach**, Borough of Pottstown
- Nicole Taylor**, Susquehanna Bank
- Summer Trout**, Montgomery County Community College
- Michael Wagman**, Pottsgrove School District

The Leadership Class of 2014 was sponsored by:



IMPROVE HEALTH, ENVIRONMENT, AND FINANCES BY BIKING TO WORK

By RJ Griffin, Project Coordinator

The number of people choosing to bike to work is on the rise research shows. A study completed by the League of American Bicyclist shows that bicycle commuting rates in large Bicycle Friendly Cities (BFCs) has increased 80 percent, far above the national average of 47 percent and more than double the rate of non-BFCs (32 percent). Among these Bicycle Friendly Cities is Philadelphia, which has more than doubled its biker commuter share since 2000. Now is a great time for commuters in the Greater Philadelphia Region to try biking to work.

Why You Should Bike to Work

There are many great benefits to biking to work. One such benefit is that bicycling is a proven way to get into better shape and can help to prevent illnesses and stress. Studies have also found that the average bicycle commuter loses 13 pounds in their first year of cycling alone.

Another great reason to bike to work is that biking is much better for the environment than driving. Unlike cars that fill the environment with toxic substances that pollute and cause climate change, bikes have zero emissions. Biking also helps to reduce traffic congestion. If just 1 out of 10 commuters switched to bike commuting we'd save 2 billion gallons of gas a year.

An added bonus to biking to work is that you save money. The average annual operating cost of a bicycle is just \$308 compared to \$8,946 for the average car. In addition biking for 30 minutes a day saves an average of \$544 per person in healthcare cost. Researchers have also found that the average car commuter spent an extra 38 hours traveling as a result of congestion, costing the commuter \$818 per year in delay time and wasted fuel. These costs could be greatly reduced or eliminated by biking to work.

Founded in 1990, GVF is a not-for-profit organization created to advocate and promote a viable transportation network for the region's economic vitality. To maximize awareness and develop sustainable support, we partner with public and private entities. For more information on GVF projects and initiatives, contact Kyle Guie at kguie@gvftma.com or 610.354.8899.

How You Can Bike to Work

Before beginning your bike commuting routine it is important to learn about bike safety education. The League of American Bicyclists is a good place to find advice on smart cycling tips, rules of the road, and to find cycling classes.

The Greater Philadelphia Region is home to a huge network of regional trails. Among this network is the 250+ miles of trails known as the Circuit. These trails will help to connect you to your job, community and local parks.

GVF is a great resource to learn more about how to make biking to work easy and accessible to you or your organization. GVF has partnered with Bikesport to provide, "Cycling Essentials Lunch and Learn Seminars". These seminars provide bicycle education directly to your workplace free of charge. For more information or to setup a seminar, contact Kyle Guie at kguie@gvftma.com.

Get Involved

Across the nation May is recognized as "Bike to Work month". In honor of the month GVF hosted its 3rd Annual Bike to Work Day. The event was held on May 21, 2014 to encourage people to use their bikes as an alternative to driving to work.

GVF's Bike to Work Day is part of the "National Bike Challenge", a competition that pits local bicycle commuters against 50,000 cyclists from across the nation, to see who can reduce their carbon emissions the greatest. The competition is open for registration until September 1, 2014 and there are prize drawings for participants every Friday.

For more information about the national bike challenge, visit <http://movingyou.org/biketowork>. If you or your organization would like to learn more about biking in the region, contact Kyle Guie, Project Manager at GVF kguie@gvftma.com or 610-354-8899. Also visit www.gvftma.com

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MARKETING WITH THE CHAMBER

WAYS TO MAKE THE MOST OUT OF YOUR MEMBERSHIP



By Heather Tyrrell

It's officially summertime, a time when many of you are planning your vacations and daytrips. You may be looking at ways to have fun and not break the bank at the same time. Did you know that Chamber Members can buy discount tickets on our website or in our Chamber Office?

If you are an employer that has a Chamber membership, this is a Member Benefit you should share with your employees. There is no extra cost for Members to receive this benefit and it's a great way employers can help out their employees by being a Chamber Member.

When you purchase tickets online, email jeff@tricityareachamber.com from your work email for verification purposes. Then you will receive instructions for purchasing the tickets. Tickets that aren't marked as online only must be purchased at the Chamber's Office. The office is located at 152 East High Street, Suite 360, in Pottstown.

Below is a list of the area attractions the Chamber has discount tickets for:



For the listing of attractions or more information on purchasing discount tickets, visit our website: tricityareachamber.com/yourChamber/memberBenefits/Tickets-to-Attractions.aspx

THANK YOU

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Thank you to June's Email Sponsor:



Thank you to June's Newsmagazine Insert Sponsors:



MEET THE BOARD



RICHARD LEWIS, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF LEWIS ENVIRONMENTAL, INC.

COMPANY DESCRIPTION: Lewis Environmental, Inc. provides Environmental Remediation, Emergency Response, Industrial Maintenance, Maritime Support and Hazardous Waste Management Services throughout the eastern United States.

SPECIAL INTERESTS: Travel, golf, running and spending time with his children at the beach

NUMBER OF YEARS HE HAS WORKED IN THE TRI-COUNTY AREA: 25 Years

PERSONAL BUSINESS AND/OR LEADERSHIP PHILOSOPHY: Define and commit to your company culture no matter the cost. At Lewis this culture is further refined by our Core Values - Safety, Quality, Integrity, & Accountability - which drive our business each and every day.

BUSINESS ROLE MODEL: His father Thomas Lewis, Sr.

AREAS OF INVOLVEMENT WITHIN THE TRICOUNTY AREA CHAMBER OF COMMERCE: Served several terms as a Board of Director, Environmental Affairs Committee, Golf Committee

PROGRAMS AND SERVICES THAT RICK FEELS PROVIDE VALUE AS A MEMBER: Regionally there is no greater resource to network and grow your business. TCACC offers numerous opportunities to gain value as a Member - each unique and rewarding. Regardless the program, Members need to invest in the process in order to reap the benefit. TCACC is a great platform upon which to gain exposure and grow your business.

SEPTEMBER MEMBERSHIP BREAKFAST

Thursday, September 11, 2014

7 - 9 AM

Brookside Country Club,
Pottstown

\$28 per Member (prepaid) \$30 per Member (invoiced)

\$60 per non-Member

FEATURING:
DR. G. TERRY MADONNA



Election
2014
Politics,
Policies
and
Personalities



It's as easy as 1-2-3 or ABC – Always Buy Chamber!

ANNUAL DINNER - PART 2

TriCounty Area Chamber of Commerce Celebrates Annual Dinner

The TriCounty Area Chamber of Commerce hosted its Annual Dinner on May 15 at RiverCrest Golf Club & Preserve, Phoenixville, where Marc Zumoff, television voice of the 76ers on Comcast Sportsnet, was the keynote speaker.

After Social Hour, the dinner officially began with Chamber President Eileen Dautrich welcomed attendees. In honor of what is known on Facebook as "Throwback Thursday," Dautrich introduced a rotating slideshow featuring pictures of Chamber Members throughout the past 35 years that was displayed while attendees were having dinner. Board Chairman Rod Martin, of Martin Stone Quarries, gave a special thanks to attendees for their support of the Chamber.

Heather Chandler of Sealstrip Corporation and 2014-2015 Board Chairman led the recognition of 33 companies and organizations who have been Members of the Chamber for 35 or more years.

"Our history is made up of many memories of great accomplishments," Chandler said. "Tonight is our opportunity, and it is our pleasure to recognize those companies that have dedicated hard work and a belief in the Chamber of Commerce and its mission. The owner, location, employees, etc., may have changed for some of these companies, but one thing that has not is their commitment to the TriCounty Area Chamber of Commerce."

The following companies and organizations received awards from the Chamber: A.D. Moyer & Hardware, Inc.; AAA East Central; The Body-Borneman Companies; Boenning & Scattergood, Inc.; Boyertown Oil and Propane Company; Brookside Country Club; Columbia Boiler Co.; Evans, Hauseman & Richard, Inc.; Exelon Nuclear; P. Richard Frantz, A.I.A., Architect; The Hill School; Hollenbach Construction, Inc.; Houck & Gofus Funeral Home, Inc.; Maillie LLP; McDonald's-Pottstown; The Mercury; National Penn-Boyertown; O'Donnell, Weiss & Mattei, P.C.; Oletowne Jewelers; Owen J. Roberts School District; Pottsgrove School District; Pottstown Borough; Pottstown Memorial Medical Center; Pottstown Roller Mills, Inc.; Pottstown School District; Reading Foundry & Supply Co.; Sawchuk's Garage, Inc.; Schumacher & Benner Funeral Home & Crematory; Twin County Construction Co.; Universal Machine Co.; Verizon; A. Weitzenkorn's Sons, Inc. and Yergey, Daylor, Allebach, Scheffey, Picardi.

In addition to honoring 35+ year Members, Dautrich also presented the Chairman's Award to Martin for his leadership as Board Chairman. She named some of the accomplishments the Chamber made during his time serving as Board Chairman including attending a budget discussion in Harrisburg, meeting Governor Corbett and establishing a partnership program with the Pennsylvania Chamber to provide joint membership to Chamber Members with 10 or fewer employees.

Then Chamber Members heard Zumoff's speech, "How this dork lasted 20 years as the voice of the 76ers and turned his passion into a business."

Zumoff shared his story how his interest in sports broadcasting began. Zumoff said when he was growing up, he turned the TV to a static channel which he said sounded like people cheering and he would pretend he was announcing a game.

He also provided tips on networking, being accountable for one's actions, and other ways to be successful in life.

"Something that has been the key to my success is my interactions with people," Zumoff said. He said he has learned to deal with different personality types during his career.

Zumoff said "learning the value of networking" is one of the aspects that helped him achieve his goal of becoming a sports announcer. He found out about the openings for the announcer jobs with the Philadelphia Fever indoor soccer team and 76ers from friends that he had made in the industry.

His advice on networking and familiarity was very relatable to Chamber Members who are committed to building relationships. Zumoff not only works as a sportscaster, but also has his own broadcasting coaching business. In addition to speaking in front of the Chamber, he mingled with attendees before dinner began during Social Hour.

The Chamber would like to thank the sponsors and all of the attendees for making this event a success.



Rod Martin being presented the Chairman of the Year Award from Chamber President, Eileen Dautrich



The Chamber's Executive Committee with keynote speaker Marc Zumoff.

Thank you to our sponsors for this event:

PLATINUM SPONSORS:



RECEPTION SPONSOR:



GOLD SPONSORS:



SILVER SPONSORS:



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CHAMBER MEMBERS HEAR ABOUT LEADERSHIP TRI-COUNTY COMMUNITY PROJECTS

The Chamber's Membership Breakfast on June 12 featured presentations from the Leadership Tri-County Class of 2014 highlighting the projects they completed for non-profits in the community.

The mission of the Leadership Tri-County program is to sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on non-profit boards. This year's class of 16 people was organized into five groups to work on projects for the Boyertown Area Community Wellness Council, Independence Day Ltd., Pottstown Area Seniors' Center, Pottstown Downtown Improvement District Authority and the United Way of Greater Philadelphia & Southern New Jersey.

Leadership Tri-County Director Kitty Papp congratulated the class on their efforts during the 10-month program before introducing each group.

Chamber President Eileen Dautrich said, "As a past graduate of the Leadership Tri-County program, the program is near and dear to my heart. All of the Chamber's full-time staff graduated from the program." Dautrich thanked the class members for their commitment to the program. Each person devoted one Thursday a month to attend each session. She also thanked the employers of the members who gave permission for them to participate in the program.

Jeff Mantz, Maillie, LLP; Michael Wagman, Pottsgrove School District; Ashley Pultorak, Pottstown Area Health & Wellness Foundation presented their project, "Marketing/Rebranding" for the Boyertown Area Wellness Council. An evaluation revealed that the organization's name often made people think it was a Boyertown Area School District program. The group changed the name to Wellness Council of Boyertown, redesigned their logo and updated the brochure for the council.

Carrie Makoid, Barry Isett & Associates; Rebecca Hobbs, O'Donnell, Weiss & Mattei, P.C. and Joyce Bagiraneza, Valley Forge Casino Resort spoke about their project, "Re-energize Pottstown's 4th of July Celebration," for Independence Day Ltd. For the past two years, the organization has not had enough funds to host a fireworks display, but wants to host one in 2015. The group members suggested developing a clear budget and timeline for fundraising. They suggested creating sub-committees for fundraising and marketing. The leadership project also involved some rebranding to create more awareness in the community about the Independence Day Ltd. organization. The group added "established in 1978" and the tagline "Connecting Community, Honoring Independence."

Virginia Takach, and Kourtney High, the Borough of Pottstown, and Barbara Deloplaine, National Penn, worked with the Pottstown Area Seniors Center for "A Positive Aging Experience." When work is finished on the new center, Pottstown Area Senior Center will be moving to its new location 288 Moser Road, Pottstown. The group members' project concentrated on building a financial foundation, increasing the amount of volunteers, adding programs and services and creating more public awareness. The class members recommended pursuing grants and distributing a direct mail piece asking for donations. The class members also suggested recruiting teachers and high school students as volunteers. To create more public awareness, they recommended keeping the website and social media updated frequently.

Sheila Dugan, PDIDA; Summer Trout, Montgomery County Community College and Krista Dougherty, Schultz Technology presented their project, "Building a Community," they completed for PDIDA. The class members created an electronic database of businesses in the downtown area. They also worked with local schools and organizations to change perceptions of Pottstown while promoting all that the borough has to offer such as the diversity of businesses, upscale and casual restaurants, theater and arts. In addition, to make positive changes, they suggested an art mural project and a clean and safe streets program.

Nicole Taylor, Susquehanna Bank; Kenneth McQueen, Paul Coakley and Cynthia Logan, John Middleton, an Altria Company, presented their project, "A Community's Introduction to 2-1-1," for United Way of Greater Philadelphia & Southern NJ. The group offered ways to market the phone number that provides information and referrals for everyday needs and in crisis situations. They gathered information on calls received in Montgomery County throughout the past year and suggested that the United Way reach out to churches, emergency services, non-profits and other community members to further promote the program. The group also suggested distributing direct mail advertisements and having a printed advertisement in the *Route 422 Business Advisor*.

Also, Joe Koury, Solicitor to the Chamber and Associate Attorney at O'Donnell, Weiss & Mattei, P.C. provided the Amended and Restated Bylaws of the TriCounty Area Chamber of Commerce at the breakfast. Chamber Members in attendance voted on and approved the amended bylaws.



During the June Membership Breakfast, the Chamber recognized two businesses that have been Members for more than 35 years: Dick Frantz, P. Richard Frantz, A.I.A., Architect; Chamber President Eileen Dautrich and Mike Sloane, Brookside Country Club.



L to R: Marcia Levengood and William J. Smale Jr., Independence Day Ltd.; Greg Cavallo, Office Technologies; Linda Moser, KinderCare Learning Center



L to R: Gerry Wardle, Primerica; Brian Hanson, Mary Kate Fain, Stephen Peters, Ben Moyer, Advantage Insurance Group, LLC; John Lennon, College Planning Center; Liz DeFrain, Connections on High; Sheila Dugan, Grumpy's Handcarved Sandwiches

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L to R: Jim Davidheiser, Anne Chubb, and Connie Andrews, Reading Eagle Company; John Ungerman, Thrivent Financial; Al Matarazzo, Manatawny Still Works; Connie Giordano, The Dealmakers; Khalil Ashraf, iCreate Café; Tim Boal, Proximity Café and Kae Konstostathis, Weichert Realtor



Thank you to our sponsors: Ashley Rutter; Rutter Roofing, and Cindy Conard, John Middleton, an Altria Company. Not pictured: Al Matarazzo, Main Line Financial Advisors.

The next Membership Breakfast will take place on September 11.

See page 35 for details.

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In addition, the economy local and statewide will continue to grow as the Marcellus Shale Industry flourishes in the

Commonwealth. According to the PA Department of Labor and Industry, the Marcellus Shale core and ancillary industries have already added between 497 and 3,229 jobs in each of the six Workforce Investment Areas in a three-year period. The Northern Tier region has seen the most growth, with the number of jobs in the core industries increasing by over 2,000 percent. Specifically, in 2010 in the Tri-County region, the core industries had an average annual wage of \$58,414, which was well above the state average for all industries of \$45,747 and 1.5 times higher than the regional average of \$39,736. The ancillary industries had an even higher average wage at \$61,289.

Furthermore, according to the PA Department of Labor and Industry, the Shale industry has positively benefited our area in providing jobs to workers in the Commonwealth. Further

economic impacts of the Marcellus Shale Industry include its over \$1 Billion investment into road and infrastructure improvements in Pennsylvania since 2008 (MSC study). Also, according to the PA Department of Revenue, the PA Shale industry has generated \$2.1 billion in tax revenue. On a larger scale, an IHS Global study explains that Shale production increased U.S. household incomes by an average of \$1,200 in 2012 (IHS Global).

Therefore, the Marcellus Shale Industry has made a positive impact on local businesses, job opportunities, infrastructure improvements, tax revenue and household income increases in the U.S. Thus, the Pennsylvania economy has continued to benefit from all this growing industry continues to offer.

Alex Rahn, Senior Associate of Wanner Associates. To reach Alex by email: arahn@wannerassoc.com; or by phone: 717.236.2050.

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PENNSYLVANIA MAIN STREET PROGRAM IS IMPERILED



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy, Principal, Barry Cassidy Planning and Development

I am the co-founder of the Pennsylvania Downtown Center and I attend their annual conference. I have not been a main street manager for a few years, so it is more a labor of love to attend than a necessity. The conference is always a good time, but this year I retired early because as I age, 10 PM has become the new 11 PM.

At this conference, they asked that people stand if they were a current main street manager. As I looked at the group standing there, it definitely was the smallest group attending since the days when there were just a few communities designated in the late 1980s. Jimmy Zubler, the main street manager of Lewistown, was the last manager standing. Jimmy has been a main

street manager for 25 years, and now is the longest tenured main street manager in Pennsylvania.

I was somewhat troubled as I headed to the managers meeting. It appears main street is on its way out. The new program is termed "Keystone Communities," and the Main Street designation is on the wane.

(Continued on page 45)


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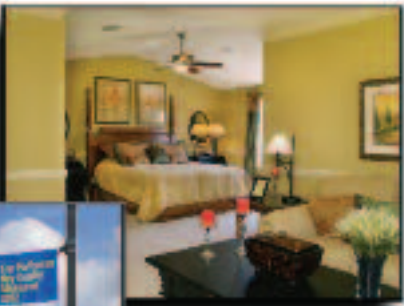
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GOOD HABITS CAN TRANSLATE INTO GREAT SALES

The longer you're in business, the more you realize that the only constant is change. You may be enjoying strong sales across a broad customer base, but those conditions could be far different in just a matter of months. A competitor's offer may tempt your customers to try something different. Organizational and operational changes may require you to build relationships with new people from scratch.

While there are to approach these challenges, all share the same fundamental elements—good selling habits. For example, it's important for your business to approach selling with a positive, service-minded attitude that focuses on your customer's needs, desires and expectations. How do you get these valuable insights? Ask them. Most people love to talk about themselves, and what you learn will help you adjust your sales and service tactics accordingly.

Keeping the attention on them, rather than you, will also help you tune in to why they buy, or why they don't. Plus, if you take time to listen and ask questions, customers will start to think of you and your business as a valued resource, rather than just a selling machine. You can easily show that you are willing to help the customer by anticipating what they need and having answers to potential objections.

Train yourself and your employees to smile. It's easy to get grumpy or cynical if sales go south. But that's when a good attitude becomes most important. Don't be afraid to take a risk or try out a new approach from time to time. It could be a new marketing pitch or advertising channel. When operating a business in today's competitive world, the greater risk is in thinking that the status quo will suffice.

Remember too that today's customers have higher expectations than ever before. You can't accommodate everybody's needs, but automatically declining an unusual request will get you nowhere. By adopting a positive, can-do attitude, your mind will instinctively be alert to ways for doing things that once might have seemed unreasonable. That will ensure your customers keep coming back and, just as important, keep recommending you to others.

To learn more about sales and marketing issues facing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 1.800.634.0245 for the SCORE chapter nearest you, or find a counselor online at www.score.org. 

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 43)

The National Main Street Center has departed from the National Trust for Historic Preservation, and I have heard there have been problems in that transition. Now, on the state level, the Main Street program is in trouble.

When I got to the managers meeting, there were not that many people in attendance because there are not that many managers left. For about the fifth time, I voiced my concern about the future of the program. The difference was, that at this meeting, it became obvious that we are nearing the end of Main Street. One man literally wept as he promised me that he would not let it happen.

Soooo... I formed a committee of eight, and we will see what can be done. I'm not sure how effective we will be, but we are going to proceed with confidence and vigor. The Commonwealth cannot afford to let this program die; it is lifeblood of downtown revitalization. I have been a main street manager in Lock Haven, DuBois, Downingtown,

Phoenixville and South Street, and I swear by the program.

The four points— design; promotion; economic restructuring and organization— when used correctly, provide a blended strategy, offering a great blueprint for downtown revitalization. The original Pennsylvania model was based upon a progressive funding mechanism that provided salary dollars for a main street manager for three years. The program eventually showed so much promise, the funding increased and the number of years increased. Main Street became a major line item in the budget, and thus became a target for budget cuts.

Fast forward to the Corbett administration, where the Keystone Communities program was born, a program that was based upon providing no funding for administration of the programs. It has been a monumental failure, with not much money making it to the community until this year. I am sure Governor Corbett

(Continued on page 47)

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SECURING INCOME AFTER RETIREMENT — HARDER THAN EVER, BUT IT CAN BE DONE!

Here's how to maximize your nest egg



INVESTING IN TODAY'S ECONOMY

By Paul E. Fair, Paul Fair Associates, LLC

You made it! After years of hard work, you've reached retirement with some money set aside to provide a steady income now that you're no longer working. Time to sit back, put your feet up, and enjoy the fruits of your labor! Right?

Well... not quite. While you certainly should enjoy retirement to the fullest (you've earned it!), this is not the time to stop managing your money. In fact, since you will now be withdrawing more money than you save, careful financial planning is critical. Remember, your money may need to last for 30 years or more!

Essentially, there are two main concepts you'll want to address:

- How to protect and grow your money so that it will keep up with inflation and last as long as you do.
- How to plan your withdrawals so that you won't deplete your retirement savings too soon.

INVESTING

Many retirees are so concerned about protecting their assets that they take an extremely safe position, limiting themselves almost entirely to bonds and perhaps a small amount of dividend-paying stocks. However, while preservation is certainly important, you also need long-term growth. "Safe" investment vehicles such as banks and CDs no longer provide the four to five percent return necessary to keep pace with inflation, so how do you grow your money while still keeping risk low?

There's no "one size fits all" combination of stock and bonds, and no investment is risk-free. However, some thoughtful planning can help you achieve your goal of safety and growth. A good starting point is to establish a mix in your portfolio of 40 percent stocks and 60 percent bonds. The stock portion should be spread among a diversified group of stocks and/or stock funds that include large-cap, small-cap, various industries, growth stocks, and value shares, including dividend-paying stocks. A small percentage of highly-rated international securities should also be considered. By investing a healthy – but not overly large – percentage of your money in stocks, you can have access to the growth potential stocks provide while still spreading your nest egg across multiple baskets. The point is to create a diversified portfolio which may help keep your overall volatility low and provide you the growth you need to make your money last.

The bonds in your portfolio should also be diversified. Try to include a variety of different types of bonds such as treasuries, high-grade corporate, high-yield, and, depending on your tax bracket, possibly municipals. Also, remember that all bonds

(See "Investing in Today's Economy" on page 48)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 45)

and his policy people thought it was a good idea, but it wasn't. No administrative money and newly imposed massive bureaucratic reporting requirements are killing the program.

When the program was under attack during the great budget crisis in 2009, I attended a meeting of the budget committee and explained that these kinds of programs do not come back once they come to an end. I believe there is normally a lull in activity, and the program may never come back until the cast of local characters change. The Main Street program is not a start and stop kind of thing, because of the nature of the organization necessary to operate the program.

Most of the grant dollars available under the program for physical improvements were not awarded until recently. Not only is the administrative money ending, but also the other dollars that make the programs effective have been withheld. \$30,000,000 in program funding was awarded recently, right before

this election year. Lack of staff was the culprit, from what I was able to piece together, and I do not want to believe that someone was holding back the money to present checks before election time. I guess it is open to interpretation... I always like to think the best of people.

This is a bad situation for the towns across the Commonwealth, as collectively they put the hopes and dreams into a program to revitalize the downtown, and became mixed up with some bureaucratic mumbo jumbo that makes us all look bad. It makes the downtown professional staff shake their head. It creates confusion in the process. Most of all it impacts the very core of economic development across the commonwealth.

Eight of us are going to give it a shot, to try to change things for the better. I am not sure we will be successful but our intentions are honorable. 🗳️

Barry Cassidy is a freelance grant and economic development consultant. He can be reached at barrycassidy@comcast.net.



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INVESTING IN TODAY'S ECONOMY

(Continued from page 46)

have a maturity date – the date you receive your initial investment back. Most retirees will want to stick to bonds with maturities in the short-to-intermediate range. This way you won't have to wait an extremely long time before your bond matures. That's important, because the longer the maturity date, the more likely your bonds will be subjected to rising interest rates.

As you age, you may want to reduce the percentage of your stock holdings so that the volatility of your overall portfolio will decrease as you get older. You don't need to change your mix every year, but you should re-position about every five years. For example, you might start with a

40 percent stock/60 percent bond mix at age 70. When you reach 75, you could re-align your portfolio to a 30 percent stock/70 percent bond mix; at 80, you could adjust your stock position down to 25 percent, then move down to 20 percent at age 85.

Why not just move everything into bonds? Simple — even when you reach your 80s, you could still live another decade or longer, which means you will still need some growth in your portfolio. For this reason, you may not want to ever reduce your stock holdings below 20 percent.

WITHDRAWING

When establishing a withdrawal plan for your retirement savings, your goal should be to set a withdrawal rate that provides a reasonable stream of cash but also a good level of

assurance that your portfolio will last for 30 years or more.

To accomplish that goal, a withdrawal rate of approximately four percent would be a good recommendation. That might sound like a low percentage, but it's a prudent guideline when you consider the effects of inflation over a long retirement.

For example, if you have a \$500,000 nest egg and you set up a four percent withdrawal rate, you would take out \$20,000 the first year of retirement. If inflation remained at three percent annually — which is about what it's been for the last 75 years — then your \$20,000 withdrawal would increase to more than \$36,000 in 20 years, and nearly \$49,000 in 30 years.

(See "Investing in Today's Economy" on page 50)

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COVER STORY

(Continued from page 10)

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"I would say 90 percent of my job is educational," said Josh Petrasukas. "It's a really cool process we go through with each of our clients. We get to know them, and that is important because it's their specific corporate culture we are working to understand. Every company's environment is different. My job is to work with my clients through the design, selection, procurement and installation process, finding the solution that is right for them." Furniture Soup uses new manufacturers as well as pre-owned. Our

vendors value green manufacturing processes. Recycling office furniture by using pre-owned is green too.

When clients are planning to expand, renovate or move, that is the ideal time to bring Furniture Soup into the process. It is in the development stages, the point when land or buildings are sought or the architect is developing the property, that it is the most expeditious and cost effective time to engage Furniture Soup's expertise. It is valuable to bring Furniture Soup into the process early to avoid unnecessary revisions later.

"We have many long-term relationships with our clients," concluded Brenda Gaul, "and that's really our goal. We get to know our clients. We develop a valuable trust.

If you are looking for one task chair or an entire office environment please call 610.926.8700, and visit www.furnituresoup.com. Visit the Furniture Soup showroom at 170 Corporate Drive, Building 1, Reading, PA 19605. 📍

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INVESTING IN TODAY'S ECONOMY

(Continued from page 48)

Another reason to maintain a limited withdrawal rate is that a downturn in the market is much more damaging to your portfolio during retirement than when you're working and accumulating assets. In the event of a downturn, your portfolio would lose value because of negative returns, then shrink even more because of your withdrawals, leaving you with less money to invest to recoup your losses for when the market rebounds.

There are other ways to secure income after retirement which are beyond the scope of this article. If you would like to know more, please contact me at the number listed below.

ERRORS TO AVOID

Required Minimum Distribution

If you have assets in a Traditional IRA or 401(k), you must begin taking required minimum distributions by April 1 of the

year after the year you reach age 70 ½. If you don't take your RMD on time — by December 31 of each year once you've started them — the IRS can charge you for the income tax on the distribution and a 50 percent penalty on the amount you should have taken but didn't!

If you're concerned about missing an RMD, you may want to set up a pre-scheduled distribution on a monthly, quarterly, or annual basis. If you select this option, make sure that you maintain sufficient liquid investments to cover your distributions so you won't be forced to pull money from a long-term investment.

Medicare Enrollment

Many people defer the start of their Social Security benefits past their full retirement age in order to increase their benefit amount. However, regardless of the date you start taking Social Security,

(See "Investing in Today's Economy" on page 52)



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ROTARIAN VIEWPOINTS

Why Rotary?



By Michael Bright

When asked to write this article, I thought it would be most interesting to structure the answer to this question like an elementary school science experiment. You remember them, don't you? The exercise where your little fifth-grade cherub comes home and requests help proving that South American tree frogs are monogamous. I will follow the structure as best as I remember it from my own experience some fifteen years ago with my three daughters.

First, a research question: Why rotary? What incentives do members of the community have to join this organization? To answer this, I present a hypothesis: because Rotarians are selfish people. Stick with me.

Now for the research. In his article "20 Answers to the Question: Why Rotary," former Rotary International President, Richard D. King, presented twenty benefits of which membership to the Rotary created. Every single one of these memberships benefitted the self: friendship, business development, continuing education, etc. However, what is most important about this article is a quotation emboldened at the end of the piece — "He profits most who serves best." The quotation is not misplaced, instead it points back to many of the twenty named benefits that suggest citizenship as self-gain.

Was former President King accusing those that serve to be of a selfish nature? I think so, and he's not alone in his sentiment. Former Governor of California Arnold Schwarzenegger that "while public service improves the lives and the world around you, its greatest reward is the enrichment and new meaning it will bring your own life."

Nationally, the rotary takes part in many forms of service: the organization has dedicated itself to ending polio in our lifetime, providing clean water to those without, fighting malnutrition around the world, and many other wonderful causes. Locally, the Pottstown rotary sponsors literacy in our community, supports the arts at the Steel River Playhouse, and maintains portions of our local parks. It is clear that the benefits this organization has on the community are innumerable. What must be made clear is that such service opportunities have an even greater and even more immeasurable impact on the self.

So then, why rotary? If you haven't experienced this feeling yet, then the rotary challenges you to join us and give it a try. I'm talking about that "I just made a difference" feeling that nothing in this life but service can provide. As we make change in the community and the world, you are invited to come be selfish with us. Join our service, and no experience will measure up. 🗑️

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- *Deep and lasting friendships*
- *Opportunity to learn about our community*

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INVESTING IN TODAY'S ECONOMY

(Continued from page 50)

it is important to sign up for Medicare at age 65. If you postpone, your Medicare Part B premiums may be permanently higher — and increase for each year you delay — than they would have been if you signed up at age 65. If you wait until you reach age 70 before signing up for Medicare, your premiums could be 50 percent higher! To avoid this mistake, be sure to sign up for Medicare three months prior to your 65th birthday, regardless of when you plan to begin claiming Social Security benefits.

CONCLUSION

Retirement is a time to achieve your dreams, pursue your hobbies, and enjoy the life you've worked so hard to build. But it is not a time to stop prudently managing your money. It's true that the way you manage money after retirement is likely to change, but the need to manage your money never goes away. As you can see, there are many decisions to make and mistakes to avoid.

Many of the most successful retirees realize they have neither the time nor the

inclination to master all the intricacies of money management. Fortunately, there is a solution. A professional, experienced financial advisor can help you spend your time enjoying retirement instead of wondering how to pay for it.

If you have questions about how to keep your money safe while also ensuring that it lasts, please contact me at 610.478.9500 or e-mail me at contact@paulfair.com. I have been helping people with their retirement planning for over 25 years and would be happy to share my expertise with you.

Remember: the best time to put locks on your doors is before a break-in. The best time to wear a seat-belt is before an accident. And the best time to secure your income is before something unexpected happens. Start securing your income today! 📦

Paul Fair is an investment advisor in Sinking Spring, PA providing retirement and income solutions to clients in southeastern PA. Contact information: Phone: 610.478.9500; Email: paul@paulfairpresents.com; Website: www.paulfairpresents.com.

TURNING 65 THIS YEAR?

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Should I continue working ...
Or retire?

Should I enroll In Medicare?
... and when?

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PRIORITY BUSINESS BANKING

HOW'S YOUR SMO?

MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications



There's more than one way for your business to be found through search engines. Businesses who are active on social networks are finding that Facebook, Twitter, or LinkedIn are showing up as part of their search and sometimes before their website. When social networks are optimized, it is called Social Media Optimization (SMO).

Recently we completed a new website for a local dry cleaning business. We optimized the site and when testing the site for SEO, we noticed their Facebook page came ahead of their site and also ahead of other major sites that normally take top position in ranking.

What created this ranking was the correct usage of keyword phrases. Keyword phrases are a combination of three to four words used to find them in a search. Let's look at our dry cleaning business to give you an example of this. Her business provides as one of their services wedding gown preservation (and the town she is

trying to target). That's a four-word keyword phrase. By using this combination of words in posts and on the about section of her Facebook page, she insures her Facebook page of helping to be found through search engines.

Social Media Optimization (SMO) is just as important as Search Engine Optimization (SEO).

Below are three ways to maximize your SMO:

1. Know your keyword phrases and make sure they are optimized on your site. Word of advice: What you think they are might be a totally different story to what your website is delivering as keyword phrases. I have seen, so called, search engine optimized websites with keyword phrases totally off the mark and not showing any of the keyword phrases a person would search to find the site.

2. Complete all areas on your Social Network pages that will include your keyword phrases.

3. Post often to keep the information fresh.

Interested in learning more about social network marketing or email engagement? Take our survey at <http://bit.ly/MasterySurvey> to help us choose the next topic to share with you. 📊

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5 Mile- 78,052 / \$109,706

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Seven Data Loss Tips to Get You on the Road to Recovery



QUICK TECHNOLOGY TIPS

By Rick Megni, CMIT Solutions of Northern Chester County

As of June 1st, hurricane season is officially upon us. For those that live far from the East Coast, remember that you're not out of harm's way, either — multiple tornados have affected the Midwest so far this spring, while wildfires in California and mudslides in Colorado have also claimed homes, lives, and the blood, sweat, and tears of our treasured first responders. What does all this have to do with businesses?

This time of year, concerns about remote backup, disaster recovery, and business continuity become much more critical. Numerous studies indicate that catastrophic data loss is one of the most detrimental events that can occur to a small or medium-sized business. And the lack of a well-structured and frequently tested recovery or continuity plan can doom an organization if it's affected by natural disaster.

Unfortunately, data loss happens all the time — in 2012, when Hurricane Sandy affected a large portion of coastal New Jersey and New York, thousands of businesses reeled from the storm's devastating floods. Any number of other calamities — fire, structural damage, extended power outages — can also have similarly negative effects.

(See "Quick Technology Tips" on page 56)



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QUICK TECHNOLOGY TIPS

(Continued from page 55)

Which brings us to a pertinent data loss-related topic: the failure of hard drives, computers, or servers. Luckily, our trusted partners at Flashback Data have provided a number of tips that can help you get your critical business data on the road to recovery should a natural or man-made disaster strike. Some may seem like common sense, but others may come as a major surprise:

- If your hard drive is making odd noises (usually clicking) and is not recognized by your computer, do not keep powering it on and trying to get it to work. Odd noises usually indicate a physical problem with the mechanics of a hard drive, and repeatedly turning it on can scrape data off for good.
- If you delete critical data by accident, pull the plug. Data that is deleted and emptied out of the recycle bin is still recoverable as long as it is not overwritten. Using your computer for extended periods of time after a deletion increases the chances that you are writing over the old data on the drive since the file system now thinks it is free space.

- Do not install over-the-counter data recovery software on a drive with deleted data unless you make sure nothing gets written to that drive.

- If you have a multi-drive server failure, be very careful about swapping drives if you are not positive about which drives are bad and when each failed. Also, be wary of what manufacturers tell you to do to fix the server — they usually don't care about your data as much as you do.

- Flash drives and solid-state drives fail too, but even a USB stick that's broken in half can be recovered.

- If a hard drive is in a flood, keep it wet in distilled water or with a wet paper towel in a Ziploc bag — especially if it

was in saltwater. When saltwater dries, it leaves terrible salt deposits on electronics that are very difficult to remove.

- If you have a hard drive that is in a fire, it is helpful to have the model number information from the factory (make sure you write it down and store in a safe place when you initially purchase the drive). Many times, labels on the drive are burned off, which can make it very hard to source parts for an unknown model.

Have questions about a hard drive, computer, or server failure? Think one of your systems could soon be on the fritz? Concerned about your company's lack of remote backup, disaster recovery, and business continuity plans? Contact CMIT Solutions today. We know how devastating a disaster can be — and we're here to make sure even the worst data loss calamity won't knock your business out for the count. 🗑️

For additional information, please contact: Rick Megni, CMIT Solutions of Northern Chester County; 484.944.0019; rmegni@cmitsolutions.com; www.cmitsolutions.com/nochestercty.

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PERKIOMEN VALLEY CHAMBER OF COMMERCE

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Welcome to the Perkiomen Valley Chamber of Commerce!

Creating opportunities for members to connect with business professionals, mentors, and potential customers is the Chamber's greatest strength. Our programs are always evolving to meet the needs of our members from the monthly meetings, educational seminars, legislative forums, social functions and business mixers. By taking the leadership role in developing programs that contribute to economic development, quality of life, education, and awareness the Chamber helps members utilize their connections to improve business and create a thriving community for themselves and their employees to live, work, learn and play.

For more than 55 years, the PV Chamber has been "Minding Your Business" to help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe.

For more information, contact Renee Blomstrom, Director of Public Relations, 610.489.6660 or renee@PVchamber.net. OR, visit the Chamber website for membership application and benefits details: www.PVchamber.net.

UPCOMING EVENTS

July 17th, 2014 - Business Owner Roundtable

The PV Chamber welcomes business owners and key decision makers to participate Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Limited to 18 attendees, PVCC members-only.

Spring Ford Country Club, Royersford
11:30 a.m. - 1 p.m. \$25 per attendee
(includes choice of 1st course and entrée).

Visit PV chamber website for registration/details www.PVchamber.net or contact the Chamber office at 610-489-6660 or info@PVchamber.net.

June 16, 2014 - PVCC Annual Golf Outing

Spring Ford Country Club,
48 Country Club Road, Royersford
11:00am Shotgun Start; dinner reception/awards ceremony to follow.



Keyser-Miller Ford is our title sponsor for the **PV Chamber's 29th Annual Golf Outing** at **Spring Ford Country Club**. This event is an opportunity to entertain clients and guests during a full day of networking and golf at the area's premier **private** golf course! Golf packages include greens fees, cart, lunch, beer, soda, and snacks at the grove all day, golfer goody-bag, Maillie golf towel, dinner and awards ceremony.

Golf Page on PV Chamber website: <http://perkiomenvallychamber.org/events/golf-outing>

2014 Golf Sponsors (at time of print):

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Prizes awarded for 1st, 2nd and 3rd place foursomes, as well as to the winners of straightest drive, putting contest and women and men's longest drive contests. Hole-in-One contests and Double Your Money hole add to the fun of this scramble format golf tournament.

Look for photo highlights in the August edition of *Route 422 Business Advisor*!

FEATURED EVENT

HEALTH & SAFETY EXPO 2014

Presented by: PV Chamber,
Phoenixville Hospital &
Upper Providence Parks & Rec



July 22 – Mid-Summer Health & Safety Expo at Anderson Farm Park

Phoenixville Hospital, Upper Providence Township and the PV Chamber have teamed up for a Community Health & Safety Expo at Anderson Park on Tuesday, July 22nd. Local community experts will be on hand to share health and safety information from childhood to senior living. Learn from exhibitors, live demonstrations, and informational talks. Come see what your local health and wellness community has to offer. Exhibitor sessions will be held during the day from 1-3pm (focus on Senior Health) and after-hours from 6-8pm (focus on Family Health). All welcome - seniors, families, and professionals! FREE admission!

Event Highlights:

- Health Screenings
- Healthy Food Demonstrations/Samples
- Safety Tips
- Exhibitor Showcase
- Informational Break-Out Sessions
- Raffles/Prizes/Giveaways
- Children's Activities (6-8 session)

Partial List of participating exhibitors:

- Phoenixville Hospital
- The Comprehensive Foot & Ankle Center of Collegeville
- Patrick J. Kelly Insurance Group
- Chestnut Knoll at Home
- Reshaping Nutrition – food demo!
- Dr. Dana Burkholder – Family Medicine
- Progressive Vision Eye Institute
- Upper Providence Emergency Responders
- Chiropractors
- Valley Forge Women's Health – Dr. Waleed Shalaby, MD – Gynecologic Oncology
- Senior Living Representatives

Location:

Anderson Farm Park, Upper Providence Township
499 Hopwood Road (Corner of Hopwood Road and Route 113), Upper Providence
Sessions: 1:00p.m. – 3:00p.m. and 6:00p.m. – 8:00p.m.

PV Chamber member exhibitor showcase only \$60/table! For more information and exhibitor inquiries, contact Renee Blomstrom at the PV Chamber 610-489-6660 or email renee@PVchamber.net

August 6, 2014 – PV Chamber Night at the Reading Fightin' Phils



Back by popular demand! PV Chamber's annual night out at the Reading Fightin' Phils. On Wednesday, August 6, 2014, the Perkiomen Valley will take over the ballpark to cheer for the R-Phils as they take on the Harrisburg Senators. For a small investment of \$385, your company logo will be printed on 10,000 tickets distributed throughout the Valley, and sponsors receive 400 tickets to give to clients and friends. The tickets are a great "thank you" gift for vendors, clients, employees, friends and family. Enhance your sponsorship with optional VIP packages with food and beverage for your extra special clients! Food court opens at 5pm, seating at 6pm and game starts at 7:05p.m. Limited to only 24 sponsors. **Hurry...only a few days left to place your sponsorship order!**

Sponsorship Cost– \$385/per 400 tickets

Limited number of tickets for distribution to non-sponsored members... call PVCC to reserve your tickets!

For additional information, contact the Perkiomen Valley Chamber of Commerce at 610-489-6660 or email info@PVchamber.net. Event registration form available online:

<http://perkiomenvallychamber.org/events/upcoming-events>

New Member Orientation August 27, 2014 sponsored by Maillie, LLP

New members and prospects are invited to attend the FREE informative and interactive introductory program designed to show you how to make the most of your Chamber membership. Our next session will be held Wednesday, August 27th, 8:30a.m. – 9:30a.m. at the PVCC office, 351 E. Main Street, Collegeville. Pre-registration is required...seating limited to 8 attendees. More details, contact Renee Blomstrom at 610-489-7822 or email renee@PVchamber.net. Register online www.PVchamber.net

SAVE THE DATES:

August 26, 2014 – Build Your Business Luncheon - Topic: Applying for Business Financing

September 18, 2014 – Mixer at The Nolan Group, 4:00-6:00pm

October 9, 2014 – PV Chamber Business Expo at Pfizer

October 22, 2014 – Penn Liberty Bank Mixer, 1630 Egypt Road, Oaks. 5:00-7:00pm

Ask SCORE

OPPORTUNITIES ABOUND FOR SHARPENING YOUR SMALL BUSINESS SKILLS

Very few people begin the process of building a small business with a full knowledge of all the skills required for success. Even those who extensive experience or education in business management still need to bring themselves up to speed on the added responsibilities of entrepreneurship—tax issues, employee management, business development, accounting, etc.

Fortunately, the range of small business-oriented learning opportunities and training programs has never been broader for veteran and novice entrepreneurs alike. Seeking help is simply smart. No business owner can be adept at every aspect of operating successfully. Plus, conditions change, so keeping yourself informed is vital to long-term success.

The single most popular program in America is probably the SBA Small Business Training Network/E-Business Institute, which registers nearly a million users at its Web site each year. The Small Business Training Network is a Web-based conglomerate that can link you to online courses, workshops, publications, learning tools, information resources and access to electronic counseling and other types of technical help. For details on the Small Business Training Network, go to www.sba.gov and click "Training" under the site's Services section.

Free online courses are offered on about 75 topics in areas such as business startup, growing your business, home-based business and re-engineering your skills. Sample titles include: Growth Strategies; Analyzing Profitability; Building Your Brand; and, Understanding Business Insurance.

The Tools section of www.sba.gov gives you access to an extensive library of articles, podcasts, and Web chats on various small business issues.

Local SBA-sponsored training events are offered nationwide. These range from breakfast talks on local economic conditions, to brown-bag networking lunches, loan seminars, startup workshops and free business assessments. Simply go the Local Resources section of www.sba.gov and click your state on the Web site map for a calendar listing dates and event details in your area. You can also sign up for free newsletters issued by your state SBA office.

In addition, dozens of top colleges and universities offer business training courses you can take online or in more traditional classroom environments. Most require a fee, and some may have educational prerequisites. Advisors at the individual schools will help you identify one or more courses that are best suited to your needs.

To learn more about training opportunities your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter, or find a counselor online at www.pottstownscore.org. 📞



The Eastern Berks Business Alliance, Inc. is a group of local business owners who have joined together to form a unique organization to promote strong economic growth and development in the Eastern Berks Community.

Accepting New Memberships / Apply Today

For additional information about our group, its business members, or membership, contact one of our current business members or email us at info@ebbanetwork.com.



REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• 171 East Bridge Street, Phoenixville, PA 19460 • 610.933.3070 • fax 610.917.0503
• info@phoenixvillechamber.org • www.phoenixvillechamber.org



The Phoenixville Regional Chamber of Commerce is an independent organization serving the business interests of Northern Chester, Western Montgomery and parts of Delaware Counties.

The Chamber's mission is to "advance the principles of free enterprise by providing the leadership which will enhance the economic climate of the region, address the priority needs of its members, and interact with other individuals and organizations for the overall benefit of the business community."

UPCOMING EVENTS

Tuesday, July 8th – July Monthly Membership Meeting

Featuring: The Annual Commissioners Forum – Chester County Commissioners Ryan Costello, Kathi Cozzone and Terrance Farrell will present on the issues and opportunities for Chester County. Sponsor(s): OWM Law; Time: 7:15am to 9:00am; Location: Franklin Commons, 400 Franklin Avenue, Phoenixville, PA; Cost: \$18 for Members, \$20 for Members at the door, \$25 for Not Yet Members.

SUMMER MUSIC SERIES:

June 13th, 20th, 27th. July 11th, 18th, 25th. August 8th, 15th, 22nd, 29th.

Downtown Phoenixville Features a variety of music acts including full bands and singer-songwriter performances, which are spread all throughout downtown Phoenixville.

BLOBFEST FACADE CONTEST

Business Owners will have an opportunity to "WIN BIG" this year with advertisement prizes. First place - One Full Year of advertising, Second Place - Six Months of advertising and Peoples Choice - Three Months of advertising at The Colonial Theatre in Phoenixville. Simply enter your business into the contest, dress your facade with The Blob theme for a chance to win. Please Note: Businesses must register to be considered and businesses do not have to be downtown in order to participate this year! Contact Carla for additional details: Carla@thecolonialtheatre.com

The Colonial Theatre BLOBFEST 2014 (July 11-13)

The Colonial Theatre, Phoenixville, PA.

Each year, the people of Phoenixville, PA., commemorate the 1958 cult horror classic, that was filmed in their town.

EVENTS INCLUDE:

June 23, 2014 - Shorty Amateur Trailer Contest - Use your imagination and have fun creating a short trailer center around The Blob, Blobfest or sci-fi in general to entered into the contest.

July 11, 2014 - "The Run Out" - Come watch as movie goers run for their lives (reenactment) at 9pm

July 12, 2014 - Blobfest Streetfair - Join in on the excitement of music, fun, parades, facade and costume contests and much more. The Colonial Theatre will show classic films such as "The Blob and Mothra" then "The Blob and King Kong vs Godzilla".

July 13, 2014 - Watch "The Blob and the Giant Spider".

Wednesday, July 16th – Ribbon Cutting Ceremony with Penn Liberty Bank

Mark your calendars, save the date and join the Chamber as we host a ribbon cutting ceremony and celebration at the newest Penn Liberty Bank in Oaks, PA. Business card exchange, Networking and refreshments are sure to make this event a huge success. Time: 3:00pm to 5:30pm; Location: Penn Liberty Bank, 1630 Egypt Road, Oaks, PA.

Tuesday, July 29th – Young Professionals Networking Event

Join the Chamber and the Phoenixville Jaycees for this YPN Event at Cooking Spotlight. This special event is taking networking to a whole new level with an interactive cooking course that is sure to delight. Network, learn to cook and share your gourmet creation with those around you. Thank you "Cooking Spotlight" and guest Chef for hosting this wonderful event. This event is open to all professionals between the ages of 21-40! Time: 6:00pm to 8:00pm; Location: Fitzwater Station, 264 Canal Street, Phoenixville, PA; Cost: \$10 per person and RSVP is required.

For more information, to register or sponsor an event please go to our website at www.phoenixvillechamber.org or call the Chamber at 610.933.3070.

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REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

• 313 Ridge Pike, 2nd Floor, Limerick, PA 19468 • 610.489.7200

Building a Better Community Through Business



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

UPCOMING EVENTS

Dual Mixer: Ambler Savings & Kelly's Worldclass Automotive July 29, 2014 5:00 PM - 7:00 PM

Kelly's Worldclass Auto, 444 W Ridge Pike, Limerick, Pa 19468

Beer, wine, & other beverages provided by Kelly's Worldclass Automotive. Enjoy food from Baird's Catering, Rita's Water Ice, & Giveaways provided by Ambler Savings Bank. Register online: www.springfordchamber.com/events. FREE.

SAVE THE DATE



Joe Valerio "Leadership Lessons From The Gridiron" Septmber 25, 2014 11:30 am-1pm

At The Loft at Limerick: 765 N Lewis Rd, Limerick. Former NFL Offensive Lineman Joe Valerio has transitioned from the gridiron to the corporate office, working as an Executive Vice President in the insurance industry. He will share what he has learned from playing football and how we can apply it to the business world. Valerio played for the Kansas City Chiefs. At one time, he held the NFL record for most touchdown catches by an offensive lineman with four, catching three of those from Hall of Fame Quarterback Joe Montana. Register online: www.springfordchamber.com/events. \$25 Members \$30 Non-Members.



Girls Night Out at Penn Liberty Bank Sweets, Wine, Shopping, and a Fabulous Time.

What more could a woman ask for? Guests enjoyed complimentary chocolates from Sweet Ashley's Chocolates & gourmet cupcakes from Iced by Betsy. Hand and Stone provided free mini chair massages. Mary Kay was there with all the tools needed for great Summer looks. Three Peas in a Pod had a table with thoughtful gifts for all occasions. Cookie showed off her handmade jewelry and meticulously constructed handbags in an array colors. Penn Liberty Bank provided beverages, light refreshments, and a great space. Thank you to Tom Thunstrom for organizing such a fun night! See all the photos on our Facebook page: www.facebook.com/springfordchamber.

TERRY MADONNA SPEAKS TO THE SPRING-FORD CHAMBER OF COMMERCE



Terry Madonna and Sen. John Rafferty

Terry Madonna gave a riveting presentation to the Spring-Ford Chamber of Commerce on May 29th at Brookside Country Club. Members were both informed and entertained as Madonna delved into the details that make or break elections with an amiable sense of humor. Madonna's detailed knowledge of political history and parties made a big impression on those in the audience. In attendance were State Senator John Rafferty and former State Representative Tom Quigley. The Chamber thanks to Tom Thunstrom of Penn Liberty Bank for organizing this event and Rick Blanco Photography for participating and giving us great photos to remember this event by. All the pictures from this event are posted on the Chamber's Facebook page: www.facebook.com/springfordchamber.



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