

INSIDE: GREP's "Careers In 2 Years" Part 2 • Mastering Social Media • 7 Limiting Beliefs of Leaders

ROUTE 422

BusinessAdvisor

JULY 2015

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

PATRIOT PEST SOLUTIONS

***The Best
of the Best . . .
Standing Out
Above the Rest***

Presorted
Standard
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334
Pottstown, PA
19464-0334

GET IT ONLINE **422BIZMAG.COM**

EXCELLENCE.

FOUR CONSECUTIVE CANCER CARE AWARDS – AND COUNTING.

Pottstown Memorial Regional Cancer Center is one of only six facilities in the country to have received four consecutive Outstanding Achievement Awards from the Commission on Cancer. What this means is that we have not only met – but exceeded – national quality standards for the last 10 years. And it means that you have access to one of the nation's top cancer care institutions, right here in your community.

To learn more, visit PottstownMemorial.com.





Cover Story: *Patriot Pest Solutions combines experience, professionalism, excellence and innovation, to provide a thorough and effective approach to solving any and all pest problems at your home or business.*



22-26

Browse the Business Marketplace to grow your business, network, and keep your money local.



Follow us on LinkedIn
at: [linkedin.com/company/macnificent-pages-route-422-business-advisor](https://www.linkedin.com/company/macnificent-pages-route-422-business-advisor)



Like us on Facebook
at: [facebook.com/422BusinessAdvisor](https://www.facebook.com/422BusinessAdvisor)

Visit 422bizmag.com for...

- Our Current Issue Online
- Archives with Hundreds of Useful Articles
- Video Interviews • Advertiser Links
- Federal, State, County & Local Resource Links

Contents

- 10 | Grep's "Careers In 2 Years"**
Cultivating A Skilled Workforce To Meet A Growing Demand In Berks County
- 21 | Buzz Around The Block**
Focus On Education
- 27 | Vacations Inspire Financial Planning**
- 32 | Mastering Social Media**
Facebook Videos A Compliment To Youtube... Or, A Contender To The Social Network Video Market?
- 32 | Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 35 | TriCounty Area Chamber Of Commerce**
News & Events
- 45 | Principles For Leadership**
7 Limiting Beliefs Of Leaders
- 48 | Human Capital Management**
How Will You Be Judged?
- 53 | Downtown Marketing And Development**
New Opportunities
- 55 | Legal Perspectives**
A Real Estate Revolution Is Coming: It's The End Of Hud-1 As We Know It (And I Feel Fine)
- 58 | Regional Chamber Roundup**
News & Events: Spring-Ford Chamber Of Commerce, Phoenixville Regional Chamber Of Commerce & Perkiomen Valley Chamber Of Commerce

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334

Subscribe online! www.422bizmag.com

Editor & Publisher – **Bill Haley**; Advertising Manager – **Patti Seigel**
Advertising Associate – **Cliff Reinert**

To contact the Route 422 Business Advisor:

phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com

PATRIOT PEST SOLUTIONS

The Best of the Best... Standing Out Above the Rest

HEADQUARTERS AT 414 W. MAIN STREET IN TRAPPE



"... we are a perfect blend of large company professionalism, and experience, yet we still operate as a small, family-owned, local business with care and compassion."

— Denice Harrison



KIM HARRISON, PPS OFFICE MANAGER



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

Termites. Stink bugs. Mosquitoes. Rodents. Ants. Bees. Fleas and Ticks. Roaches. Bats. Birds. Squirrels. Skunks. Raccoons. Snakes. Groundhogs. Opossums. Moles. Bed bugs. Your home and business are under attack! Who can turn to for help?

Certainly you'll want to choose an exceptionally qualified pest control professional — someone with certifications and specialized knowledge. No doubt you would prefer to work with a customer-friendly local company invested in the community. Naturally, you will look for a company that has received extraordinary reviews and testimonials from satisfied customers.

Well, you need look no further! **Patriot Pest Solutions**, headquartered at 414 W. Main Street in Trappe, fits the bill on every count. Owners Denice and James Harrison are local residents with a child in the Spring-Ford School District. They are very active in the communities they serve. As a member of the **Spring Ford Chamber of Commerce**, **Perkiomen Valley Chamber of Commerce**, and the **TriCounty Area Chamber of Commerce**, Patriot Pest Solutions offers special discounts to fellow chamber members. Denice Harrison serves on the board of the Spring-Ford Chamber, and is also member of the **Spring Ford Rotary Club**.

Denice and James Harrison combine experience, professionalism, excellence and innovation, to provide a thorough and effective approach to solving any and all pest problems at your home or business. The Harrisons chose their company name, and company tagline — **Eliminating Pests is our Patriotic Duty** — for a sound and simple reason. Core military values of honor, integrity, and service are important to them, both as a family, and as business owners. "My father was a career military person, serving 27 years," James says proudly. "I served. My brother served. We have a soft spot for military people and we offer a discount for military families," he said.

"(The name Patriot) isn't just a marketing device, it is a belief system," echoes Denice Harrison. "Not only is eliminating pests our 'Patriotic Duty,' it is also our duty as your business colleague and neighbor. What separates us from other companies is we are a perfect blend of large company professionalism, and experience, yet we still operate as a small, family-owned, local business with care and compassion."



DENICE AND JAMES HARRISON

As a **Certified QualityPro Company** with the **National Pest Management Association** (less than two percent of all companies in the U.S. have achieved this level), as well as a **GreenPro** solutions provider, Patriot Pest Solutions has established itself as being among the “best of the best” in the pest control industry.

“We meet certain criteria and hiring protocols that you have to follow to qualify for the QualityPro mark of excellence,” James Harrison explains. “And then we have to maintain that criteria.”

Patriot Pest Control’s technicians must attend weekly meetings to stay up to date with the latest training and certification requirements, ensuring they will provide clients with the best and safest pest management service possible.

“Many of the small mom and pops, even some of the larger companies don’t take advantage of that opportunity and teach their technicians to make sure they’re following what the label requires, and the techniques involved,” Denice Harrison says. “Weekly meetings are key from a safety stance. James is training our staff every Tuesday, telling them how to properly identify and how to avoid these types of problems, where other pest control companies might just send out a guy who did six weeks of training and they’re out on the road and never get any more training again.”

James Harrison’s impressive credentials include the title of Associate Certified Entomologist. He is one of only a dozen in the state of PA, soon to be one of 13. Senior technician Chad Kennard is on the road to becoming the second Associate Certified Entomologist on staff. “It plays out when there are pest problems that other companies haven’t been able to solve,” James says. “Sometimes that will simply come down to mis-identifying the insect — For example, the difference between a bed bug and a bat bug. The difference in treatment costs could

be thousands of dollars. The insects look very, very similar. You can only tell them apart under a microscope.”

The Harrisons now employ a total of four technicians — Chad Kennard, Justin Miller, Dane Thomas and their newest addition, Bob Johnson. Kim Harrison serves as Office Manager, and Lynda Smiley rounds out the team as customer service representative.

One of the requirements of QualityPro designation is that prospective employees must undergo drug testing, background checks, and driver’s license review prior to being accepted as a worthy Patriot team member. “We have to maintain a higher standard than most other pest control companies because of the QualityPro designation,” Denice said.

As a GreenPro company, Patriot offers an environmentally-friendly approach when treating a property. Effective green pest control embraces *Integrated Pest Management (IPM)*, an approach that is more sophisticated and scientific than that of traditional exterminators. At the core of IPM is pest prevention, client education and regular inspections, and a careful selection of pest control products when their use is necessary. Whereas traditional exterminators may often apply cheap, more-toxic pesticides in abundance, Patriot opts to select the best reduced-toxicity products available on the market for an effective Green solution.

Patriot Pest Solutions is also a member of the **National Wildlife Control Operators Association** and **The Pennsylvania Trappers Association**, and is licensed by the **PA Game Commission**. “Our wildlife service is another thing that sets us apart from other companies, who only handle pest control,” Denice Harrison says. “James and our technicians are extremely well-versed in addressing wildlife removal using very humane methods including birds, skunks, moles, snakes and raccoons.”

(See “Cover Story” on page 6)

Offering Products and Services to Help Your Business Grow and Prosper!

Our experienced professionals listen to your needs and help you make the right financial decisions for your business.

Now Located In Limerick!
 Limerick Square Shopping Center
 70 Buckwalter Road
 Limerick, PA 19468

We're Better.

Change to American Heritage Today!
 888-JOIN-US-9 www.AMHFCU.org/Limerick

- 30 American Heritage branches in Southeastern PA
- 30,000 Surcharge-Free ATMs Nationwide
- 7,200 Shared Branches Nationwide

Federally Insured by the FDIC

For only \$35 AAA Plus Members can upgrade to AAA Premier — the utmost in AAA benefits, service and peace of mind. AAA Premier gives you an unprecedented new level of travel related benefits - in addition to your AAA Plus benefits!

More benefits and services than ever before, for assistance whenever and wherever you need it, at home or on the road. AAA Premier Members are also eligible for one 200-mile tow per household annually.

SERVICE	AAA BASIC & PLUS MEMBERS	AAA PREMIER MEMBER
Airline Tickets*	\$35 per ticket (maximum \$10)	No Fee**
Airline Ticket Exchanges/changes	\$25 per ticket (plus any fees charged by the airline)	No Fee**
Amtrak Tickets*	\$15 per ticket (maximum \$10)	No Fee**
International Train Reservations or Tickets*	\$15 per ticket (maximum \$10)	No Fee**
Customized Independent International Travel	\$50 per trip (maximum \$1000, not to be applied to the cost of the trip)	No Fee**

Please visit AAA.com/Premier for additional Premier Member Benefits and Services.

To avoid delay, visit us in Royersford at 70 Buckwalter Road

* Maximum fee is based per reservation lowering with all passengers on the same flight and/or train, airline and dates.
 ** Any fees charged by the airlines, railroads or suppliers are the responsibility of the AAA Premier Member.

FAMILY OWNED & OPERATED SINCE 1967

H&F TIRE SERVICE

Bridgestone • Firestone • Fuzion
Goodyear • Kelly • Dunlop • Michelin
Uniroyal • B.F. Goodrich • Carlisle
Continental • General • National

Performance Touring All Season Radial Tires

- Computerized Wheel Alignment / Balancing
- Full Brake Service
- Struts/Shocks
- Batteries
- Tire Repair / Wheels
- Emission Inspections
- Front End Specialists

SAME DAY SERVICE

POTTSTOWN

610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465

MON-FRI 8-5 • SAT 8-12

COMPLETE AUTO & LIGHT TRUCK REPAIR

- Oil & Lube
- Inspection Station
- Exhaust Systems
- Fleet Service
- National Accounts Welcome

Visit Us At www.hftire.com

COVER STORY

(Continued from page 5)

"There have been a lot of advances in trapping techniques," James Harrison adds. "Most companies tend to not take that on. You have to be skilled and knowledgeable. This is where our level of expertise becomes so important and our skill sets us apart from other companies."

Patriot Pest Solutions sets itself apart from other pest control companies in yet another important way — by emphasizing superior customer service, including a high level of communication with each customer, and the encouragement of feedback. When a new customer schedules their first appointment, they receive a confirmation email, which states their appointment date and time, and also includes a picture of their technician and the customer service representative that handled the call.

"So they put a face to the name of the person who was on the phone, which is important," Denice explains. "When they get that confirmation email prior to their appointment, they have the ability to click on a link and see all of the feedback and reviews from past customers about that

technician specifically, so they have the ability to have even more of a comfort level, knowing their getting somebody of quality and experience that's coming out to them."

Once the work is completed, Patriot Pest Solutions sends another email asking for feedback of the service provided. "These emails come directly to James and myself," Denice said. "This allows us to react promptly should there be a need. This is crucial in how we provide service... we are very happy to say that our customers invariably express that they are happy with the experience they had with Patriot Pest Solutions."

"What Denice has described is basically called a net promoter score," James Harrison explains. "A lot of large companies use it. On a scale of 1-10, how likely are you to recommend this company to a friend or colleague? Since we've implemented it, we're averaging a little over 92 percent positive feedback, which is really phenomenal in any type of service field — 9.2 out of every 10 customers recommend us."

(See "Cover Story" on page 8)

A PROVEN LEADER.
in patient outcomes

Look at the Evidence

96.0%

of patients achieving community discharge goals

Center data gathered for time period 2nd Quarter 2009 through 2nd Quarter 2010 based on patients discharged from ManorCare Health Services — King of Prussia

Focus on success!

- Selecting a post-hospital rehabilitation provider is a critically important decision.
- The clinical team can significantly impact the success of your treatment.
- Choose a clinical team with a demonstrated track record of success — and a proven commitment to clinical excellence.

www.hcr-manorcare.com

ManorCare Health Services — King of Prussia
610.337.1775

ManorCare Health Services

Rhoads Limousine

Limo Services & Group Transportation Has Never Been Easier...

24 Hour Personalized Chauffeured Service

Special Occasions

- Weddings
- Proms
- Birthdays
- Sporting Events
- Theatre and Concerts
- Bachelor & Bachelorette Parties
- Anniversaries
- Airport Transfers
- Shuttle Service

Transportation Services For All Size Groups

- Coach Buses
- Small School Buses
- Large School Buses
- School Trips
- Corporate Events
- Sports Teams
- Church Groups
- Handicap Accessibility

Rhoads Limousine

1816 Weavertown Road • Douglassville, PA 19518
800.528.3569 • 610.689.4600
www.rhoadslimos.com

Like Us

Specialized knowledge in:

- Tax preparation
- Small business accounting
- Part-Time CFO Service
- Payroll services
- Strategic business planning

Great accounting starts with great listening.
We care about your success.

Contact us today for a free consultation:
610-670-6170 or ron@ryderco.com

RYDER & COMPANY

BUSINESS PROFILE



WRIGLEY'S Business Products and Services

WRIGLEY'S Business Products and Services, was founded in 1991 as Wrigley's Office Supply Company. Over the years we've diversified and have evolved into a single source, added value supplier. As a result of the growth, the company name was changed to WRIGLEY'S Business Products and Services in 2014.

New products and services include:

- Promotional and advertising specialties
- Promotional apparel
- 5 Gallon bottled water service
- Coffee and coffee services
- Printing and design services
- Break room and food service supplies
- Managed printer services
- Shipping and packaging supplies
- Mobile shredding services

Since our beginning, we've been focused on providing exceptional, personalized service. However, in today's economy providing great service alone is simply not enough. We feel strongly, that aside from the obvious - competitive pricing - an equally important attribute is the ability to bring "Added Value" to our customer's businesses.

We add value in a number of ways:

- We analyze WHAT our customers buy and HOW they buy. We report back our findings with cost savings recommendations.

- We offer customized pricing, billing, delivery and a wide variety of useful reports. Our customers are more than numbers. We view our customers as long-term partners.
- We provide a high quality, easy to use, online ordering system complete with administrative spending controls.
- We offer Managed Printer Services: Multi level management of our customer's laser printers.
- We create Customized "Company Stores" for our customer's printing and promotional purchases.

We are based in Boyertown PA. We offer next day, free delivery **with our drivers and our trucks** to the tri-county area. We also offer next day delivery to most locations in the United States - and soon to Canada. When your company purchases from WRIGLEY'S, the dollars you spend are being recirculated in our local economy. Everybody wins! WRIGLEY'S gives back: we financially support several charitable organizations in our community. Visit our website for our current contribution list.

Visit our website:

www.wrigleysos.com or
our Facebook page to learn more
about our company.



PC WORKS



**Now is a great
time to improve
your company's
software!**

www.pcworksnet.com

610-831-2125

Seven Services - One Source



1. Graphic Design - including social media and web graphics
2. Furniture Design - selection, CAD drawings, and installation
3. Shredding - documents and electronic destruction
4. 5 Gallon Water Delivery - no delivery charge, no service fee
5. Coffee Delivery - you'll love our White Glove Service!
6. Automated Inventory Replenishment
7. Managed Printer Services



800-270-5150
Boyertown, PA
www.wrigleysos.com



Douglasville
604 Ben Franklin Hwy.
610-385-7200

Pottstown
175 S. Pleasantview
610-970-9902

Inside & Outside Storage - U Lock
Boxes & Moving Supplies
Unit Sizes - From Closet to Garage
Fenced - Lighted - Safe - Secure
Controlled Gate Access • 24-Hour Surveillance
Computerized Gate Access
All Major Credit Cards - No Deposits

www.BandSStorage.com

YOU ONLY LIVE ONCE

"Fantastic! Loved it all. Beautiful landing."
- Bonnie W.

"Fabulous! A dream come true."
- Linda M.

"Our pilot was great!"
- Mandi W.

Give the **"ULTIMATE GIFT"** for any occasion. Ballooning is best at sunrise

THE UNITED STATES HOT AIR BALLOON TEAM

Bucket List

- ☒ Travel to Europe
- ☒ Sky Dive
- ☒ Fly First Class (at least once)
- ☒ Go Fly Fishing in Alaska
- ☐ See the Schuylkill and Brandywine River Valleys from a whole new perspective - **A Hot Air Balloon Ride**

I have to call today & schedule!!!
(From Pottstown Municipal Airport, 1440 Edgemoor Street, Pottstown, PA 19464)
US Hot Air Balloon Team
800-767-5957
www.ushotairballoonteam.com

Mention special offer: BA 4040 to receive 20% saving

REFERENCES AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

25+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

- Owner Supervised Staff
- No Job Too Small or Large
- Affordable Rates/Great Value
- Floor Waxing & Refinishing
- Carpet Cleaning - Upholstery Cleaning
- Weekly-Monthly-Yearly-Contracts

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor
www.JDeMedio.com

COVER STORY

(Continued from page 6)

We want to grow our business through referrals by making sure that everybody is happy. If there's one small thing that we can do differently, that gives them an opportunity to directly give that as feedback to us so we can make those changes and continue to grow and move forward in a positive way."

"We take that feedback very seriously," concurs Denise, "and we've made a few policy changes here and there because of that feedback, where we've gotten positive feedback but they said maybe you might want to consider this, and we've made changes accordingly," she said, adding "We've received 18 Google reviews. If you look, you'll find that we have the most reviews out there under Pest Control. People are very review savvy. They want to know what other people are saying."

Following are a few examples of recent reviews from satisfied customers:

6/2015 Patriot Pest Solutions company is really great and made entire process lot easier from scheduling appointment to resolving issue. And Dane T. was true professional, cheerful guy. He answered all my questions and made sure issue will be resolved to his best. Thanks Patriot Solutions and Dane for your help with my issue. You guys are amazing.

4/2015 I had bird nest in the dryer vent near on the siding. They removed nest, sprayed to kill mites and put the galvanized cover on top of vent. Easy to set up

appointment, straightforward upfront price estimate. Technician on time and did nice job. Their workflow is good from setting up appointment to technician showing up and completing work. I would call them again if any pest or animal issue.

4/2015 We just had PPS out here last week because we've had TONS of ants over the last few weeks and since they left I have not seen one ant! AMAZING!! When Chad came out he was on time, friendly, and seemed very knowledgeable. Most importantly he was thorough! We've had other companies come out and it seems like they're there for 15 minutes and then leave. Chad really took his time explaining what (and why) he was doing certain things and I appreciated that. I highly recommend PPS!

From the smallest café to the largest manufacturing building, or the smallest ant problem to the most complicated roach problem, Patriot has the expertise to solve your pest issues. Because they are a local, family owned business, you can feel certain that quality service and customer satisfaction is their first priority. They share a commitment to ethical, professional and environmentally responsible service. They guarantee you the highest standards of integrity. And they focus not

just on solving your immediate problem, but on earning your

long-term trust and referral.

Discover for yourself how easy and reassuring it is to work with Patriot Pest Solutions. Call 610.489.5136 for a FREE No Pressure Inspection! 🐜

For more information, please visit
www.patriotpestsolutions.net
and follow them on Facebook and Twitter.

Sunnybrook Village Business Campus

2151 E. High Street, Lower Pottsgrove, PA 19464



Lease the Office Space You've Always Wanted!

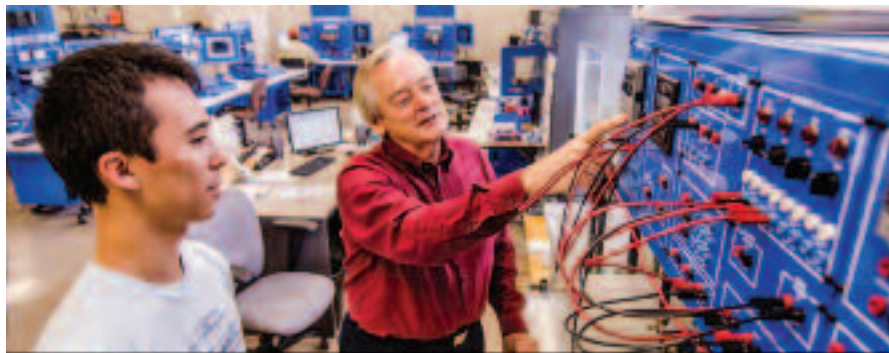
- 1st Floor suites from 900- 6,000 sq. ft.
- Great location just 1/4 mile from Pottstown Memorial Medical Center.
- Suites ready for immediate occupancy or customized to your specifications.
- Individual entrances with 24/7 access.
- Front-door parking and individually controlled heating/cooling.
- On-site amenities: retail, restaurants, day care, park & walking trail.
- Move-in credit available. Contact us for details.

www.heritagecommercialgroup.com



Heritage
COMMERCIAL GROUP

For more information call:
Matthew S. Katzen
215-491-7700
mkatzen@heritagebuildinggroup.com



Reading Area Community College The Right Choice . . .

As a business you invest in systems, equipment, hardware and software to run efficiently and productively. Trained employees also help you to realize your business's fullest potential. **RACC can assist you by providing employee training** that focuses on theoretical, practical and on-the-job skills that result in a **solid return on investment**.

RACC's technical training can

- help your employees focus on key job tasks
- increase employee productivity
- build employee confidence
- help you keep and develop key performers
- contribute to better customer service
- allow students time to learn in a non-production environment
- train your employees on state-of-the-art equipment

For more information on how RACC can help you meet your goals, contact Doug Keim, Director of Workforce Development, at 610.372.4721 ext. 5176 or dkeim@racc.edu.



Sponsored by the County of Berks

www.racc.edu



CAREERSIN2YEARS.COM

GO FROM LEARNING TO EARNING. FAST!

In as little as two years, you can have a future with steady employment and an advanced income to match. Careers in technology are affordable, hands-on, and allow you to start a promising career early in life.

Local employees' starting salaries:

APPLIED MANUFACTURING:
\$51,000

DRAFTSMAN:
\$40,000

MACHINIST:
\$43,118

MECHATRONICS ENGINEERING TECHNOLOGY:
\$54,000

INFORMATION TECHNOLOGY:
\$61,000

Check out careersin2years.com for more information.

Message brought to you by Greater Reading Economic Partnership.

"CAREERS IN 2 YEARS"

Cultivating a Skilled Workforce to Meet a Growing Demand in Berks County

(Editor's note: This is part 2 of a two-part article on CI2Y. Part 1 appeared in our June 2015 issue. Clarification: In phase 1 of the CI2Y initiative, almost 4,500 Berks County high school students per year, for two consecutive years, attended informative assemblies to learn about attractive career opportunities in manufacturing and technology, attainable with two years of advanced training and education.)

Manufacturing has always been a vital part of Berks County's economy. "We have almost twice as many people involved with manufacturing as the counties that are contiguous to us, in great part because of the legacy of manufacturing in Berks County," says Jon Scott, president of **Greater Reading Economic Partnership (GREP)**. "We are known for having people with that skill set."

With nearly 600 manufacturers in the county, many in hi-tech industries requiring workers with specialized skills, the demand for qualified workers exceeds the current supply. "Right now, in Berks County alone, over 45 percent of the manufacturing workforce is getting to be over 45 and 50 years old," Scott explains. "We know that the gap is going to widen. How do we fill this pipeline?"

To address the current and projected shortage, GREP, along with workforce development partners **Reading Area Community College**, and **Berks County Workforce Investment Board**, launched the "Careers in 2 Years (CI2Y)" campaign in 2012 to raise awareness about attractive career opportunities available in Berks County to those with two-years of advanced training and education, and address perceptions that technical education doesn't provide successful career pathways.

"When we started going through the whole concept, we realized we had manufacturers that were posting jobs that are

available right now. Roll back the clock a few years, unemployment was much higher than it is now and yet businesses were not seeing enough people apply for these jobs with the right skill set," said Scott. "So what's wrong? We thought it was a perceptual issue."

"Essentially, Careers in 2 Years is a multimedia advertising campaign and messaging tactic to try to let people know that at this point in our evolution as a country, as a state, as a county and contiguous counties, that it is no less viable for someone to consider attending a career and technology center, or a community college, than it is to consider going to a more traditional four-year liberal arts college environment," Scott said.

GREP staff and partners have made well over 100 "business expansion and growth visits" to local companies in Berks County over the past few years. "They say one of their biggest dilemmas is finding the people that can do machining and fabricating and 'megatronics'," Scott said.

(See "Careers in 2 Years" on page 12)

Batteries + Bulbs.

www.batteriesplus.com

610.929.1063

We Fix It™

We do device repair

Retail/Commercial • Get what you need™

Laptop Batteries	Digital Camera Batteries	SLA Batteries
Cell Phone Batteries	Motorcycle Batteries	Cordless Phone Batteries
Marine Batteries	Golf Cart Batteries	LED Light Bulbs
Car & Truck Batteries	Lawn & Garden Batteries	CFL Light Bulbs
Camcorder Batteries	Two-Way Radio Batteries	Halogen Light Bulbs

3330 North Fifth Street Highway, Reading, PA 19605

WHEN YOU WORK SMARTER, YOU GO FURTHER.

Your New Career Is Closer Than You Think.

At **Berks Technical Institute**, our individual attention, hands-on training and instructors with real-world experience help to ensure your success.

**Getting Started Is Easy,
Call Today!**

800.284.7057

**2205 Ridgewood Rd.
Wyomissing, PA 19610
Berks.edu**



BTILGEN.09961.K.101 © 2015 Delta Career Education Corporation. All rights reserved.

Work Smarter at Berks Technical Institute

Having the right training gives you the freedom to take your career to the next level. Berks Technical Institute can help you get where you want to be in as little as 18-24 months. That's because we help every student — including military veterans already possessing invaluable skills and leadership ability — work smarter from day one.

We begin by helping you choose your ideal career before classes even begin. We offer programs in some of today's fastest-growing fields including Healthcare, Skilled Trades, Beauty and Wellness, Business and more. Then, we help you succeed with individual attention, hands-on training and instructors with real-world experience. We're ready with a wide range of resources to help you along the way, including Career Planning Sessions, tutoring assistance, military benefits and financial aid available for those who qualify. What's more, from graduation

to retirement, we offer lifetime career assistance anytime you need it.

Throughout your program, you'll be applying your knowledge in state-of-the-art work settings on campus or in externships with our employer partners right here in Wyomissing. When your program is complete, you'll be armed with the skills and confidence to start your new career. So visit our campus located at 2205 Ridgewood Road, Wyomissing, PA 19610 and take a tour, speak with an admission specialist and get started on a new career. It's time to work smarter. 📁

For additional information, please call: 800.284.7057; and visit: www.Berks.edu. The school does not guarantee job placement. However, it does provide employment assistance to its current students and graduates through the school's Career Services Department. For more information about our graduation rates, the median debt of students who completed the programs, and other important information, please visit our website at Disclosure.Berks.edu.



515 Farmington Avenue
Pottstown, PA 19464

610.326.4700 • 888.527.3717

MyOfficeTechnologies.com

greg@myofficetechologies.com



**We're Committed
to Providing Customized, Low-Cost
Print Solutions for Your Business!**

Serving the Tri-County Area since 1987

Exceptional Customer Service and Support!

Knowledgeable and Friendly Associates!

Office Technologies Offers . . .

Printing Solutions

- Printers, copiers and multifunction machines to meet all your business needs.
- Black/White and Color printing solutions.
- Machines for small to large work group users.
- Demo units available.

Toner Cartridges and Supplies

- Up to 50% savings over OEM cartridges and Office Superstores pricing.
- Cartridges and supplies for all major brands.
- 100% replacement, quality and service guarantee on all supplies.
- Free shipping and delivery.
- Used toners are 100% recycled eliminating landfill waste.

Service and Lease Options

- Service and repair most major brands.
- Same or next day response.
- Low service rates.
- Service programs to fit any budget.
- Leasing equipment at no additional charge.
- Trade in and Lease Options.

Managed Services

- Long-term strategy for reducing printing cost and increasing efficiency.
- Streamline your print operation.
- Realize a predictable monthly cost with access to print activity.
- Update an aging fleet without the capital expenditure associated with equipment purchases.
- Free up internal resources to focus on critical business needs.
- Improve printer service levels and minimize device downtime.
- Reduce energy consumption through device consolidation.

Print2Cloud

- Provides true mobile, secure printing from anywhere, anytime.
- No expensive software license or contracts.
- Built in Document Solutions for accounting/rules based and alert notifications.
- Any printer fleet can be turned into secure cloud printers.
- Industry only Tri-Factor Authentications for assured private and secure documents.

MyOfficeTechnologies.com



Coming together is a beginning.
Keeping together is progress. Working
together is success. — Henry Ford

Reading, Pennsylvania

BRENTWOOD

BUSINESS PROFILES

Brentwood Industries

Since Brentwood was founded in 1965, the company has utilized its diverse production capabilities and engineering expertise to build a strong reputation for thermoplastic molding and solutions development. With a focus on plastics innovation, Brentwood has become a trusted manufacturer of custom and proprietary products for the construction, medical, power, transportation, water, and cooling tower industries.

As a second-generation family business that began right here in Reading, PA, Brentwood is also dedicated to maintaining its headquarters and playing an active role in its community. This dedication includes partnering with organizations that are focused on workforce development to ensure that

Reading is positioned for economic growth and that our community boasts a skilled and passionate employee base.

Brentwood is always looking for top talent to fill positions that require technical skills, such as machine operators and technicians. The company takes great pride in recruiting local skilled workers and working with current employees to continually improve our workplace by focusing on training and continuing education. Being able to support jobs in Reading and help our employees succeed is a very gratifying experience. To learn more about career opportunities at Brentwood, please visit www.brentwoodindustries.com/careers. 📄

Mark Metals Offers Inventory & Services

Mark Metals is a one-stop steel service center, serving customers in our local area since 1991. Located at 2100 Adams Street, Reading, PA, Mark Metals stocks tons of materials including carbon, stainless steel and aluminum plate, structural shapes, piping, floor plate, architectural shapes, grating, etc. An extensive supplier network allows Mark Metals to source nearly any material, with same day or next day delivery on many custom material requests. In addition, Mark Metals' extensive processing capabilities include forming, cutting, shearing, punching, drilling, saw cutting, rolling, fabrication, large machining and industrial coating, and surface preparation with steel shot and glad bead media.

With the ability to quickly provide metal goods and services within a 50-mile radius of Reading, Mark Metals will deliver to customer facilities and job sites as required. Steel manufacturers, food production, power generation, maintenance service support, mechanical contractors and one-person craftsmen operations make up Mark Metal's ever-growing customer base.

Learn more about Mark Metals by visiting www.mark-metals.com. Request for quotes are accepted by phone at 610.921.9647, fax at 610.921.8863, and e-mail at info@mark-metals.com. Mark Metals is a division of The Rose Corporation, a family-owned contract manufacturer of custom industrial equipment operating in Reading since 1987; www.therosecorp.com. 📄

SEVENTY-THREE Mfg. Co., Inc.

136 Stauffer Road • P.O. Box 269 • Bechtelsville, PA 19505



Rota-Cyl



Manufacturer of ROTA-CYL® Rotary Actuators, Hydraulic Directional Control Valves, Pneumatic and Hydraulic Industrial Tie-Rod Cylinders, Motors, Pumps, Hydraulic Machines and Equipment, Repair and Test, Hydraulic Power Units, Adaptors

Contact:

sales@seventythreemfg.com 610-845-7823
sales@rotacyl.com 610-845-8001

CAREERS IN 2 YEARS

(Continued from page 10)

"Reading Area Community College has one of the top programs in the entire United States, and it's right here in our back yard. We have people commuting from other counties because of the caliber of the program. That's where a lot of the jobs are going, with a combination of the mechanical engineering, electronics, and robotics, because as machinery is starting to replace some people, new people are going to need to come in not only to operate those machines, which will require a different skill set, but also to know how to repair the machines when they go down."

Phase 1 of the CI2Y initiative specifically targeted young people — those who are either still in high school or their first couple of years of college. "We reached out to those individuals who were not getting where they thought they might be, or wondering what really would work out well," Scott said. "We encouraged them to take a look at this type of training that would be for various types of manufacturing, and then be able to get that training and go right to a great company. There are hundreds of manufacturers literally right here in Berks County that are

doing amazing things, and some who are traditional in terms of their protocols, but the need is there and the jobs are paying well. And then people can get settled and have multiple opportunities going forward to get on and off that career training ladder," he said.

In spite of early indications that Phase 1 is beginning to produce results, "... the demand is still high," said Scott. "The pipeline is not being replenished as vigorously or as completely as people would like to see, and that really drives home the importance of repeating the message. Getting more people involved with this. Definitely the need is there."

As Phase 1 of the CI2Y effort is ongoing, GREP and its partners recently launched Phase 2 of the campaign, targeting unemployed individuals, underemployed individuals and returning military veterans.

"We realized very definitively that there's a whole other generation of individuals that this application is equally well-suited for," says Jon Scott. "Underemployed (high education but nothing available in their field), unemployed for various reasons (layoffs),

(See "Careers in 2 Years" on page 14)



**MARK
METALS**
DIVISION
THE ROSE CORPORATION

2100 Adams St., Reading
PH: 610.921.9647
FX: 610.921.8863

YOUR ONE STOP METAL SERVICE CENTER

TONS OF METAL IN STOCK!

Plate • Angle • Bar • Grating • Channel • Beam

PROCESSING SERVICES INCLUDE:

**Forming • Sawing • Shearing • Drilling • Rolling
Punching • Flame Cutting • Fabrication**

www.mark-metals.com • info@mark-metals.com

SITE SELECTION? MORE LIKE SITE ELIMINATION



By Jon C. Scott, President and CEO, Greater Reading Economic Partnership

Why would a business headquartered on the West Coast or abroad want to do an expansion of its operations in Berks County?

To start, we have over 100 million people within overnight drive; we have a significantly lower cost for doing business than nearby East Coast metro areas, which includes the cost of real estate and labor; and we have a multitude of quality of life amenities. However, the site selection process is extraordinarily intricate, and every project takes on twists and turns throughout its evolutionary process to the point where a final determination is made.

The phrase "site selection" is, in fact, an anomaly: it is really a site elimination process. Many site location searches begin by looking at multiple states and multiple communities within those states. Greater Reading has been in this "site elimination" situation many times over the last several years and frequently, confidentiality is paramount.

Some, additional core ingredients that impact the process is the availability of a property or a site that can accommodate the company's needs: this is particularly important with existing or new large manufacturing projects requiring heavy infrastructure needs. After meeting the physical requirements, a talented workforce pool is always next on the list. Furthermore, overall costs for infrastructure and utilities play an incredibly important role.

Over the last year, Greater Reading has lost projects to other communities for these following reasons:

- A lack of available and suitable buildings and/or shovel-ready sites in areas zoned for commercial and industrial use;
- Other states out-gunned PA state incentives by significant ratios; and
- The recently escalating costs of what little available ready-to-go-sites are in Greater Reading has deterred several companies.

So why have various projects actually successfully landed in Greater Reading? As a community, we put forth one of the highest levels of overall customer professionalism and delivery of services. In fact, our region is currently on a short list for two large companies because of the team and our partners at Greater Reading Economic Partnership. Secondly, the companies are firmly convinced we have the

workforce to meet their needs. The overall business costs are favorable. Being nimble and agile in the site selection process is absolutely critical.

At the end of the day, siting a company in Greater Reading is an extremely complex business. In a number of instances, entities such as Greater Reading Economic Partnership do not have control over many of the critical components that a company uses in its evaluation process. However, we, along with our economic development partners, do everything we can to respond as quickly and accurately as possible; and make sure that everyone involved in the decision-making process knows that our community is open for business and that Berks County is a great place to live and work. 🏡



Jon C. Scott, President and CEO, Greater Reading Economic Partnership

At Greater Reading Economic Partnership, Jon uses his leadership skills and management experience to mobilize the multiple resources of the Greater Reading economic development community. His goals are to retain existing business, attract new industries, and foster a competitive business environment through aggressive marketing aimed at creating sustainable and diverse employment opportunities for current and future generations.

Contact info: Jon@GreaterReading.com or (610) 376.4237

North End Vision Center

Eye Exams
Contact Lenses • Eye Glasses
Industrial Safety Glasses
Sports Goggles
Keith Reitnauer, Optician
1401 E. High Street
Pottstown, PA 19464
(610) 323-4225

HOURS:

M, T, Th, F	10-6
Wed.	10-1
Sat.	10-1

CORE ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

- STEP 1 SELECT YOUR SPACE**
Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.
- STEP 2 CHOOSE YOUR COLOR STORY**
Professionally-designed, mix and match color schemes suit your space, your style and one another!
- STEP 3 PICK YOUR PRODUCTS**
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

Core Elements: Quite possibly the easiest business decision you'll make today!

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422
610-495-6211
www.ches-montcarpetoneparkerford.com
LIC# PA0081672

FLOORING SOLUTIONS MADE SIMPLE

CLARK INDUSTRIAL SUPPLY INC.
301 West High Street • Pottstown, PA 19464
610.705.3333
www.clarkindustrialsupply.com

AEROQUIP

- Performance Products
- Hydraulic Hose & Fittings
- A/C Hose & Fittings
- Weatherhead/Brass
- Metric & BSP Fittings
- Industrial Rubber Products

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms

INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

Birdsboro Kosher Farms Corp.

1100 Lincoln Road, Birdsboro Pa 19508

Filling a growing market for poultry products grown without Antibiotics and sustainably farmed

We produce, distribute and market All-Natural Antibiotic-Free Kosher poultry products including chicken, turkey and duck, with the highest standard of Kosher supervision in the USA.



We currently employ 285 people and are expanding to approximately 340 employees . . .

Now Hiring!

Apply in Person at

1100 Lincoln Road, Birdsboro, PA 19508

BUSINESS PROFILE

Signs & More



Take Advantage of MORE — at Signs & More, our name says it all. In business for 16 years, we have the industry experience and creative capabilities to offer you more: MORE name recognition, MORE market exposure, MORE impact.

We are Berks County's local source for high quality trade show graphics, table skirts, banners, wall & window graphics, vehicle lettering, job site signs, and MORE! We use the latest technology and newest materials available to ensure high quality results for long-lasting signage products. Our skilled graphic designers can work with your ideas or create a whole new image for you. We design custom logos and eye-catching graphics to reinforce your brand. Our knowledgeable staff will advise you about the latest products available and help you make your best decisions. We offer MORE ideas and better design, providing MORE VALUE for your marketing dollars.

We work for some of the largest companies in the area, upholding stringent quality standards demanded by their in-house marketing departments. We also have a huge customer base of small to mid-sized companies, who know they can rely on us provide great ideas and high quality products that enhance their image.

Signs & More is located 118 West Lancaster Avenue in the center of Shillington. Call 610.777.0500; email sales@signsmore.com; visit www.SignsMore.com, or stop in to learn MORE about the advantages we can offer you! ■

Take Advantage of MORE

At Signs & More, our name says it all. We have the industry experience and creative capabilities to offer you more.

- MORE name recognition
- MORE market exposure
- MORE impact

THE SIGNS & MORE ADVANTAGE:
More Ideas • Better Design •

MORE VALUE for your Marketing Dollars

Speak with our knowledgeable staff to learn more about the advantages we can offer you!



Marathon Capital Advisors Marathon Franchise Advisors

4 Park Plaza, Wyomissing, PA 19610

610.898.8086

www.vrmarathon.com • mmelcher@vrmarathon.com

Sell Your Business

Buy a Business

Mergers and Acquisitions

Strategic & Succession Planning



Getting results for business owners in PA, NJ, DE and MD since 2006
VR has sold more businesses in North America than anyone

CAREERS IN 2 YEARS

(Continued from page 12)

and returning veterans who have dedicated in some cases many years of their lives serving their country, and realize the military has given them some really great skills. They need a little bit more refined and specific training in some areas, but these are people who typically understand what it means to report on time. To pay attention. To stay focused. To use initiative. To think clearly yet use their creativity. What a great win-win for employers and potential employees when these two things come together and those dots are connected," he said.

"So we've done a second iteration of the campaign. It's still very similar because the focus is on manufacturing, but it's to really getting people to take a look at getting the training they need to backfill any skill sets and go right into employment opportunities," Scott said. "We're looking at ways to deepen the development of internship programs, even apprenticeship type of scenarios. That is really a win-win."

"We know that manufacturing is here to stay, especially in Berks County," Scott continued. Offshoring is coming back to a certain extent for many things. All the stars are lining up to say this is the time to push more aggressively than ever before on trying to facilitate the encouragement of people going and getting this kind of training."

"The next step for us, at the end of this year or sometime in 2016 would be to take this to a different level, because we know that healthcare and medically-related jobs are going to be in abundance, and the need is going to be plentiful going forward, and that's been confirmed by all sources," Scott explains. "So we want to do the same type of messaging for people to get training there, whether its electronic transfer/electronic medical records keeping; phlebotomy; highly specialized therapies that go beyond speech, physical, occupational, and respiratory therapy. Berks Technical Institute has a lot of programs there where this is in their wheelhouse and I think we'll be looking to partner with them as we go forward." ■

For additional information, please visit www.GreaterReading.com and www.CareersIn2Years.com.

KLEIN
transportation

Call us at 800-451-6700 or visit
www.kleintransportation.com

Employee Outings to NYC

Option: add a Broadway show!
We get great seats!

NEW King of Prussia departures on
Saturday's to NYC for individuals
- call for reservations

POWERPRO, INC. AND POWERPRO RENTS, INC. SOLD TO HURST ENTERPRISES

Lancaster County headquartered PowerPro, Inc. and its sister company PowerPro Rents, Inc. have been sold to Hurst Enterprises. Terms of the transaction have not been disclosed. The PowerPro companies have been serving the commercial and industrial equipment needs of contractors with Pettibone rough terrain lifts, Hydro Mobile mast climbing scaffolds, Hustler turf zero turn mowers, Mahindra tractors and many others for more than 20 years through its three Pennsylvania and one New Jersey sales, service and rental centers.

The PowerPro companies employ 50 employees. Under the leadership of Dwight Hurst, the companies intend to

continue operating as they have been operating. Earl Martin, former President and owner of PowerPro will remain with the company as an advisor to Mr. Hurst.

Marathon Capital Advisors, Wyomissing, PA., served as the strategic advisor to the PowerPro companies during the sale process. Marathon was founded in 2006 and serves privately owned businesses with Merger & Acquisition Advisory services, business brokerage, strategic planning and offers interim CEO/COO transitional assistance.

For more information, please contact Ray Melcher, President, of Marathon Capital Advisors at 610.898.8086 x22 or rmelcher@vmarathon.com. ☐

BUSINESS PROFILES

Birdsboro Kosher Farms Corp

Birdsboro Kosher was formed in Jan 2013. In recent years we have seen a shift in the general poultry industry where consumers are attracted to product that is grown without Antibiotics and is sustainably farmed outpacing by far the conventional poultry market. Therefore since inception, the purpose and focus of Birdsboro Kosher Farms has been to fill that growing market and produce, distribute and market All-Natural Antibiotic-Free Kosher poultry products including chicken, turkey and duck with the highest standard of Kosher supervision in the USA.



Birdsboro Kosher Farms currently employs 285 people at its processing facility, with plans to add additional 50 employees within the next few months, expanding to approximately 340 employees. To insure that only the highest quality poultry is produced in our facility, Birdsboro Kosher Farms contracts with approximately 40 local family owned farms in Lancaster PA and its surrounding areas for growing live birds. This

allows Birdsboro Kosher Farms to maintain close contacts with our farmers and to visit their farms often to help them improve and maintain the highest standards and care for their livestock. Because of our strong belief in supporting local business and building long-lasting relationships, and with quality being our first priority, we only purchase feed that is produced right here in Birdsboro PA.

In September of 2014, Birdsboro Kosher Farms launched a new bulk line of further processed Deli that is currently being sold at deli counters across the country, and is working on plans to take those items to retail.

Birdsboro Kosher Farms Corp. is located at 1100 Lincoln Rd. Birdsboro Pa 19508. They are currently hiring. Apply in person at 1100 Lincoln Road, Birdsboro, PA 19508. For additional information, please call 610.404.0001. ☐

Berks Digital Inc.

Gary and Elaine Brown founded Berks Digital Inc. in 2005, with a focus on maturing digital printing technologies, which have changed the printing industry. Starting in the basement of their Muhlenberg township home they quickly outgrew the home business. In 2008 they moved operations to their current location at 2620 Hampden Boulevard, Reading PA. In 2010 Berks Digital acquired a competing company that focused on the "Large Format" market and 2014 marked the 10th consecutive year of sales growth for the firm. 2014 also was the fourth consecutive year that Berks Digital place on the Greater Reading Chamber of Commerce and Industry Entrepreneurial growth list.

With continued investment in automation tech-

nologies they have been able to offer both large and small companies fast turn around times on high quality digitally printed materials at competitive prices.

Berks Digital offers small format printed materials that businesses use, such as brochures, flyers, postcards and much more. Large format printing includes banners, pop-up displays, fine art reproductions and store signage.

With a focus on quality and customer service, Berks Digital has both national and local customers that rely on their expertise to make their print buying pleasant and affordable.

For additional information, please call 610.929.1200 and visit www.berksdigital.com. ☐

"Gary has a great business going. The quality of work exceeds most I've seen and the turn around time is also excellent. Thanks for the great work!"
Todd, International banking

Printing Simplified!

Business Printing Solutions

small format
• Flyers • Brochures • Postcards

Large Format
• Displays • Yard Signs • Banners
and much more...

Conveniently located off the Spring Valley Road exit from Rt. 12,
2620 Hampden Boulevard
Reading PA 19604 • 610-929-1200
www.BerksDigital.com

Award winning local business and Berks Digital's Quality Printing Guaranteed!

berks digital inc.
Business Solutions Print Center

Call Today! New customers receive 10% OFF your first order, through Dec 31, 2015. Please mention this ad at time of order to receive discount.

Powerful.

Payroll processing and business solutions almost as powerful as your morning coffee.

COMPLETE SUPPORT FOR YOUR SMALL BUSINESS

- Powerful payroll processing & support
- Pay-as-you-go workers compensation insurance
- Full control with online access and mobile apps
- Effective time and attendance solutions
- Complete Human Resources support

express DATA SYSTEMS, INC. **EXPRESSDATASYS.COM | 610.495.7166**

COME WORK FOR THE BEST

READING

— NO BODY BETTER —

Reading Truck Body, LLC is the premier manufacturer of work truck bodies for the construction, utility, telecom and service industries. Since 1955, our skilled craftsmen have been building quality truck bodies in steel and aluminum.

We're growing and need qualified individuals to add to our production team.

OPEN POSITIONS

All Shifts

Manufacturing Supervisors

Steel & Aluminum Welders

Flux Core Welders

Powder Sprayers

Forklift/Material Handling Operators



Visit www.readingbody.com for details or email recruiting@readingbody.com to apply.

221 Ravack Blvd.
Reading, PA 19611
610.736.0001

www.ReadingBody.com



Custom Web, Mobile and IBM i solutions
to give your business an edge!

Automation and Integration • Company Intranets
Document Management • HR Business Solutions
Billing and Payments • Cloud Services
Business Reporting • Web Portals • and More

Learn more - call us at
1-866- 803-0085

www.midcoresolutions.com

BUILT TO LAST – READING TRUCK BODY OF BERKS COUNTY CELEBRATES 60TH YEAR IN THE MANUFACTURING INDUSTRY

In 1955, local Reading businessman Mr. Irving Suknow had a vision—to improve the quality of service bodies for the contracting industries. Since the beginning, Reading Truck Body, LLC was a pioneer in the work truck industry, designing and building high quality steel and aluminum work trucks customers can depend on to maximize organization and efficiency. The rest, as they say, is history.

Over the last 60 years, Reading Truck Body has exponentially grown in many ways. With more than 400 employees, a 335,000 square foot production space under one roof, and a strategic expansion plan that has allowed us to expand into new U.S. marketplace territories, we've evolved into a leading innovator. Yet, in certain ways, the passage of time hasn't changed us a bit. We are proud of our roots in Berks County, and we wouldn't want it any other way—Reading Truck Body is here to stay. And while we embrace the technological advancements and tools available to continuously sharpen our operational processes, nothing substitutes for the quality craftsmanship of our employees. Our talented, driven production team has shaped us into the

industry leader we are today. At Reading Truck Body, everything on the production line begins and ends with our employees—from the initial design of innovative products to constructing quality aluminum and steel bodies to finishing truck bodies with our proprietary E-Coat primer and power coat finish system. Simply put, our success is attributed to the expertise of our workforce—and we're looking for people like you to grow.

Although the world has drastically evolved over the past 60 years since we entered the manufacturing business, one thing will remain—our search to add talent to our growing team. Offering a safe working environment, competitive pay, and excellent benefits, we are seeking qualified, motivated individuals for production assistance, fabrication, welders, supervisors and design engineers to join our growing team. Not only is there no body better than Reading Truck Body, but there's no better place to work. 🗑️

**To be considered for employment,
please apply directly to the
"Careers" page of our website -
www.readingbody.com/about/careers/*

A TRUSTED SIGN SECURE YOUR HOME & BUSINESS



- ★ SECURITY SYSTEMS
- ★ FIRE ALARMS
- ★ CARD ACCESS & CCTV



KRIEBEL
SECURITY
INC.

ADVANCED TECHNOLOGY. GREAT SERVICE.
BEST PRICES. LOCAL PROFESSIONALS.

CALL DAVE CZARNECKI
FOR THE LOWEST MONITORING RATES IN TOWN.

215-679-5921 ★ 1-800-982-8867
www.kriebelsecurity.com

DE 11-145 | PA 003136 | NJ 34BF00033500

When was the last time you checked us out?

VISIONS
FEDERAL CREDIT UNION

800.242.2120 • visionsfcu.org

Exeter • Reading • Shillington • West Lawn

Federally insured
by NCUA.



FreVon Corporate Offices /
Designed by Furniture Soup

GROWING BUSINESS IN BERKS

"Businesses in Berks County and the surrounding regions of the Lehigh Valley, Lancaster, Chester and Schuylkill Counties, are seeing a steady growth thanks largely to the positive economic climate and available workforce in the region", notes Brenda Gaul, president and lead commercial interior designer of Reading based Furniture Soup, Inc. Furniture Soup helps clients with design and space planning, from the initial consultation right through to the installation. "To accommodate growth, today's companies are requiring efficient and creative workspaces," explains Brenda, "spaces that include inspiring collaborative areas, tasteful executive offices, technology-outfitted meeting rooms and the right balance of private workstations".



Brenda Gaul, Furniture Soup
President and Lead Commercial
Interior Designer

Furniture Soup designs for their clients with just the right *blend* of new, pre-owned and remanufactured office furniture, and offers all the finishing touches to complete an environment, including carpet tile, paint and fabrics. Centrally located on Route 61 at Route 222, Furniture Soup's showroom offers new and pre-owned office furniture, samples of finish options, and an ever-changing, well-stocked warehouse. Clients can visit and try out the latest in ergonomic office seating, or browse the warehouse in search of the perfect one-of-a-kind.

"I see many growing and changing companies *updating in place*, expanding right here in Berks," according to Brenda, "Other companies are moving here, finding excellent value in reclaimed buildings or land development."

"Growing companies often need to 'retail' their space to accommodate workers more effectively", explains Brenda. Corporate expansion often leads to the acquisition of additional space that is physically adjacent to the existing business by taking on more space within the same building or constructing a new addition. "Adjacent expansion often proves to be expedient and very cost effective. We work with a lot of companies that

want to keep what they have, and build on that," says Brenda. Office reconfigurations often require accommodating growth and providing new workflows that support people in performing their jobs more efficiently while improving employee morale.

Start-up businesses are also finding opportunity in the Berks region. These younger, typically smaller companies are a major contributor to the overall regional economy and to a growing jobs market. These companies, while providing valuable jobs locally and creating new opportunities, often have tight budgets and need practical solutions in designing their early-stage work environments. That's where Furniture Soup's design experience and access to high-quality *remanufactured* office furniture can be invaluable.

Fred Hafer, owner of Omnitech, and a Furniture Soup long term client, contacted us when it was time to set up space for his new venture, FreVon, manufacturer of the *Ball Cannon*, a foam-style football launching machine for the consumer market (check it out at www.ballcannon.com). Before moving into the worn and unattractive warehouse space, Brenda suggested that they raise the ceiling height in the space, adding a feeling of spaciousness without actually adding square footage. With their corporate colors as the palette, Furniture Soup provided new task seating and desks, pre-owned cubicles spiced with the new corporate red accent fabric, and pre-owned red & black guest chairs, tying it all together.

An interactive working relationship, an in-depth understanding of a company's needs, and detailed planning with cost-conscience selections are the keys when it comes to providing the ultimate work environment for a successful company. Since 2003, Furniture Soup has been assisting companies with expansion, relocation, and sometimes liquidation. Brenda adds, "I am really excited and encouraged with the amount of interest in all that our region has to offer businesses." 🗑️

Furniture Soup

Rely on!
Project management with timely updates you can rely on!

Count on!
Pricing and cost containment you can count on!

Build on!
Design, execution and a relationship you can build on!

- Design & Space Planning
- Office Furniture
- Showroom
- Carpet Tile
- Delivery & Installation
- Inventory Management
- Liquidation
- Office Moves

610-926-8700
FurnitureSoup.com

Showroom & Offices
170 Corporate Drive, Building #1
Reading, PA 19605
Monday - Friday 9 - 5
and by appointment

New ■ Pre-Owned ■ Remanufactured

Office Interiors by Design™

We can help you clear...

THE OBSTACLES...

With our local decision makers, extensive product suite, and cutting edge technology.

Meet with a member of our bank staff and we'll help you reach your financial goals!

PENN LIBERTY BANK
FRIENDLY • SMART • LOYAL

Blue Bell | Chester Springs | Downingtown | East Goshen
Limerick | Malvern | Oaks | Paoli | Trooper | Wayne

888-795-7366 | WWW.PENNLIBERTYBANK.COM

Member FDIC



- Residential and Commercial Sales
- Luxury Home Experts
- Foreclosure / Investment – our specialty
- See our exclusive list of Foreclosure Homes

We wanted a company that would be special and incorporate the things most important to us: family, friends and community. We have developed the Platinum First Realty brand around this spirit of community.

"We do it different ... we lead generate for our agents and we provide some of the best "cutting edge tools" in the industry. We believe that if you pay agents what they are worth they will work harder for their clients, keeping it simple, reaching customers goals.

Owners are saying ... "We plan to grow our business within the community and give back where we can! We strongly believe in PEOPLE and we believe in "Paying it Forward!"

We are a company that enjoys a strong foundation of INTEGRITY and HONESTY. We want our clients and customers to think of Platinum First Realty as their "Real Estate Consultants" ... for life.

Royersford Office
460 S. Lewis Rd.
Royersford, PA 19468
Call: 610.792.4800
Platinum-First.com



Harleysville Office
708 Main Street
Harleysville, PA 19438
Call: 267.647.9800
Platinum1st.com




*The **SYSTEM** is the solution ... add experience from our top agents and you get **RESULTS!***

Sellers** ... find your home value on our website **INSTANTLY!

***Buyers** ... set up your home search and let our technology do the work for you!*

AGENTS** ... Experience a new approach to building your business ... **Call Ralph Chiodo

BUSINESS PROFILES

Platinum First Realty

By Ralph Chiodo, Broker/Owner

Platinum First Realty currently has two offices — in Royersford and Harleysville— which allows us to serve both the area we live in now, and the area we grew up in. We are a family owned business that started with a lofty goal of becoming not just any real estate company, but one that was different. We wanted to be a part of the local community where we support other local businesses and vendors, and also one in which our agents could benefit most from the "team" atmosphere we creat-

ed, where they could work together to become successful and profitable and enjoy doing so.

We have the most knowledgeable and professional realtors whose goals are to help customers obtain their real estate goals. We are involved in local events, charities and organizations and we work hard to maintain integrity and honesty in everything we do. Give us a call at 610.792.4800, and visit www.Platinum1st.com, to see what sets us apart from the rest and make your next real estate transaction a pleasant experience. 🏠

Hydier Builders Commercial Contractor

Hydier Builders has been serving commercial and residential customers in the tri-county area since 1968. Based in Pottstown and Collegeville, we offer complete general contracting services. We started out as a custom homebuilder, and grew into a full-service contractor serving both commercial and residential customers.

We handle small to medium size commercial projects. We specialize in ADA upgrades to your business. We do custom office and store remodeling. Our recent projects include a doctor's office, gas station, small commercial kitchen, and ADA bathrooms. We also offer electrical and mechanical services to our valued customers.

Our residential services include bath and kitchen remodeling, whole house remodeling, custom windows and doors, roofing, and concrete work. We offer rental property services including management, maintenance, property fit-outs, and exterior work. We have specials. Please visit our website at www.hydierbuilders.com for more info and services.

We are a member of NARA-BIE of Pottstown, and are fully licensed and insured. We are proud sponsors of many local youth organizations and other non-profit groups in our area. For a free quote on your next project, please call Brian at 610.724.6104 any time. 🏠



DIRKS

PEST MANAGEMENT SPECIALIST

Termite & Pest Control

Call Now! 610-813-2200 or 610-666-PEST

*When you Choose Dirks,
you Choose Family!*

- 2nd generation family-owned and operated local business
- Leading experts in K-9 Inspections & bed bug remediation
- Residential & Commercial service
- Termite treatments
- Free estimates
- Environmentally safe products
- Over 20 years experience







www.DirksPestManagement.com



COMMERCIAL

Our commercial pest control services are designed to prevent a potentially small problem from becoming an infestation nightmare. Our certified technicians use the latest integrated pest management techniques to stop an infestation BEFORE it happens.



RESIDENTIAL

Our residential pest control programs offer a safe and effective pest prevention treatment plan for your home. We focus on providing a pest free environment with a 100% satisfaction guarantee.



TERMITES

Dirks is the leader in termite inspections and remediation. We protect your largest investment, offering several treatment options, including "green" alternatives.



BED BUGS

If you think you may have bed bugs, call Dirks, the leading bed bug experts. We specialize in all aspects of remediation, including inspections, various treatment options and follow up protocols to ensure you remain bed bug free!



YARD & POOL

We provide safe and effective solutions for the outdoor treatment of mosquitos, ticks and fleas. We get them out of your life, all season long.

REPUBLIC BANK

*Supporting Small Business is the Key to
Our region's Long-Term Economic Success*

By Harry Madonna, Chairman and Chief Executive Officer of Republic Bank.

Fortune 500 firms often get most of the attention, but small businesses remain the backbone of our economy, generating two million of the approximately three-million private-sector jobs created last year, according to the U.S. Small Business Administration (SBA).

Small businesses, which are categorized by a workforce of less than 500 people, have generated 64 percent of all new job growth over the last two decades. The ripple effect of small businesses goes even further. Studies by the private research firm Civic Economics show that dollars spent at local stores stay in those communities at significantly higher percentages compared to purchases at large chains, sometimes as much as a three to one ratio.

Looking forward, technology and the digital age are breaking down traditional barriers to entry, creating previously unrealized opportunities for small businesses to drive innovation at rates outpacing large corporations lacking the nimbleness of smaller firms. As a testament to this local trend, CyberCoders, a global technology recruiting firm, ranks Philadelphia as third in the nation for technology job growth.

Equally important, the region's storied higher education institutions have also begun to take notice of the next trend in small business through either entrepreneurship or innovation centers and related majors. For example, to great fanfare Bryn Mawr College opened its Center for Leadership, Innovation, and the Liberal

Arts, whose mission is to prepare students to become leaders in various industries using experiential education. Villanova University also touts a Center for Innovation, Creativity and Leadership to propel the professional business development of its students. Through these initiatives, the schools continue to foster the next batch of great small business leaders each year.

Today, "supporting small business" not only means shopping small locally or online, but it also means investing in and creating a supportive business environment ripe for growth. Republic Bank is delighted to lead the region's banking industry in this charge, as, last year, we again ranked number one for SBA (*Small Business Administration* lending) Lending within the tristate area (Pennsylvania, New Jersey, Delaware). In addition, our SBA lending group ranked 27th nationwide, among 3,000 participating banks. While the banking industry has certainly changed, one basic philosophy has stayed the same: supporting our small businesses is key to our region's long-term economic success.

As with most small businesses, Republic Bank's success and rapid growth is a testament to our commitment to providing the absolute best customer service, striving each day to exceed our Customers' needs. We look forward to continuing to support the communities we serve through convenient lending and investing our talented team's time and energy into grassroots community building efforts. 🏠

TIME FOR A NEW BANK

- **Open 7 Days**
early & late, 361 days a year
- **Dedicated Banker to Serve All Your Needs**
- **Absolutely FREE Business Checking**
- **Fee FREE ATMs**
over 55,000 Allpoint ATMs worldwide
- **Local Lenders, Local Decisions**

REPUBLIC BANK
Love Your Bank... *Again*
myrepublicbank.com • 888.875.2265

Pennsylvania: Abington • Ardmore • Center City • Mayfair
Media • Plymouth Meeting • Torresdale

New Jersey: Cherry Hill • Haddonfield • Voorhees
Glassboro (Opening December 2014)

*Up to 500 check/deposited items monthly for this account. For Republic Bank Customers.



Resources. Service. Experience.
We invite you to learn why we are
the #1 Business Advocate
in the tri-county region.

www.tricountyareachamber.com

To learn more, contact:
Jennifer O'Donnell, Member Relations Director
610.326.2900 or jennifer@tricountyareachamber.com

**TRICOUNTY AREA
CHAMBER OF COMMERCE**
Building Communities, Creating Connections, Supporting Commerce

OWNER - OPERATED **40 YEARS' EXPERIENCE**

EMBODY'S SUNOCO SERVICE STATION
1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132

- **STATE INSPECTION**
- **GENERAL REPAIRS**
- **AIR-CONDITIONING SERVICE**
- **PA EMISSIONS TESTING**



All attendees have the opportunity to meet 1 on 1 with a program director!



VILLANOVA
UNIVERSITY

College of Professional Studies

OPEN HOUSE JULY 22

LEARN MORE ABOUT

Professional certifications (non-credit)
Undergraduate degree completion
Post baccalaureate certificates

For more information or to register, visit
cps.villanova.edu/openhouse or call 610.519.4561

FIVE CHALLENGES YOUR SMALL BUSINESS FACES

You had an idea, you wrote the business plan, and you secured the financing. It's safe to say... you are now officially a small business owner! Small businesses face many challenges in their first year, and in the years moving forward. Here are five challenges that many small business owners will need to tackle:

1. Liquidity – The ability to convert short-term assets (cash, short-term investments, accounts receivable and inventory) into cash to pay for short-term debts (monthly bills, accounts payable and monthly debt payments). An example of liquidity is using a line of credit to fund short-term cash needs until the collection of short-term assets is complete and the line can be repaid.

2. Budget – An annual process of estimating your small business's anticipated income and expenses, as well as month-end budget reviews that measure the actual income/expenses from the month versus the budget. This allows you to make adjustments to your budget for the following months.

3. Marketing – Marketing encompasses so much more than the traditional advertising you might be picturing. Today's marketing

includes a social media presence, website and online search optimization, community involvement and public relations.

4. Support – Building a team of people around you and your business, including your employees, banker, lawyer, accountant, insurance agent, business mentors and IT/technology specialists.

5. Niche – Creating unique and distinct products or services with features and benefits that differentiate you from your competition.

Diamond Credit Union is proud to serve many small businesses throughout Berks County and the Tri-County Region and provide guidance and services to overcome the challenges of business ownership. From commercial loans and lines of credit to business checking and investments, our Business Services Division offers products, benefits and conveniences unmatched by other banking institutions.

If you ready to take the first steps towards being a small business owner, contact Diamond's Business Services Division at 610.326.5490. 📞

You don't just
bank here.
You belong here.
That's younity.



800-593-1000 | thatsyounity.com

BOYERTOWN 173 Holly Road, Gilbertville, PA 19525
EXETER 6591 Perkiomen Avenue, Birdsboro, PA 19506
POTTSTOWN 1500 Medical Drive, Pottstown, PA 19464
WYOMISSING Broadcasting & Paper Mill Roads, Wyomissing, PA 19610
READING HEALTH SYSTEM 6th Avenue & Spruce Street, West Reading, PA 19611

Equal Housing Lender | Federally insured by NCUA

FOCUS ON EDUCATION

BACK TO SCHOOL PREP

Parents can help make the "back to school" transition much smoother for their child if they prepare in advance. Try to add activities or planned outings to your child's day. This structure helps prepare them to be on a schedule when they return to the classroom. If the child will be going to a new school, parents may want to schedule a visit with their child before the first day. Consider taking your child on a fun shopping trip where they can help pick out their clothes, lunchbox and supplies.

Adjust your child's sleep schedule a few weeks in advance to help avoid struggling to get them out of bed for school. Set up a consistent daily routine so that your child wakes up and goes to sleep at the same times each day. If you have not created one

already, start a bedtime routine, including bathing, selecting clothes for the next day, cuddling together for a bedtime story and a kiss goodnight. Begin a regular morning routine that includes a healthy breakfast, packing a nutritious lunch, grooming and getting dressed for the day.

At the Goddard School, children from six weeks to six years are encouraged to develop at their own pace in a nurturing environment, lovingly guided by our highly skilled, professional teachers.

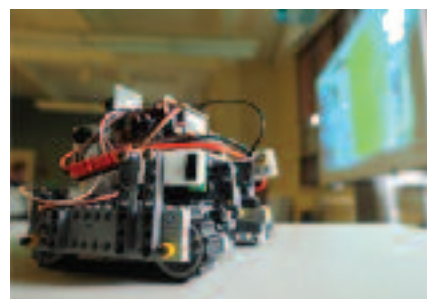
Our school age program provides a space for the young school-ager to have snack, do homework and play with friends. For more information regarding the Goddard School in Royersford please call 610.948.1208.

THE HILL SCHOOL GEARS UP FOR NEW "QUADRIVIVIUM CURRICULUM," APPOINTS QED DIRECTOR

As The Hill School strives to "prepare students for college, careers, and life" in a world hungry for technological, analytical, and entrepreneurial skills, the School is poised to implement the "Quadrivivium Curriculum" — an interdisciplinary approach to mathematics, science, technology, design, and engineering. To that end, Hill Headmaster Zachary G. Lehman recently announced the appointment of Timothy Jump as the Director of Quadrivivium Engineering and Design. The School also has been working with a faculty committee and the GUND Partnership, an acclaimed architecture and planning firm, to conceptualize and construct a new Quadrivivium Center building, and fundraising is underway for this key Hill priority in the ongoing *The Strength of All Campaign*.



Timothy Jump



Lehman.

Jump is the creator of a high school engineering curriculum (<http://engineering3.org>) and he is involved with marketing the E3 and LEGO-laden classroom robotic kits with the help of distributor WM Industries of nearby Colmar, Pa. He comes to Pottstown and The Hill School from Benilde-St. Margaret's School in St. Louis Park, Minn., where he directed and taught in the Advanced Competitive Science conceptual engineering program. Beginning in the fall of 2015, Hill students will have the opportunity to develop an engineer's perspective of problem-solving and design through extensive group project work that explores fundamental engineering concepts such as statics and dynamics. Jump says he believes the skills acquired "elevate students' game as they prepare to go to college." 📖

THE HILL SCHOOL
THE FAMILY BOARDING SCHOOL

717 Fair High Street | Pottstown, PA 19464 | 610-948-1000
www.thehill.org | [Follow us @TheHillSchool](#)

The Hill School is a coeducational boarding and day school for grades 9 through 12 and postgraduate.

Founded in 1851, The Hill School is a purposefully small and close learning community — a place where our academic excellence is based upon a challenging liberal arts curriculum; innovative teaching; a faculty of highly qualified, dedicated teachers; a noteworthy breadth of advanced and honors course offerings and 27 AP courses; and a structured atmosphere that blends high expectations with meaningful support.

Earn your advanced degree close to home.

Learn more about The University Center online at mc3.edu or call 610-718-1850

The University Center Pottstown | **Montgomery County Community College**

NOW OPEN!

The Goddard School® prepares children for success in school and in life. Visit our Royersford School to learn how!

THE GODDARD SCHOOL®
FOR EARLY CHILDHOOD DEVELOPMENT

LEARNING FOR FUN. LEARNING FOR LIFE.®

NOW ENROLLING!
ROYERSFORD • 610-948-1208
197 Royersford Road

INFANT THROUGH KINDERGARTEN • AFTER-SCHOOL

GoddardSchool.com

Call 610.323.6253 to place your ad in Business Marketplace

ACCOUNTING / BOOKKEEPING



A. MAZZO
ACCOUNTING SERVICES
www.amazzoaccounting.com
901 Fern Avenue, Kenhorst, PA 19607
Phone: 610-775-9216 Fax: 610.927.5051
Email: amazzoaccounting@comcast.net



Anthony M. Mazzo
Owner

Taxes, Payroll, Accounting, Bookkeeping
Excellent Service & Peace of Mind at Affordable Rates

Bookkeeping Services, LLC

- Over 40 Years of Experience • No Contracts to Sign
- Bookkeeping, Payroll, Payroll Taxes
- Preparation work for Tax Filing
- Liaison between Accountants and Companies
- QuickBooks Pro Advisor

Bernadette J. "Butsy" McElroy • bjmcclroy7@aol.com
610-323-3230 • 610-323-3532 (Fax)
2151 E. High Street, Suite C, Pottstown, PA 19464

Member: American Institute of Professional Bookkeepers; TriCounty Area Chamber of Commerce; Governor Elect of Soroptimist International North American Region





Karlene's Consulting
Karlene A. Novotny
Professional Accountant/Owner

Specializing in Tax Preparation, Accounting and Bookkeeping Services

560 Baptist Church Road, Spring City, PA 19475
610-745-2350
k_consulting@comcast.net



RYDER & COMPANY

Specialized Knowledge in:

- Tax Preparation
- Small Business Accounting
- Part-Time CFO Service
- Payroll Services
- Strategic Business Planning



Great accounting starts with great listening. We care about your success.

Contact us today for a free consultation:
610-670-6170 or ron@ryderco.com

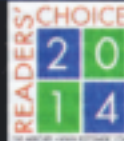
AUTOMOTIVE / SERVICE

BOB'S TIRE

YOUR FULL SERVICE CENTER

ALL BRAND TIRES ON SALE

1529 East Philadelphia Avenue, Gilbertsville, PA 19525
610-367-7500
www.bobstireandautoservice.com



THANK YOU FOR VOTING US
#1 TIRE DEALER

MERCER'S COLLISION CENTER

Complete Auto Body & Custom Shop

610-327-8787
401 W High St., Pottstown, PA 19464
www.mercerscollision.com
Email: mercerscollision@aol
Fax: 610-327-3887

\$50.00 OFF

Repair Bill or Deductible with this ad!

422BA 05-15

Red Kieffer's Auto Repairs, Inc.

Specializing in Mercedes-Benz since 1961!

1404 Ben Franklin Highway
Douglassville, PA 19518
610-326-5754
www.kieffersauto.com



CONTRACTOR / WINDOWS

Quality Entry Doors & Windows

KEYSTONE WINDOW OF PENNSYLVANIA

\$399 INSTALLED

Any Size, Energy Star, White Vinyl OR
Family Owned & Operated
267.308.2500
www.keystonewindow.com

LIFETIME WARRANTY FINANCING

Best Reputation in PA Since 2005 • PAFC20002




CONTRACTOR / REMODELING

STAUFFER CONSTRUCTION
Inc.

610.367.6212
www.StauffersConstruction.com

License #PA002984
Licensed Lead-Safe Paint Removal,
Window Removal

Operated by Don
Stauffer for over
30 years!

145 Limekiln Road, Bechtelsville, PA 19505
don@stauffersconstruction.com

HOMERworks
BUILDING & REMODELING LLC

"Quality is Our Standard"

• HOME IMPROVEMENTS • DECK & PATIO
• WINDOWS & DOORS • KITCHEN & BATH

610.369.1457
ImproveYourHome@comcast.net

FREE Estimates Serving the tri-county area! PA HIC#101319

CONSIGNMENT BOUTIQUE

ONCE UPON A TIME

CONSIGNMENT BOUTIQUE

DESIGNER BRANDS FOR THE ENTIRE FAMILY

484.300.8737

A Main Line
Consignment Boutique
Right Here
in Pottstown

Conveniently Located
East End of Pottstown!

Consignment
We Keep It Simple

CREDIT CARD PROCESSING

P: 484-577-7510 | TF: 866-571-6216 X 108

SAVE 10%-50% - Get the **Right** merchant account at **Wholesale Pricing!**



- ✓ Interchange Pricing
- ✓ Fast Approval
- ✓ No Monthly Minimums
- ✓ No Contracts
- ✓ No Exit Penalties
- ✓ Local ISO Sales Agency
- ✓ No Application Fee
- ✓ No Hidden Fee
- ✓ No Reprogramming Fees
- ✓ Free Cost Analysis
- ✓ No PCI Fees
- ✓ Local Customer Care

WHY CHOOSE MERCHANT SERVICE CONSULTANTS
A Division of R. Radwan Cass, Inc.
Your Electronic Payment Solution Experts

www.merchantadvisorsolutions.com / www.merchantadvisorsolutions.com

DECORATING / INTERIORS

DECORATING DEN INTERIORS

Office | Retirement | Hospitality | Healthcare | Country Club

Barbara McInnis-Hayman
484-624-4787
barbara@decoratingden.com
www.decoratingden.com

Distinctive Styling for
Extraordinary Spaces

We bring value added solutions to your commercial project. Our goal is to provide the perfect interior solution that reflects the spirit of your business and achieves

DIGITAL MARKETING

DABRIAN MARKETING
DRIVEN BY STRATEGY
PROVEN BY ANALYTICS

DaBrian Marketing Group

500 Penn Street, Suite 201, Reading, PA 19602

DaBrianMarketing.com 610.743.5602

EDUCATION



KinderCare
LEARNING CENTERS

Linda Moser
Center Director

1550 Industrial Highway
Pottstown, PA 19464

610.326.0554
303056@klcorp.com

A Nationally Accredited Program www.KinderCare.com

HVAC / PLUMBING

A. JACKSON ECKER, INC.
PLUMBING-HEATING-COOLING

144 KING ST., POTTSTOWN, PA 19464

(610) 326-5011

Serving the area for Four Generations Since 1925!

www.ajacksonecker.com



INSURANCE / BENEFIT ADVISORS



Trinity
Benefit Advisors

347 Bridge Street, Suite 300
Phoenixville, PA 19460
(610) 933-3770
info@tbabenefits.com
www.tbabenefits.com

We know The Affordable Care Act is confusing.

We Are Here For You and Your Employees!

Some of the available coverage options include:

- Medical — Full and Self Insured
- Individual Medical Marketplace Enrollment
- Individual Medicare
- Life and AD&D Insurance
- Long-Term Disability
- Short-Term Disability
- Dental

INSURANCE SERVICES

Interest Rates Got You Down?

We can pick you back up! If your CD is paying you less than 1%, or you have an IRA that makes little to nothing- we can help! Here at Advantage we have forged relationships with the best carriers to get our clients higher rates. Don't settle for interest rates you hate!

CALL US TODAY!
610-326-1372



105 E High St.
Pottstown, PA



BODY-BORNEMAN
INSURANCE

IF YOU DON'T HAVE YOUR INSURANCE WITH US,
YOU'RE PROBABLY PAYING WAY TOO MUCH!

Contact us right away:

bodyb@bb4ins.com 610-367-1100 www.bb4ins.com



VLAHOS | DUNN | INSURANCE

Great Workers Compensation rates for all classes!

Specializing in Hard-To-Insure Professions

1954 E. High Street, Suite 3, Pottstown, PA 19464
P: 610.326.1010 F: 610.326.1270
www.vlahosdunn.com

LAWN & GARDEN SUPPLIES

PUGHTOWN AGWAY

819 Pughtown Road & Rt. 100, Spring City, PA 19475
Located 1/4 mile south of Routes 23 & 100

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 3
Garden Center (610-469-6688) open every day including Sunday

- Legends, Triple Crown and Pennfield feed lines.
- Baled Shavings and Bedding Pellets.
- Hay, Straw & Premium Wood Fuel Pellets.
- Organic Chicken Feeds & all kinds of Bird Seed!
- Bulk & Bagged Compost, Soils & Mulches.
- Grass & Pasture Seeds.
- Lime & Organic & Commercial Fertilizers.



LIMOUSINE SERVICE

Philadelphia Airport Shuttle Service



MICHAEL'S
Classic Limousine
610.929.4919

Economical weekday round trips between the Reading and Philadelphia Airports

www.michaelsclassiclimo.com

WANISH LIMOUSINE

Pottstown 610.326.1226
Reading 610.372.6363

"Family Owned & Operated Since 1984"



ASK ABOUT OUR NEW 14 PASSENGER LUXURY LIMO BUS!

- All Airports
- Corporate
- Weddings
- Bachelorette Parties
- Sporting Events
- Concerts
- Casinos
- Proms
- Anniversaries
- All Social Occasions

WWW.WANISHLIMO.COM

NUTRITIONAL FOODS



Janet's
Nutritional Foods

"Health is better than wealth!"

HOURS:
Monday to Thursday 9:30 AM - 5:30 PM
Friday 7 AM - 6 PM
Saturday 7:30 AM - 1:00 PM

Vitamins • Vegetarian Products
Herbal Teas • & much more!

(610) 323-4461
26 South Charlotte Street • Pottstown



PET SITTING SERVICES

RANDY WEIST
610.372.4596

Happy Paws
PET SITTING



OFFERING LOVING IN-HOME PET CARE 365 DAYS/YEAR



- Daily Dog Walking-Our Signature Service
- Pet Sitting-Feeding, Exercising, Medication Management and Pet Playtime
- In-Home Overnight Care
- Happy Paws Happy Pet Taxi to Groomer or Veterinarian
- Poopie Scoopie Doggie Doodle Yard Clean Up

happypawshappypets@gmail.com • www.happypawspetsittingpa.com
SERVING THE TRI-COUNTY AREA • Fully Bonded & Insured

LISA'S HOME PET CARE, LLC

Insured & Bonded

Box 1336
Spring Mount, PA 19478-1336

610-287-2940

lisa@kritterkare.com
www.kritterkare.com

Your Pets Stay Happy and at Home While You're Working or Vacationing!



LISA SORANNO
Principal

REAL ESTATE / FOR SALE/LEASE

**INDUSTRIAL / OFFICES / R & D SPACE FOR LEASE
BOYERTOWN AREA**

INDUSTRIAL SPACE NEAR ROUTE 100
8,500 SF @ \$2.25 SF "NET"
12,800 SF @ 1.75 SF "NET"

CALL ED BROOKS
215-679-4200



OFFICE BUILDING WITH R & D
OR MANUFACTURING SPACE.
5,400 SF A/C PLUS 1,700 SF
OF STORAGE.
A TERRIFIC STAND ALONE
BUILDING - PERFECT FOR ANY
SMALL BUSINESS.
400 AMP 3 PHASE
ELECTRIC, GAS HEAT, DRIVE IN
FARMINGTON AVENUE.

**IRON HORSE
REALTY LLC**



For Sale or Lease

356 N. Charlotte Street, Pottstown

Restaurant opportunity, 15 off street
parking spaces included with this former
bar. Put your business on the first floor
and collect rents from the 2 units above.
Economical gas heat. Owner financing
available. Lease for \$1650/mo.

Call Ingrid

610-334-7305 or 610-327-1880

REAL ESTATE / FOR SALE/LEASE



Chris James Hector
ABR, GRI, CRS
Broker/Owner
Broker Appraiser
Cell: 610-316-3678
ChrisJamesHector@verizon.net



**Chris James
Hector Realty**



Andrea Heskett
Realtor
Cell: 610-329-1622
AndreaHeskett@gmail.com

610-933-7592

Fax: 610-933-2888

Office: 213 Sherwood Ln., Phoenixville, PA 19460

At Keller Williams Realty Group, Our Business is Built on Building Yours.

**LIMERICK
AUDUBON**

To Schedule a Confidential
Interview, Contact Eileen Campbell
at 610-792-5900 cell 610-256-9639

Team Members: Eileen Campbell, Lisa Williams

Selling, Buying, Leasing, Investing, Financing, and
More... Call the professionals at Keller Williams Realty Group.

Keller Williams Realty Group
342 N. Lewis Rd Limerick, PA 19460 | 2745 Ridge Pike, Audubon PA 19403 610-792-5500

**Better
Homes
and Gardens.**
REAL ESTATE

**COMMUNITY
REALTY**

"When you work
with me, it's all
about you!"

Teri Eide
Real Estate Agent



221 Bridge Street, Phoenixville, Pa 19460

Phone: 610-933-1919

Cell: 610-812-6946

Be the Difference you wish to see in the World, today!

"I can help!"
100's of Commercial Properties...
www.JimAdamsNow.com

Jim Adams
610.780.9792
JAdams@JimAdamsNow.com

PAGODA REALTY
AND PROPERTY MANAGEMENT
COMMERCIAL DIVISION
610.985.7700
2307 Penn Ave, West Lawn, PA 19380

**Commercial
Industrial
Retail**

**Call Jim
610.985.7700**

Call 610.323.6253 to place your ad in Business Marketplace

SALON

DISCOVER
LOOK PROFESSIONAL... THE PROFESSIONAL!

YOUR *professional* REFLECTION

reflections

TUESDAY SPECIAL
FREE HAIRCUT!
with any Full Color Service

reflections hair designs.com

959 E. Schuylkill Rd. Pottstown 610.321.2030

SIGNS / GRAPHICS / BANNERS

Raise Your Business Visibility

FAST SIGNS

More than fast. More than signs.

180 Shoemaker Rd., Pottstown, PA 19464
o: 484-624-4874 | e: 566@fastsigns.com | w: fastsigns.com/566

GRABER Lettering INC. SIGN CO.

Visit our Storefront!

Alpine tees
SCREEN PRINTING & EMBROIDERY
TEES • CAPS • SWEATS
FLEECE • STAFF SHIRTS
POLOS • JACKETS

Serving The Tri-County Area Since 1992
www.graberletterin.com • 610.369.1112
58 Schoolhouse Rd. Boyertown, PA 19512

TAX PREPARATION SERVICES

Do You Have Tax or Accounting Problems or Concerns?
Better Call Paul!

Paul M. Brooker, CPA MBT
pbrooker@readingtax.com • Cell: 267-516-4744

I Make House Calls . . .

Reading Tax Solutions, LLC Old Fashioned CPA & Tax Services
907 North Ironstone Drive
Boyertown, PA 19512
readingtaxsolutions.com

Thunder Wash Pressure Washing
RESIDENTIAL COMMERCIAL

Mark Cummins
Owner/Operator

2664 Ridge Road • Elverson, PA 19520
PHONE: 610.286.0041 • FAX: 610.286.0990
www.thunderwash.com • EMAIL: thunderwash@aol.com
FACEBOOK: Thunder Wash Pressure Washing

OUR SERVICES INCLUDE

- Wood and Composite Decks
- All Types of Siding
- Roof Cleaning
- Gutter Cleaning
- Mold Retardant
- Fences
- Concrete
- Building Exteriors
- Heavy Equipment
- Truck Fleets
- Tennis Courts
- Oil Stain Removal
- Graffiti Removal
- Steam Cleaning
- Building Restoration

TRAVEL AGENCY

Land And 7 Seas Travel.com
YOUR VACATION... ANYWHERE, ANYTIME, ANYWAY!

JOANN KING, FRANCHISE OWNER
877-823-5567 EXT 1

CRUISE PLANNERS
Your Cruise and Land Specialist

239 GRACE STREET
MONTE CLARE, PA 19453
610-935-8956
JKING@LANDAND7SEASTRAVEL.COM

Magical Wonders Vacations

Advice from a *Dixie* Destinations Specialist,
Outstanding customer service &
No additional fees for our services!

Judy Wetzel
judy@mwwvacations.com
www.mwwvacations.com 484-333-0114

**Rental
World**

1612 N. BROAD STREET
LANSDALE, PA 19446
(215) 952-7368

44 WEST RIDGE PIKE
LINERICK, PA 13460
(610) 489-2934

www.Rental-World.com

VACATIONS INSPIRE FINANCIAL PLANNING



Business owners are some of the busiest people I know. They often start early and work late, juggling phone calls, emails, employees, projects and finances. Sometimes the only time that business owners get to sit and look at our personal big picture is when we finally go on vacation. During vacation, we sit down, enjoy the sunshine, spend time with our family, and see sites we want to experience. Whether it's the mountains, the beach, or sightseeing; we get to enjoy the life we're aspiring to build.

During vacation I find myself inspired to retire someday and spend more time doing things I love. If you are like me, it's compelling to dream about our big picture financial plan; the steps that will get us there. We imagine that retirement will include lots of fun travel, time spent at hobbies, and visiting our successfully educated, well-employed, grown up children.

Like me, maybe you find yourself asking. Am I on track? Am I balancing savings for retirement, growing my business, and set-

ting aside money for the projects, and goals along the way? Will my income in retirement be enough so that I can spend time on hobbies, travel and fun instead of clipping coupons and house repairs? What other incremental changes can I make if I need to save more? Is my dream of retiring at 62, 65, or 67 realistic? Will my accounts grow large enough? If I help my kids pay for college am I shortchanging my retirement? How do I make sure I never run out of money?

(See "Vacations Inspire Financial Planning" on page 29)



Pottstown
**ROLLER
MILLS Inc.**

- FILTER SAND, POOL CHEMICALS, DIATOMACEOUS EARTH
- WE FILL POOLS
- GREENED TOP SOIL
- LARGE SELECTION OF WILD BIRD FEED, BIRD FEEDERS & BIRD HOUSES
- WATER SOFTENER SALT
- LAWN PRODUCTS
- 40 LB BAGS & BULK PREMIUM ANTHRACITE COAL
- WOOD PELLET FUEL
- DECORATIVE STONE & SAND
- LIMESTONE
- ALL TYPES OF MULCH BAG & BULK
- PROPANE FOR GRILLING

625 Industrial Highway
Pottstown, PA 19464
(610) 323-8620

Nathan Altenor's Janitorial Services, Inc.

**Professional, Reliable & Affordable
Commercial & Residential Cleaning Services**

offices • construction • carpets
floors/refinishing • windows

total satisfaction...
and that is my professional guarantee!

- Fully Bonded and Insured
 - Free Estimates
- Special Rates for Seniors
 - No Job Too Big or Small
- Environmentally Safe Products
 - Professionallly Trained Staff

610.247.8131

fax 610.970.6249

www.Altenorsjanitorial.com



\$100 Reasons To Get Your Next Loan At Apex

There are lots of reasons why people join Apex Community Federal Credit Union. It may be for our "smaller-is-better" friendly service. Or, it may be for our amazing Checking Accounts with 24/7 online and mobile account access. Or, maybe it's simply for the coffee & cookies in the lobby.



We know one thing for sure - lots of people join for our great loans. If you're looking for a New or Used Vehicle or Home Equity Loan, talk to us today. We also offer a variety of other great loans. *Learn more at www.apexfcu.com.*

Bring Us A Loan – Get \$100 Reward!*

We'll give you a \$100
Reward for a loan of
\$5,000* or more.

Bring this coupon to Apex
or call to redeem this offer.



Apply Today! Call 610-970-LEND (5363)
or use our "Fast-App" at www.apexfcu.com



HOMETOWN SERVICE, WORLDWIDE ACCESS.

540 Old Reading Pike, Pottstown, PA 19464

*\$100 Loan Reward is available on home equity and vehicle loans with remaining balances of \$10,000 or more and a 24 month or more remaining term; and personal loans with remaining balances of \$5,000 or more with a 24 month or more remaining term. Offer applies to qualified borrowers with approved and dispersed loans. Offer is valid with the attached Coupon Only and good from June 1 until July 31, 2015.



WE BUILD WHAT YOU DREAM



Additions, Kitchens, Baths, Basements, Decks,
Sun Rooms, Porch Rooms, Handyman Services,
Accessibility Modifications & Additions

All Work Guaranteed. Licensed and Certified Contractors.
Services in the Pottsville, PA Area. 610-917-0642



Facebook.com/TJWHomeServices

TJW HOME SERVICES
Estimates & Quotes

Residential & Commercial • 2015 Best of Pottsville Winner

610.917.0642 TJWHomeServices.com



Sunnybrook Groundbreaking

A groundbreaking ceremony was held Friday, June 12, 2015 for renovations at the historic Sunnybrook Ballroom in Lower Pottsgrove Township. J. Wilmer Hallman, president of the Sunnybrook Ballroom Foundation and Jack Gulati formed Sunnybrook LLC in March of this year to manage and operate the facility under a long-term lease agreement. The Gulati family, owners of Stokesay Castle and Knight's Pub in Reading and the Reading Royals, provided the remaining \$280,000 in matching funds needed to secure \$500,000 in state grant money for the Sunnybrook renovation project. When construction is completed later this year, the Sunnybrook facility will have 15,000 square-feet of space restored, including kitchen facilities to support the new space and rooms for various sized functions. 🍷



J. Wilmer Hallman



**NUTRITION
& WELLNESS
CENTER**

Health Food Store

- Natural Vitamins
- Organic Food Products
- Herbs
- Personal Hygiene Products
- Chiropractic/Nutrition Services

**25% Off
of one product!**

(Exclusions: Vionic shoes,
Lorah's chocolates & Austin Air)

52 Morgantown Road, Reading, PA 19611
610-208-0404 • www.kulpchiropractic.com

VACATIONS INSPIRE FINANCIAL PLANNING

(Continued from page 27)

These are the questions that a good financial planner can help to answer. It will help you see clearly how all your financial actions during your lifetime of work will translate into a withdrawal strategy that may need to last 25 or 30 years. It will help you determine which accounts to call on during early retirement and which ones later. It will help you determine when to use your Roth account to your best advantage. A financial plan will help determine whether your dream of staying in your current house, adding a vacation home, or moving can be achieved.

A thorough financial plan delves into all your financial arenas. It will include thinking about and aligning your assets for your estate plan. It will look at your employer/employee benefits and make sure that they serve you. It will answer the question of how much insurance you need and what kinds. A great plan also calculates the probability of your asset allocation reaching your needed net worth. A financial plan is a living document which can help you adjust the course as your situation changes.

Do you need to hire a financial planner to do this? The answer is yes, but admit-

tedly I am biased. I became a financial planner because the complex spreadsheets I was building for my family wouldn't give me all the answers. Nowadays the quick online web calculators also fail to build a complete picture. As a business owner there is yet another layer added to your financial picture. The success of your business can rapidly add to your financial picture; a serious downturn alternatively requires nimbly juggling your finances. A good financial planner has the experience, tools, training and techniques to help you reach all your financial goals.

Okay, don't spend all your vacation pondering your financial life. Resolve to give me a call when you get back; then go back to enjoying the beach, the mountains, your family and the sights. ☺

Merra Lee Moffitt, Certified Financial Planner, is a Senior Partner at Good Life Financial Group, Wyomissing. She loves to travel and has already visited 32 countries. She loves helping other people get to vacation regularly and that you get to the places of your dreams. It's part of her financial planning process. Call, click or contact at 610.628.2055, www.Welcome2TheGoodLife.com/MerraLee and merralee.moffitt@lpl.com.



**EARTH
ENGINEERING
INCORPORATED**
Geotechnical Engineers & Geologists

*We've Got
The 422
Region
Covered!*



**Subsurface Investigations Construction Inspection and
Geotechnical Design & Analysis Clean Fill Testing
Stormwater Infiltration Testing Laboratory Soils Testing
Carbonate Site Assessments Environmental Site Assessments
and Remediation**

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-697-5701

Lehigh Valley: 610-987-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

**Locally Owned. Locally Operated.
Feel The Difference!**



HearthStoneHealthGroup.com

DINING GUIDE

The Inn at St. Peter's Village
610-469-2600
 3471 St. Peter's Road, St. Peter's Village
 THURS. 11-8 pm, FRI. 11-9 pm, SAT. 11-9 pm
 Sunday Brunch: 10 am - 2 pm, Sunday Dinner: 2-8 pm
Live Music Sunday 2-5 pm
 Reservations recommended.
www.theinnatsaintpeters.com
BANQUETS • PRIVATE PARTIES • WEDDINGS

Find us on **facebook** at Gracie's 21 Century Cafe and Catering
www.gracies21stcentury.com
 Fresh, natural, gourmet Dining & Catering
 - with just a hint of decadence!
610.323.4004
 for your table, 'Event Planning', and
 an unforgettable experience.
 Jazz Jam Patio Party for FATHER'S DAY ~ Sunday June 21st

Bridge Inn Pleasantville
 3 Covered Bridge Road
 Oley, PA 19547
610-689-5818
info@BridgeInnPleasantville.com
www.BridgeInnPleasantville.com
 Find us on Facebook
 for our latest info and specials!

Fujiyama
et Halfway House
 Japanese Steak House (Kibochi)
 & Sushi Bar
 (We cook at your table)
15% Discount up to \$30.00. Food Only!
 With this 422BA coupon
 Expires 6/30/15
1495 Farmington Ave. (Old Halfway House)
 Pottstown **610-323-4900** fujiyama.us
CHICE
 VETERAN OWNED & OPERATED

HILLTOP DRIVE-IN
Famous Family Restaurant & Ice Cream Shop
(610) 326-2342
2910 E High Street, Pottstown, PA 19404
www.HilltopDriveIn.com

Let us spoil you.
Yellow Springs Inn
 Fine Dining Catering
 Fine dining in a beautifully restored Victorian Inn
 Open Wed - Sat from 5 - 9:30 • Reservations Preferred
 1637 Art School Road • Chaster Springs, PA 19423
 610-827-7477 • YellowSpringsInn.com • BYOB
 You'll love dining outdoors on our beautiful porch!

SULOMAN'S DAIRY
 No Ifs Ands or Butts...
 GILBERTSVILLE, PA
610-323-0314
THE BEST FARM FRESH MILK
 • Create your own Ice Cream & Topping Tray with Nelson's Ice Cream and any of our Sundae Toppings!

Open Wed.-Sat. 4-9 pm
 Sunday
 Brunch 11 am - 3 pm
 Dinner 4:30-8 pm
Delicious History in the Hills of Berks County...
 We offer a dynamic menu of culinary delicacies served with the hospitality of a Country Inn
The Restaurant at Landis Store Hotel
 4 Baldy Hill Road • Boyertown
610.845.2324
www.landis-store.com
 Visit us on Facebook
 Est. 1800

Call 610.323.6253 to place your ad in the Dining Guide!

MIKE'S
BRICK OVEN
PIZZA

MIKE'S
610-327-4042
601 N. CHARLOTTE STREET • POTTSTOWN, PA
HOURS:
Mon-Thur 10am-10pm • Fri-Sat 10am-11pm • Sun 10am-9:30pm

Visit our OnLine Menu @
www.mikesbrickovenpizza.com

facebook

VISA MasterCard DISC. VISA

**Luncheons
Dinners
Beer
Cocktails**

**Famous for
Hand-Carved
Beef &
Home-made
Snapper Soup!**

Serving the area since 1980,
Route 100 South, Pottstown

The Old Coventry Pub

610-323-5790 Open every day at 11:00 A.M.

The Old Coventry Pub
LUNCHEONS • DINNERS
BEER • COCKTAILS

Seven Stars Inn
"The Original Chester County Steak House"
Route 23 and Hoffercker Road, Phoenixville, PA

610-495-5205
www.sevenstarsinn.com

Serving Dinners Tuesday through Sunday
Featuring overly generous portions
of the finest beef, veal and seafood

since 1736

BYOB

LOS AZTECAS
Mexican Restaurants

223 Shoemaker Road
Pottstown, PA 19464

610-323-6298

Monday - Thursday 11 am - 9 pm
Friday 11 am - 10 pm
Saturday 12 noon - 10 pm
Sunday 12 noon - 9 pm

www.AztecasRestaurants.com

Lily's Grill
Farm Fresh, Modern American Cuisine

Now Open Monday - Wednesday 11 am-3pm
Thursday - Saturday 11am-9pm

484-945-1008 • 484-945-1013 (fax)
lilysgrill@gmail.com

Adam Burke
Owner/Executive Chef

115 East High Street, Pottstown, PA 19464 • www.lilysgrill.com

CHOW!!
FRESH, CASUAL B.Y.O.
Lunch, Dinner, Sunday Brunch
www.chowbistro.com 484.902.8495

Forno Antico Pizza Napolitana

Forno Antico, located at 416 E. Main Street in Collegeville (the former La Fontana), creates traditional and authentic Italian food and Neapolitan Pizza. Forno Antico's Neapolitan pizza is cooked in a hand-made wood burning oven, while they serve you fresh ingredients, imported straight from Italy, giving you a true taste of fine Italian cuisine.

Staying true to tradition, Forno Antico uses fresh Mozzarella di Bufala made in a small town in Campania, Italy; San Marzano tomatoes flown in fresh from the Campania region; and double zero flour and sea salt imported from Napoli as well. "This trend continues for EVERY SINGLE ONE OF OUR INGREDIENTS," says owner **Ciro Nuzzolese**. "I know it's the real deal! So please, do us a favor and stop by to try what pizza is SUPPOSE TO TASTE LIKE."

Forno Antico was first created in Napoli, Italy in 1979. Ever since he could remember, **Ciro Nuzzolese** wanted to own his own restaurant and bring authentic traditional Italian food to America.

Following his grandfather's footsteps, he began pursuing his dream. In his early childhood, **Ciro** and his grandfather would always cook together, whipping up mouth-watering ingredients for their family, whether it be for a holiday or a lazy Sunday meal. After moving to America, **Ciro's** dream to continue his family business came true. **Nuzzolese** initially operated **Alfredo's** restaurant on Route 100 in Bally, which is now owned

by his brother, and then **Gran Sasso** restaurant in **Perkasie** for 20 years, before opening **Forno Antico** in **Collegeville**.

"This is such a beautiful building that I knew I could do a lot with the interior," said **Nuzzolese**, who runs the restaurant with his wife **Martha**. The couple spent several months renovating the building, as the igloo-shaped brick oven that is the centerpiece of the dining room was being built in Italy.

"I know there are many pizza shops around, and I wanted to have a restaurant in this area that was like the ones we have in Italy," said **Nuzzolese**. "I wanted to make pizzas the way I used to make with my grandfather in Italy. Forno Antico has been a family business and will continue to be in the family, serving the best food Italy has to offer."

Nuzzolese noted that his **Collegeville** customers are warming up to his bona fide Italian cookery just as he had hoped they would now that he has transitioned back to his Old World ways.

"It's all done the old Italian way ... no shortcuts," he said. "The more we grow, the more I would like to spend time in the dining room getting to know my customers and finding out what they like."

Forno Antico has an inside seating area, an outside patio for the summer, parking and a take out area. Hours are 11:00 AM to 10:00 PM, Tuesday through Sunday. For additional information, please call 610.454.1130 and visit www.fornoanticopizzanapolitana.com.

New Lunch Menu!

Forno Antico
Fresh Italian Cuisine
& Artisan Neapolitan Pizza
wood-burning oven makes your pizza in 2 minutes

610-454-1130

416 E. Main St. Collegeville PA
Tues. - Sun. 11:00am - 10:00pm BYOB Establishment
forno.anticopizza@gmail.com
www.fornoanticopizzanapolitana.com

ADVERTISED SERVICES DIRECTORY

ACCOUNTANT / PAYROLL SERVICES	
RYDER & COMPANY	6 & 22
ACCOUNTANTS	
A. MAZZO ACCOUNTING SERVICES	22
MAILLIE LLP	47
AIR CONDITIONING/HEATING/PLUMBING	
A. JACKSON ECKER, INC.	23
ANIMAL HOSPITAL: SANATOGA ANIMAL HOSPITAL	48
ATTORNEYS	
BURACK ENVIRONMENTAL LAW OFFICES	53
WOLF BALDWIN & ASSOC. PC	57
AUTOMOTIVE / SERVICE	
BOB'S TIRE COMPANY, INC.	22
EMBODY'S SUNOCO	19
H & F TIRE SERVICE	6
MERCER'S COLLISION CENTER	22
RED KIEFFER'S AUTO REPAIRS, INC.	22
BANKING / FINANCES	
AMERICAN HERITAGE FEDERAL CREDIT UNION	5
APEX FEDERAL CREDIT UNION	28
DIAMOND CREDIT UNION	20
DISCOVERY FEDERAL CREDIT UNION	34
NATIONAL PENN BANK	33
PENN LIBERTY BANK	17
REPUBLIC BANK	19
VISIONS FEDERAL CREDIT UNION	16
BANQUET/MEETING FACILITY/COUNTRY CLUB	
SPRING FORD COUNTRY CLUB	45
BASEMENT WATERPROOFING	
BASEMENT WATERPROOFING SPECIALISTS	34
BOOKKEEPING/ACCOUNTING	
BOOKKEEPING SERVICES, LLC	22
KARLENE'S CONSULTING	22
BUILDING MAINTENANCE/JANITORIAL SERVICE	
DEMEDIO'S BUILDING MAINTENANCE	8
BUSINESS & MARKETING CONSULTANT	
INTERLACE COMMUNICATIONS, INC.	33
BUSINESS BROKER / BUSINESS PLANNING	
MARATHON CAPITAL ADVISORS / MARATHON FRANCHISE ADVISORS	14
BUSINESS PRODUCTS AND SERVICES	
WRIGLEY'S BUSINESS PRODUCTS & SERVICES	7
BUSINESS SOLUTIONS: JWM DIRECT	56
COACHING/CONSULTING	
BEST PRINCIPLED SOLUTIONS	45
HR FUTURE GROUP, LLC	48
COMMUNICATIONS / TECHNOLOGY	
ROMANIK COMMUNICATIONS, LLC	32
WEITEL	60
COMPUTERS/IT SERVICES AND SOLUTIONS	
PC WORKS	7
CONSIGNMENT BOUTIQUE	
ONCE UPON A TIME	23
CONTRACTOR / REMODELING SERVICES	
HOMERWORKS REMODELING, LLC	23
STAUFFER CONSTRUCTION, INC.	23
CONTRACTOR / WINDOWS AND DOORS	
KEYSTONE WINDOW OF PENNSYLVANIA	22
CONTRACTORS/HOME IMPROVEMENTS	
TJW HOME SERVICES	28
CREDIT CARD PROCESSING SERVICES	
MERCHANT SERVICE CONSULTANTS	23
DANCE INSTRUCTION: POTTSTOWN DANCE THEATRE	57
DIGITAL MARKETING AGENCY	
DABRIAN MARKETING GROUP	23
EDUCATION	
GODDARD SCHOOL OF ROYERSFORD	21
MONTGOMERY COUNTY COMMUNITY COLLEGE	21
THE HILL SCHOOL	21
VILLANOVA UNIVERSITY	20
EDUCATION / PRESCHOOL	
KINDERCARE LEARNING CENTER	23
EDUCATION / TECHNICAL EDUCATION	
READING AREA COMMUNITY COLLEGE	10
ENERGY: EXELON NUCLEAR LIMERICK	52
ENGINEERING SERVICES	
EARTH ENGINEERING	29
EQUIPMENT RENTAL: RENTAL WORLD	27
FINANCIAL SERVICES: GOOD LIFE FINANCIAL GROUP	50
FLOORING: CHESMONT CARPET ONE	13
FOODS / KOSHERL FOODS	
BIRDSBORO KOSHER FARMS	14
FOODS / NUTRITIONAL FOODS	
JANET'S NUTRITIONAL FOODS	25
HEALTH / HEALTHCARE	
KULP CHIROPRACTIC CLINIC, INC.	28
MCCORMICK CHIROPRACTIC	48
POTTSTOWN MEMORIAL MEDICAL CENTER	2
HEALTH CARE / SHIPPING	
TRIOSE	53
HEALTH SERVICES / REHABILITATION	
POTTSTOWN MEMORIAL MEDICAL CENTER	2
HVAC SERVICE: SHIPLEY ENERGY	45
INDEPENDENT LIVING / RETIREMENT COMMUNITIES	
COUNTRY MEADOWS OF WYOMISSING	49
HEARTHSTONE AT AMITY	29
INDUSTRIAL SUPPLY: CLARK INDUSTRIAL SUPPLY, INC.	13
INFORMATION RETRIEVAL SERVICES	
CUBE INFO SOLUTIONS	54
INSURANCE / BENEFIT ADVISORS	
TBA TRINITY BENEFIT ADVISORS	24
INSURANCE SERVICES	
ADVANTAGE INSURANCE	24
BODY-BORNEMAN INSURANCE	24
VLACHOS DUINN INSURANCE	24
INTERIOR DECORATING: DECORATING DEN INTERIORS	23
LANDSCAPING / GARDENING	
POTTSTOWN ROLLER MILLS	27
PUGHTOWN AGWAY	24

(Continued on page 34)

Our goal is to help protect you, your business & your employees.

Certified Drug & Alcohol Testing

Federally Mandated (DOT - all modalities)

Policy Development

Supervisor & Employee Training

On-site, Mobile & After-hours

292 W. Ridge Pike
Bldg C, Ste 101
Limerick, PA 19468
610.409.0990
email: limerick@arcpointlabs.com
ARCpointLabs.com/limerick

THINK:
"There is no box!"

www.bit.ly/RomanikC

Discover new heroes in the matrix of your company stories:

p.r.
media
marketing
advertising
copywriting
brand positions
communications

Romanik
communications | public relations
www.romanik.com
855-226-7668

Facebook Videos a compliment to YouTube... Or, a contender to the social network video market?



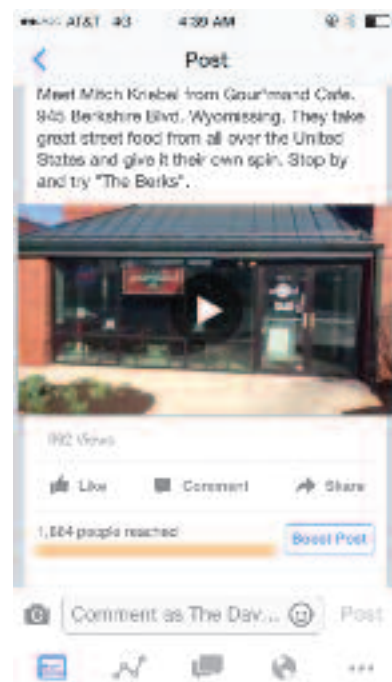
MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

We have a client who has been on YouTube for more than two years with a YouTube channel complete with playlists. Along with his monthly market updates, he uses it to share news about other local businesses.

The interest to visiting his channel has been, well, pathetic. Oh, we've received views by sharing links from Facebook to YouTube, but certainly not what we hope to have.

Recently, at one of our strategic planning sessions, we discussed how to implement videos for clients on Facebook. Since our client had us editing his videos in YouTube, it was natural for us to test whether there was any value to showing the video to his 258 fans on Facebook. Our client happened to have one of his local business spotlights coming up. So we uploaded it to YouTube, cleaned it up in their video editor, which is a simple editing tool. Then we downloaded the video to use on Facebook rather than just the link from YouTube. The results were astounding! Normally we see less than five views on YouTube, this time we saw 18 views. What happened on Facebook proved to me that Facebook is much more than a compliment to YouTube but, instead a major contender to taking on the video market. Why would I say this? The video went viral. Within a day we were at 13 likes and 750+ reach and continued to build to what you see as of June 14th, in this photo, which is 1864 reach and 892 views.



We then tested it on his monthly market report. The results of the test convinced me that all videos going forward need to be on Facebook as well as YouTube. With the five likes on YouTube, it went absolutely nowhere else. Yet, with the five likes on Facebook, the video was able to reach 120 people and, of that, 66 viewed the video.

(See "Social Network Mastery" on page 34)

Gilbertsville Golf Club

2944 Lutheran Road
Gilbertsville, PA 19525

610.323.3222
www.golfgilbertsvillegc.com

27 Hole Public Golf Course
Leagues • Outings Available

Beautiful Sites built to sell for you anywhere. Website & Social Networks.



Magic of Aloe, based out of New Hampshire, is an international company which sells skincare products made with 100% certified organic aloe vera.

Our staff created not only the website, but also the new labeling and logo design, as well as, product photography.

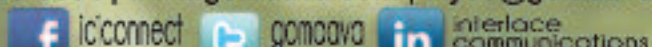
A feature through their website provides the ability to sell their products on Facebook. The website was created in two months. Visit their site at www.magicofaloe.com

CALL US TO CREATE YOUR WEBSITE.

**Interlace
Communications
& goMAaVA**

**DESIGN
MARKETING
SOLUTIONS**

10 Zions Church Road, Suite 201 | Shoemakersville, PA 19555
484-709-6564 | www.gomaava.com | alyse@gomaava.com



BUSINESS PROFILE

Gilbertsville Golf Club



Gilbertsville Golf Club is a privately owned 27-hole public golf course. The original 18 holes (red and white courses) were built in 1967, and designed by John Benneccusso. The last nine holes (blue nine), completed in 1997, were designed by Jim Blukoyitch. Located in New Hanover Township amidst the rolling hills of Montgomery County, Gilbertsville Golf Club has established itself as one of the best-maintained golf courses in the area.



After completion of your round, come inside and watch a sporting event on the big screen television, or sit out on the deck and enjoy the scenic views. The Bar & Grill offers many food specials including sandwiches, burgers, pizza and much more, while also featuring a full service bar.

Gilbertsville Golf Club is located just a "short drive" from Routes 100 and 422 offering you the perfect chance to play one of the area's premier golf facilities. Come and see what many are calling "the best kept secret in Montgomery County." 🏌️

The Red & White Courses offer you that traditional look, with small flat greens and tree-lined fairways. While the Blue Course gives you a more modern look, rolling fairways with challenging lies and large undulated greens.

The superintendent Eric Noonan is responsible for the tender love and care of the beautiful property since 2000. His devotion to keeping pristine conditions is a testament to Eric and his talented and hardworking staff. Over the past several years the course has gone through a variety of improvements including new tee boxes, bunkers, and fairways. The course is the hidden gem of public golf courses.

Any interest in outings, leagues or banquets? Come see our GM/Head Golf Professional, Kyle G. Ruane in the pro shop. Gilbertsville Golf Club offers leagues Monday through Thursday afternoons. Weekday and weekend outings are available throughout the season and are highly organized and well run thanks to Kyle and his great experienced staff. Gilbertsville Golf Club customer service is second to none so come experience what many can't stop talking about.

results

Offering effective solutions for small business.

National Penn small business advisors can help you manage your cash flow, improve your operational efficiency, and maximize your money.



1.800.822.3321
www.nationalpenn.com

Member FDIC
Equal Opportunity Lender

ADVERTISED SERVICES DIRECTORY
(Continued from page 32)

LANDSCAPING / PROPERTY MAINTENANCE
CLEAN CUT LAWN SERVICE
LIMOUSINE SERVICE
MICHAEL'S CLASSIC LIMOUSINE
RHOADS LIMOUSINE SERVICE, INC.
WANISH LIMOUSINE
MAINTENANCE/JANITORIAL SERVICES
NATHAN ALTENOR'S JANITORIAL SERVICES, INC.
MANUFACTURER
BATTERIES & BULBS
BRENTWOOD INDUSTRIES
READING TRUCK BODY
MANUFACTURER HYDRAULIC & PNEUMATIC EQUIPMENT
SEVENTY-THREE MFG. CO., INC.
MARKETING / ADVERTISING
BERKS DIGITAL, INC.
MARKETING/ADVERTISING/GRAPHIC DESIGN
RED OCEAN CREATIVE
METAL SERVICE CENTER
MARK METALS
MUSEUM
BOYERTOWN MUSEUM OF HISTORIC VEHICLES
NAIL SALON: TRE NAIL BAR
OCCUPATIONAL HEALTH SERVICES
ARCPPOINT LABS OF LIMERICK
OFFICE EQUIPMENT: OFFICE TECHNOLOGIES
OFFICE INTERIORS BY DESIGN
FURNITURE SOUP
ORGANIZATIONS
GREATER READING ECONOMIC PARTNERSHIP
POTTSTOWN ROTARY CLUB
PAYROLL SERVICES / BOOKKEEPING SERVICES
EXPRESS DATA SYSTEMS, INC.
PERSONNEL/EMPLOYMENT AGENCY
ALL COUNTY EMPLOYMENT
PEST CONTROL
DIRKS PEST MANAGEMENT SPECIALIST
PATRIOT PEST SOLUTIONS
PET SITTING SERVICES
HAPPY PAWS PET SITTING
LISA'S HOME PET CARE, LLC
PRESSURE WASHING
THUNDER WASH PRESSURE WASHING
PROFESSIONAL PHOTOGRAPHY
ELAINE ADAMS PHOTOGRAPHY
STYLISH IMAGES PHOTOGRAPHY
PUBLIC GOLF COURSE
ARROWHEAD PUBLIC GOLF COURSE
GILBERTSVILLE GOLF CLUB
PUBLISHER: READING EAGLE COMPANY
REAL ESTATE / FOR SALE/LEASE
BETTER HOME & GARDENS REAL ESTATE
BRODE & BROOKS REALTORS
CHRIS JAMES HECTOR REALTY
IRON HORSE REALTY, LLC
KELLER WILLIAMS REALTY
PAGODA REALTY JIM ADAMS
PLATINUM FIRST REALTY
SUNNYBROOK VILLAGE BUSINESS CAMPUS
ZUBER COMMERCIAL REALTORS
REAL ESTATE / HOME INSPECTION SERVICES
CMC HOME INSPECTIONS
RECREATION
U.S. HOT AIR BALLOON TEAM
RESTAURANTS
BRIDGE INN PLEASANTVILLE
CHOW BISTRO
FORNO ANTICO PIZZA NAPOLITANA
FUJIYAMA RESTAURANT
GRACIE'S 21ST CENTURY CAFE
HILLTOP DRIVE IN
LANDIS STORE HOTEL
LILY'S GRILL
LOS AZTECAS RESTAURANT
MIKE'S BRICK OVEN PIZZA
SEVEN STARS INN
SULOIMAN'S DAIRY & ICE CREAM
THE INN AT ST. PETER'S
YE OLD COVENTRY PUB
YELLOW SPRINGS INN
RETAIL/SHOPPING
KING OF PRUSSIA PLAZA & COURT
SALON: REFLECTIONS HAIR DESIGNS
SECURITY SERVICES/ALARMS
KRIEBEL SECURITY/CZAR STAR
SEPTIC SERVICE: A HONEY DIPPER / J. BREHM, INC.
SIGNS/BANNERS/GRAPHICS
FASTSIGNS
GRABER LETTERIN', INC.
SIGNS & MORE
STORAGE FACILITIES: B&S SELF STORAGE
TAX PREPARATION SERVICES
READING TAX SOLUTIONS, LLC
TECHNICAL EDUCATION
BERKS TECHNICAL INSTITUTE
TECHNOLOGY / BUSINESS SOLUTIONS
MIDCORE SOLUTIONS
TECHNOLOGY/COMMUNICATIONS
SCHULTZ TECHNOLOGY
TRANSPORTATION: KLEIN TRANSPORTATION
TRAVEL & AUTOMOTIVE SERVICES
AAA
TRAVEL AGENCY
LAND AND 7 SEAS TRAVEL
MAGICAL WONDERS VACATIONS
VIDEO PRODUCTION STUDIO
JOHN PRINTZ VIDEO PRODUCTION STUDIO
VIDEO PRODUCTION/TELEVISION
PCTV NETWORK

Don't Let Your Basement Hold You Hostage

DANGER!

Basement Waterproofing Specialists

FREE Basement Consultation SAVE UP TO \$650 2010 Pricing!

Basement & Crawl Space Waterproofing Stone & Block Foundation Repair Exterior Drainage Services • Mold Removal

Business Banking for the way you do business.

Local People. Local Decisions. Discover how Discovery can help your business grow.

2744 Century Blvd. Wyomissing, PA 19610

610.372.8010 www.discoveryfcu.org

DISCOVERY FEDERAL CREDIT UNION

Fewer Fees. Better Rates. Friendly Service.

SOCIAL NETWORK MASTERY
(Continued from page 32)

Ok, five views on YouTube versus 66 on Facebook. I'm very convinced.



So, what made the difference? To share videos on YouTube, you have to go through a series of steps. To share on Facebook it was seven steps (I needed to login... what's that password again?). I really, really, really need to want to share the video from YouTube. Facebook, on the other hand was as simple as one or two clicks.

I also like how the format of the videos are presented on Facebook. You stop, click on the video, and, if you want to watch without sound, you can. Great for situations where sound might be an issue. If Facebook had the video editor in place that YouTube has, I really wonder if I'd even bother with YouTube?

To contact Alyse Mitten please call: 484.705.6564 or email: alyse@gomaava.com

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19664-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2015 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor; its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS—It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.



TRICOUNTY AREA CHAMBER OF COMMERCE

TCACC Mission: As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

2015-2016 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Heather Chandler, President, Sealstrip Corporation

CHAIR ELECT

Richard Graver, President, The Victory Bank

TREASURER

Baran Schultz, CEO, Schultz Technology

IMMEDIATE PAST CHAIRMAN

Rod Martin, Owner, Martin Stone Quarries, Inc.

SOLICITOR

Joseph K. Koury, O'Donnell, Weiss & Mattei, P.C.

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Bill Breslawski, Maille LLP

Cindy Conard, John Middleton Co.

Sean Deviney, The Body-Borneman Companies

Glenn Ebersole, Hollenbach Construction, Inc.

Joe Fava, Clothes to Home Dry Cleaning

Peter Glennon, SEI

Dave Lewis, Exelon Corporation

Rick Lewis, Lewis Environmental, Inc.

Frank Strunk, National Penn

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

152 E. High St., Suite 360, Pottstown, PA 19464

• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

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

Jennifer O'Donnell, Member Relations
Director, jennifer@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

MESSAGE FROM THE CHAIRMAN



Yesterday... Today... Tomorrow

Remember Yesterday

During this last year, the Chamber celebrated with some successful events and programs.



Leadercast – The Chamber's 4th Year hosting this day-long leadership development event broadcast live from Atlanta, GA. Last month's issue of the *Route 422 Business Advisor* featured a recap of the event – if you missed it, please visit the Chamber Website (Your Chamber > News & Media > Chamber Rewind) to view a copy online. **This is the most thought provoking, economical, professional growth and development opportunity around. Sealstrip has 10 team members attend every year, including me, and we can't wait for next year!**

Annual Dinner – The 2015 Annual Dinner was a great success! Our keynote speaker, Bill Clement was a positive "Energy Source" for the entire evening. A full recap on the event is on pages 42 and 43.

Leadership Tri-County Graduation – The Leadership Tri-County Class of 2015 graduated 11 individuals on June 11. During their 10 month program, the class completed 4 projects on behalf of local non-profits. For a recap on their graduation, see page 40. For a recap on their project presentations, see page 44. Enrolling a team member from your organization in Leadership Tri-County is a great way to both foster professional development for the individual as well as reinforce your commitment to the community.

Celebrate Today

July 1, 2015 begins the new fiscal year for the Chamber. Going into this new program year, there will be some changes to the Chamber's Board of Directors. We have four Board Members stepping down from their positions and two new Board Members to take their places. Thank you to Ross DeSimone, Corporate Psychological Resource Center; Dr. Myra Forrest, Foundation for Pottstown Education; Dave Kraybill, Pottstown Area Health & Wellness Foundation; and Dr. Steady Moono, Montgomery County Community College for their service on the Board of Directors.

Two new Board Members were welcomed to their terms on July 1, 2015 – Cindy Conard, John Middleton Company; and Glenn Ebersole, Hollenbach Construction, Inc.

I would also like to thank all of the current Board Members as we enter into my second year as Chairman of the Board. **We have a renewed enthusiasm as we welcome new board members and their ideas and contributions to the board and the entire Chamber.**

Imagine Tomorrow

I am excited for this new program year. The Chamber is introducing new initiatives and re-kindling some previous events.

The "Made in the Tri-County Area Tours" will resume. In 2012, the Chamber membership had the opportunity to tour my organization- Sealstrip. We feel manufacturing is often a well-kept secret and few know what's going on inside the facilities we see every day. It's a great way to learn more about the manufacturing base of our community. If you are interested in showcasing your business on a tour, please contact the Chamber Office.

Online Business Directory – Member directory listings will now include a direct link to your company's website! In order to gain the most exposure for your business, please make sure to update your website address in the Members Only section on the website. If you have any questions or need assistance, please contact the Chamber staff. **The Online business directory and link to each member's website is a great way to renew our focus and fulfill our commitment to Always Buy Chamber.**

Heather Chandler, TCACC Chairman of the Board

Please consider joining me at our Annual Meeting at the **September Membership Breakfast** for a recap of Chamber activities in 2014-2015, meet the current Board Members, and learn about what we have in store for the 2015-2016 program year!

SEPTEMBER MEMBERSHIP BREAKFAST - Yesterday, Today, and Tomorrow

Thursday, September 10 from 7 - 9 AM at Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, PA 19468. \$26 per Member (prepaid by 9/4); \$32 per Member (invoiced or after 9/4); \$50 per Non-Member.

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

Know a business that would benefit from joining the Chamber?

Contact Jennifer O'Donnell, Member Relations Director, with your referrals today at 610.326.2900 or email jennifer@tricountyareachamber.com.



WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors at their meeting on June 17.

*The following businesses have been approved by the Chamber's Board of Directors. 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!***

Beverly's Pastry Shop

322 E. High St.

Pottstown, PA 19464

610.323.2020

www.beverlyspastryshop.com

Bakeries; Caterers / Banquet Services; Event Planners; Food Products; Food Products – Specialty

Beverly's Pastry Shop has been an iconic bakery in downtown Pottstown for over 50 years. Under new ownership of Kristen Sirbak, she is taking classic desserts and using local food sources to create new and elevated flavors. Beverly's has been family owned and is still, our customers are our extended family at Beverly's!!!

Ches-Mont Carpet One

Route 724

Parker Ford, PA 19457

610.495.6211

www.ches-montcarpetoneparkerford.com

Carpet and Rug Dealers; Floor Coverings and Materials

They are experts when it comes to flooring. Their sales professionals are trained to ask the right questions, guide you through their easy to understand selection systems, and work with you to create exciting solutions.

Edward Jones

12 W. Main St.

Ephrata, PA 17522

610.286.0115

www.edwardjones.com

Financial Consultants / Services

Edward Jones provides tailored financial solutions.

Referred by: Ray Maillet, First Priority Bank

Liberty Environmental, Inc.

50 N. 5th St., 5th Floor

Reading, PA 19601

800.305.6019

libertyenviro.com

Environmental Consultants

Liberty Environmental provides regional and national clients with environmental consulting services for air quality and pollution control system design, environmental auditing, due diligence and site remediation, environmental permitting, and natural resources including wetlands, endangered species, and hydrogeology.

McCarthy Engineering Associates, Inc.

555 Van Reed Rd.

Wyomissing, PA 19610

610.373.8001

www.McCarthy-Engineering.com

Engineers – Civil / Environmental / Mechanical / Municipal

Trusted engineering firm with over 28 years of experience.

Reading Royals

700 Penn Street

Reading, PA 19602

610.898.7825

www.royalshockey.com

Amusement and Entertainment

The Reading Royals, a member of the ECHL, are currently affiliated with the Philadelphia Flyers (NHL) and Lehigh Valley Phantoms (AHL). In their 13 year existence, 30 players have played in the NHL and over 2.5 million fans have enjoyed a game at Santander Arena.

Reading Tax Solutions, LLC

907 North Ironstone Drive

Boyertown, PA 19512

610.743.3829

www.readingtaxsolutions.com

Accountants / CPA's; Accounting / Bookkeeping Services; Tax Preparation Services

Small CPA firm with a qualified professional with 25 years experience. Specializing in assisting small businesses and individuals for a reasonable price.

State Representative

Timothy Hennessey

Coventry Square

351 W. Schuylkill Rd., Suite 9

Pottstown, PA 19465

610.326.2626

www.rephenhessey.com

Government / Governmental Agencies

Rep. Hennessey represents North, South, and East Coventry; East Vincent; HoneyBrook; Elverson; Warwick; East and West Nantmeal; West Caln; West Sadsbury; and Wallace. He also represents the precincts in 1-1, 1-2, 2-1, 2-2, and 7-1 in downtown Pottstown.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

37 YEARS

Oletowne Jewelers

28 YEARS

Boyertown Area School District

Judson A. Smith Co.

25 YEARS

MidAtlantic Employers' Association

19 YEARS

Sound Marketing Resources

12 YEARS

The Perkiomen School

7 YEARS

Complete Family Eyecare, Ltd.

Laserworx, LLC

1 YEAR

Bechtelsville Car Wash

MEMOR Coaching & Consulting

Service Electric Cablevision, Inc.

Warwick Child Care Center, Inc.

Member Renewals

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

Arnold's Family Fun Center

Atlantic Communications Group, Inc.

B & S Self Storage

Boyertown Area Youth Baseball, Ltd.

Catagnus Funeral Home & Cremation Center, Inc.

John J. Cione and Co.

Clothes to Home, LLC

Delaware County Solid Waste Authority

Greater Pottstown SHRM

Innovative Kitchens and Baths

MACnificent Pages / Route 422 Business Advisor

Marshall Geoscience, Inc.

McGee Electric, LLC

Montgomery County Development Corp.

Office Technologies

Our Place to Grow, Inc.

Patriot Pest Solutions

PegCalvario Coaching & Consulting, LLC

Penn Foundation, Inc.

Polaris Productions

Pottstown Industrial Complex

Reading Fightin Phils

Spring Valley YMCA

St. Aloysius School

Synergy Environmental, Inc.

Valley Forge Casino Resort

The Victory Bank

Yergey.Daylor.Allebach. Scheffey.Picardi

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@tricountyareachamber.com.

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@tricountyareachamber.com



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



CALENDAR OF EVENTS

BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE



TRICOUNTY AREA
CHAMBER OF COMMERCE

NETWORKING

Tues., July 28
4 – 6 PM

PROGRESSIVE RESTAURANT NETWORKING

Meet at the Chamber Office, 152 E. High St., Suite 360, Pottstown, 19464

Join us for a progressive net-walking tour for a sampling of light refreshments and beverages. Visit Downtown Pottstown Chamber Member Restaurants – Beverly's Pastry Shop; Connections on High, Inc; Grumpy's Handcarved Sandwiches; Lily's Grill; and Milkman Cake Shoppe.

Members Only; No Charge; Reservations Appreciated

Sponsored by: Pottstown Downtown Improvement District Authority (PDIDA)

AUGUST SAVE THE DATE

Tues., Aug. 18
4 – 6 PM

BUSINESS CARD EXCHANGE

Keystone Villa at Douglassville, 1152A Ben Franklin Hwy. East, Douglassville, 19518

"Tailgate Tuesday!" Celebrate the start of pre-season football. Join fellow Members for tailgating, take part in some pre-season drills, and celebrate with a pre-season raffle. Feel free to wear your favorite football jersey.

Members Only; No Charge; Reservations Appreciated

Sponsored by: Keystone Villa at Douglassville

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



SAVE THE DATES

Tues., Sept. 8

GOLF OUTING

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

Registration

Buffet Lunch

Shotgun Start

Networking & Buffet Dinner

More details to come.

Register now for our **Early Bird Pricing - \$145 per person; \$550 per foursome; Available until July 31, 2015**

After July 31, 2015 price increases to \$155 per golfer; \$600 per foursome

Above prices include: golf, lunch, & dinner

\$45 for dinner only

Sponsorship Opportunities Available

Rain Date: Mon. Sept. 14

Thurs., Sept. 10
7 – 9 AM

MEMBERSHIP BREAKFAST – Yesterday, Today, and Tomorrow

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

The 2014-2015 Annual Report will be presented at this annual meeting of the Chamber. Celebrate what was accomplished last year, meet current Board Members and learn more about what the Chamber has in store for the new program year!

\$26 per Member (prepaid by 9/4); \$32 per Member (invoiced or after 9/4); \$50 per non-member

Sponsorship Opportunities Available

Tues., Sept. 22
4 – 6 PM

BUSINESS CARD EXCHANGE

KenCrest EmployNet, 21 Robinson St., Pottstown, 19464

Join fellow Chamber Members for refreshments, networking, and a tour of KenCrest's facility and help us celebrate KenCrest's 110th year of supporting individuals with disabilities.

Members Only; No Charge; Reservations Appreciated

Sponsored by: KenCrest EmployNet

2015 Golf Outing & Dinner

Event Schedule
10:30 AM Registration
11:00 AM Buffet Lunch
12:00 PM Shotgun Start -
Scramble Format
4:30 PM Networking
5:00 PM Dinner

Don't like to Golf?

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

Tuesday, September 8, 2015 · 12 PM Shotgun Start
Brookside Country Club · Prospect & Adams Sts., Pottstown
- Challenging Layout - Lush Fairway - Fast and True Greens - William Gordon designed 18-hole course



Register today; connect tomorrow. Visit tricityareachamber.com or call 610.326.2900.

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.

JUNE'S WOW LUNCHEON

On Wednesday, June 3rd, Chamber Members were treated to a pampering session at Lords & Ladies Salons in Perkiomenville 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.

Thank you to June's WOW Sponsor:

Lords & Ladies
salon medical spa



The Next WOW Luncheon will be in October and is featuring Personal Development / Personal Strength. Check upcoming issues of the *Route 422 Business Advisor* and on the Chamber website for more details on upcoming luncheons.



At the June WOW Luncheon, Chamber Members network and enjoy their pampering session at Lords & Ladies Salons.

Creating Connections



Reminder - New for 2015-2016 Program Year!

New Date / Time

- WOW Luncheons will occur in months opposite of Chamber Membership Breakfasts
- Luncheons will be shortened. They will run from 11:30 AM to 1 PM. With the new timeline, you will be able to enjoy a buffet lunch as soon as you enter. You will be able to network with fellow attendees during lunch. Speaker presentations will start immediately after lunch.

2015-2016 Program Schedule

October
December
February
April
June

NEW SPONSORSHIP OPPORTUNITY - SPONSOR WOW FOR THE ENTIRE YEAR!

\$1,000 for the special yearly sponsorship!

Benefits include:

- At all 5 luncheons:
 - One Complimentary Luncheon
 - Display table
 - Handouts on attendees tables
- 3 minutes to address attendees at one of the 5 luncheons
- Logo will appear on WOW Luncheon events' pages on the Chamber website

• Additional Marketing Benefits include:

- Company name listed on the Calendar of Events page in the *Route 422 Business Advisor* (10,000 copies printed monthly) for marketing of each luncheon
- Sponsorship promoted in Chamber's weekly emails to the membership marketing the events (sent out to 1,200 + Chamber Members)
- Sponsorship promoted in the monthly WOW emails (sent out to 600+ Chamber Members)
- Recognized as sponsor on flyers marketing each of the events (Logo placed on flyer where applicable)

If interested, please contact Kitty Papp at 610.326.2900 or kitty@tricitychamber.com for more information.

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

NARBERTH BOROUGH FORM BASED ZONING

On Wednesday, June 17, Montgomery County Planning Commission held "Planning on Two Feet" in Narberth Borough one of several events within its Planning Smarter Montco 2015 Program. The program, established to highlight innovative planning efforts occurring in the county through educational events, provides practitioners and residents an opportunity to learn and discuss such projects with key stakeholders. The projects discussed align with the themes presented in the County's nationally recognized comprehensive plan, Montco 2040: A Shared Vision, which provides goals and future land use plans to help foster and guide growth and development throughout the county. All events are free and open to the public. A list of upcoming events can be found at www.montco.org/PlanningSmarter.



housing, small businesses and an active downtown that are connected through a network of sidewalks.

Metrick has been a driving force behind the development of the code since 2012, working with Narberth as a community planner with the Montgomery County Planning Commission and more recently as assistant borough manager. The process required the evaluation of every street in Narberth, examining

the existing housing characteristics, such as uses, height, frontage type, roof type, setbacks from the street, dimensions etc.; street parking inventory; sidewalks; and streets. Through the examination came the development of seven zoning districts. The uses and standards for each district was developed based on the existing conditions inventory, and will allow changes and development that is within +/- 30% of the district average. To understand the implications of the zoning code and its regulations, we recommend you visit Narberth's website – www.narberthborough.com; the proposed zoning code and Narberth's blog, which answers any posted questions regarding the code.

The development of the zoning code helps validate the importance of having and protecting walkable communities for both economic and social growth. Such accessibility has shaped the community of Narberth and has promoted a healthy and safe environment for its residents to get out of their cars and on to the streets! In fact, a study conducted by the National Association of Realtors found that 60% of respondents favored a walkable neighborhood with close proximity to stores, businesses, recreation and residential housing. This may contribute to the high property values seen in Narberth, and the interest of developers, spurring the need to protect the community's characteristics through zoning.

If you have any questions or concerns regarding the proposed zoning, please do not hesitate to reach out to the borough, you can find this information by visiting www.narberthborough.com/staying-informed.asp.

Article provided by GVF, a Transportation Management Association. 610.354.8899; www.gvftma.com.

Planning on Two Feet highlighted the work being done in Narberth Borough, which is taking a proactive approach to protect and preserve its historic, walkable and dense character through a **form-based zoning code**.

As defined by the Form-Based Codes Institute (FBCI), form-based zoning is a "land development regulation that fosters predictable built results and high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code" (FBCI). Often used a smart growth strategy, form-based zoning differs from conventional zoning practices because it allows for the consideration of a place, this being the characteristic of the infrastructure and creation of standards for how buildings, streets and sidewalks should be designed. According to the author of the zoning code, Narberth's Assistant Borough Manager Sean Metrick, form-based zoning offers the opportunity to preserve the characteristics of and maintain the resident's vision for Narberth.

For those of you who may not be familiar, Narberth Borough is a small (approximately a half sq. mile) historic town in Montgomery County, PA located along what is commonly referred to as the "Main Line". First incorporated in 1895, Narberth consists of residential

RIBBON CUTTING



Seidel Planning & Design, Ltd., 2103 E. High St., Pottstown, PA 19464

UPCOMING BUSINESS CARD EXCHANGES:

PROGRESSIVE RESTAURANT NETWORKING

- Tuesday, July 28
- 4 to 6 PM
- Meet at the Chamber Office,
152 E. High St., Suite 360,
Pottstown, PA 19464

Join us for a progressive net-walking tour for a sampling of light refreshments and beverages. Visit Downtown Pottstown Chamber Member Restaurants – *Beverly's Pastry Shop*; *Connections on High, Inc.*; *Grumpy's Handcarved Sandwiches*; *Lily's Grill*; and *Milkman Cake Shoppe*

Sponsored by: Pottstown Downtown Improvement District Authority (PDIDA)

AUGUST BUSINESS CARD EXCHANGE – "TAILGATE TUESDAY"

- Tuesday, August 18
- 4 to 6 PM
- Keystone Villa at Douglassville,
1152A Ben Franklin Hwy. East,
Douglassville, PA 19518

Celebrate the start of pre-season football with tailgating, pre-season drills and a pre-season raffle. Feel free to wear your favorite football jersey.

Sponsored by: Keystone Villa at Douglassville

**Business Card Exchanges are No Charge and for Members Only.
Reservations are appreciated.**

THANK YOU

**Thank you to
June's Email Sponsor:**



**Thank you to June's
Newsmagazine Insert Sponsor:**



**Thank you to
June's Coffee Sponsor:**



SHOW US YOURS

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@tricountyareachamber.com.

Think about it...

showcasing your facility
and your business.

Host a Business
Card Exchange
in 2016!

July through December 2015
are already booked!

Only 6 spots left -
January through
June 2016.

GO ahead and
secure your spot today!

Contact Kitty Papp at
610.326.2900
kitty@tricountyareachamber.com

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

LEADERSHIP TRI-COUNTY CLASS OF 2015 GRADUATION

Congratulations to the Leadership Tri-County Class of 2015!

On Thursday, June 11, 2015,
the Leadership Tri-County
Class of 2015 celebrated
graduation at Brookside
Country Club in Pottstown.

Commencement exercises included speeches from Eileen Dautrich, Chamber President; Kitty Papp, Leadership Tri-County Director; and Paul Coakley, 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 175 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 11 individuals 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.

This year's class completed four group projects:

- Developed a strategic plan for Colebrookdale Railroad Preservation Trust
- Created a business plan for Communities in Motion for GVF, a Transportation Management Association
- Worked on marketing and the website for Pottstown Area Police Athletic League
- Worked on the Community Awareness Campaign for the Pottstown YMCA



PHOTO TAKEN BY KEVIN HOFFMAN, THE MERCURY

Additional coverage of the projects completed this year is featured in the June Membership Breakfast article on page 44.

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

LEADERSHIP CLASS OF 2015

Sarah Bidlow, Schultz Technology
Frankie Casanas, John Middleton Co.
Christopher Delp, Fulton Bank
Janet Haupt, National Penn
Kevin Keohane, John Middleton Co.
Vicki Krickzy, Frederick Living
Janice Lee, Borough of Pottstown
Cathi Marcheskie Maziarz, Glass Slipper Concierge
Cindy Noble Mohn, John Middleton Co.
Lindsey Patience, Pottstown Area Health & Wellness Foundation
Nancy Poinsett, Borough of Pottstown

***Mission:** To sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on nonprofit boards.*

**Sponsor of the 2014-2015
Leadership Tri-County Class:**

John Middleton
an Altria Company

Education Sponsor:

**POTTSTOWN AREA
Health & Wellness
FOUNDATION**
Promoting Healthy Living

Join Leadership Tri-County and Be a Leader in the Community

- Program runs September 2015 to June 2016.
- Participants meet once a month for programs covering topics such as: Arts & Culture, Business, Economic Development & Infrastructure, Education, Government, Health & Human Services, Justice, and Leadership Development.
- Participants tour the community and attend a variety of meetings and events in the area as well as participating in educational workshops.
- Participants will complete a group project on behalf of a local Chamber Member nonprofit organization.
- Participants form a network of support with classmates during this Personal and Professional Development Opportunity.
- Upon completion, participants are accepted into active service with a local board or committee of a local non-profit organization.

Please contact Eileen Dautrich at 610.326.2900 or eileen@tricityareachamber.com to obtain an application or for more information.

The Class of 2016 is sponsored by **John Middleton Co.**

Leadership

TRI-COUNTY

**GET PREPARED FOR
NONPROFIT BOARD
LEADERSHIP
IN JUST 10 MONTHS**

**Only 4
Openings
Remain!**

Now accepting applications for the Class of 2016!



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

Summer Consignment Tickets

FEATURED MEMBER BENEFIT OF THE MONTH

Carmike Cinemas

MOVIE TAVERN
Movies Never Tasted So Good!

REGAL
ENTERTAINMENT
GROUP

ADVENTURE
AQUARIUM

Dorney Park
Wildwater Kingdom

WILDERLAND
A Kingdom for Kids

HERSHEYPARK

NATIONAL AQUARIUM
IN BALTIMORE

NATIONAL AQUARIUM
IN BALTIMORE

PHILADELPHIA ZOO

Please Touch Museum
MEMORIAL HALL
FAIRMOUNT PARK

RENAISSANCE FAIRE

Six Flags

Chamber Members and their employees can buy discount tickets on the Chamber's website or in the office. When purchasing tickets online, email jeff@tricitychamber.com with your work email (for verification purposes). Then you will receive instructions for purchasing the tickets. Tickets that aren't marked 'online only(**)' can be purchased at the Chamber Office – 152 E. High St., Suite 360, Pottstown, PA 19464.

Here is what the Chamber is currently offering compared to what you would be paying at the gate:

- **Carmike Cinemas** – 10 Tickets for \$75; Gate Price – \$107.50
- **Movie Tavern** – 10 Tickets for \$79.50; Gate Price – \$105
- **Regal** – 10 Tickets for \$85; Gate Price \$115
- **Adventure Aquarium**** - Adult \$17; Gate Price \$25.95
Child (2-12) \$13.50; Gate Price \$18.95
- **Dorney Park**** - Regular (over 48") \$39; Gate Price \$56.70
Junior (3+ and under 48") \$31; Gate Price \$35.70
Senior (62+) \$31; Gate Price \$35.70
- **Dutch Wonderland**** - Royalty (3-59) \$31.99; Gate Price \$41.54
Senior (60-69) \$31.99; Gate Price \$36.44
- **Hersheypark**** - Regular (9-54) \$47.95; Gate Price \$61.95
Junior (3-8) / Senior (55-69) \$38.95; Gate Price \$38.95
- **Morey's Pier**** - Same Day Combo \$46; Gate Price \$65
Flexible Combo (over 48") \$56.25; Gate Price \$75
Flexible Combo (under 48") \$42; Gate Price \$57
Amusement Only \$41.25; Gate Price \$55
Waterpark Only \$33; Gate Price \$44
- **National Aquarium**** - Adult (12-59) \$29.95; Gate Price \$34.95
Child (3-11) \$19.95; Gate Price \$21.95
Senior (65+) \$25.95; Gate Price \$31.95
- **Philadelphia Zoo** – Adult \$17; Gate Price \$20
Child (2-11) \$17; Gate Price \$18
- **Please Touch Museum**** - General Admission (1+) \$14.50; Gate Price \$17
Centennial Grown-Up Tours \$14.50; Gate Price \$17
- **Renaissance Faire / Celtic Fling** – Adult \$21; Gate Price \$30.95
Child (5-11) \$8.50; Gate Price \$11.95
- **Six Flags Great Adventure**** - General Admission \$40.99; Gate Price \$67.99
Hurricane Harbor \$30.99; Gate Price \$42.99

**Tickets must be purchased online only.

WORKSITE WELLNESS

Chamber Wellness Warrior's June Update

June marked the first month of the Chamber's Worksite Wellness Initiative. Here are some of the things we've accomplished:

- The staff got up and moved around for 1 minute at the beginning of each hour during the entire day-long strategic planning retreat on June 5. Healthy snacks were provided and the staff enjoyed a healthy lunch and even walked to the restaurant!
- Staff members are parking farther away from the building – Jeff has calculated that it is an extra 200 steps!
- Staff are choosing to use the stairs in the office building and try to increase their daily water intake.

- During regular business hours, the staff have an alarm set to get up and move a minute every hour. It only takes one minute to walk down to the first floor and walk back up to the third floor.

Chamber Member companies with 50 or fewer employees are also able to participate in this Member Benefit. For more information on how you can get involved with the worksite wellness initiative, please contact Eileen at the Chamber Office at 610.326.2900.



STATE LEGISLATORS TAKE A STAND FOR PA JOBS

A major component of Governor Wolf's 2015 budget was struck down on Monday June, 1st which signaled a victory for Pennsylvanian gas workers and middle class families. The rejected proposal called for several tax increases that included a 5 percent severance tax on natural gas companies. If enacted Pennsylvania would have had the highest severance tax in the nation and would run the risk of driving natural gas jobs out of the state.

According to a report by Natural Resource Economics Inc. the legislature saved an upwards of 6,000 jobs in Pennsylvania that otherwise could have been lost if the Governor's tax plan had been successfully implemented. Despite the troubled economy over the past few years the natural gas industry has been a crucial job creator as the Pennsylvania Department of Labor estimates that nearly 250,000 jobs have been created in this sector alone in the keystone state.

In addition, the blockage of Governor Wolf's tax plan will keep utility and natural gas prices at modest levels. If a severance tax had been enacted Pennsylvanians could

have expected to see their utility bills increase as they have in other states that place high severance taxes on the already taxed natural gas industry. Hard working Pennsylvanians will be able to continue to keep more of their hard earned money in their pockets and not have to face rising utility costs.

The President of the Pennsylvania Chamber of Commerce Gene Barr best summarized the situation when he said that the natural gas industry "has helped jumpstart the Commonwealth's economy in the aftermath of the recession, creating hundreds of thousands of jobs and turning the state into a leading, world class energy hub. Enacting this additional, punitive tax will undo the progress and growth we have seen over the past several years."

The Chamber as always is committed to creating and preserving good paying jobs for the Commonwealth and protecting the interests of hard working middle class Pennsylvanians.

Alex Rahn, Senior Associate of Wanmer Associates. To reach Alex, email arahn@wanmerassoc.com; or call 717.236.2050.

JOB POSTINGS

LOOKING TO FILL A POSITION?

The Job Postings and Resume Service helps Members looking to fill a position in their company to save time and money.

HOW TO POST YOUR JOB OPENING

Companies who have posted Job Openings will be featured in a weekly email and in the *Route 422 Business Advisor*.

Members: It's easy to post your Job Openings!

- Login to Members Only on the Chamber website and click the "Jobs" tab on the left side module.
- Click "Add New Job Posting," fill in the description.
- Preview your posting by clicking "Preview" on the bottom of the page.
- Click the red "Save & Exit" button on the bottom to finalize your posting.

Know someone looking for a job?

1. Have them send their resume to Melissa at melissa@tricitychamber.com.
2. They can also go to the Chamber's website and view Chamber Members who currently have positions available at their company. Chamber Members currently with job openings:

- **Advantage Insurance Group, LLC** – Advantage Office Manager
- **Community Music School** – Registrar
- **FASTSIGNS** – Sales Professional
- **Longstreth Sporting Goods** – Field Hockey Specialist
- **Miller Retoration, Inc.** – Property Damage Technician
- **Reflections Hair Designs** – WOW Stylist
- **Synergy Environmental, Inc.** – Maintenance Technician; Soft Dig Operator
- **Yucha Chiropractic & Massage** – Massage Therapist

LOOKING FOR QUALIFIED INDIVIDUALS?

Information from resumes the Chamber has received are announced at Membership Breakfasts and summarized in the *Route 422 Business Advisor*.

Members: Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work.

This month's resume includes: **Clerical / Data Entry / Fair Process; Bookkeeping/Management**

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

2015 TCACC Annual Dinner

The TriCounty Area Chamber of Commerce hosted its 2015 Annual Dinner on May 21 at RiverCrest Golf Club & Preserve, Phoenixville, where Bill Clement, 2-Time Stanley Cup Champion & Broad Street Bully, was the keynote speaker.

The evening began with a social hour, where attendees in the VIP Reception were able to network with Bill. Attendees were then welcomed to the Annual Dinner and the 2015 Chamber Stars Awards were presented. **New this year** - during the Awards presentations, attendees were able to watch videos highlighting the three Chamber Stars Awards.

Thank you to Heather Chandler, Sealstrip Corporation, for presenting the three Chamber Stars Awards.

The Chamber congratulates the winners of the following awards.

Business / Enterprise of the Year – Diamond Credit Union

Enterprise - a project undertaken or to be undertaken, especially one that is important or difficult or that requires boldness or energy.

The Business / Enterprise of the Year Award was presented to Diamond Credit Union - a company who shows community spirit as well as economic impact within its industry.

Diamond states that the keys to success of their business all relate back to embracing the local community. Their roots, as well as their headquarters, are located in Pottstown. Diamond's employees and members are all neighbors who share a history and are dedicated to the future of this area - "decisions are made here and money stays here."

Diamond Credit Union has also been a Member of the Chamber for 34 Years.

Entrepreneur of the Year – Adam Burke, Lily's Grill

An entrepreneur – one who organizes, manages, and assumes the risks of a business or enterprise.

The Entrepreneur of the Year Award was presented to Adam Burke, owner of Lily's Grill. The recipient is an individual who is committed to working on their business and who demonstrates innovation in business thinking.

Lily's Grill is Adam's first restaurant – although he has many years experience in the food industry. He has created a contemporary, comfortable setting offering consumers a menu featuring healthy, nutritious, local, and great tasting food.

The Chamber was able to participate in the ribbon cutting for Lily's Grill in November 2013.



From L to R: Eileen Dautrich, President, TCACC; Adam Burke, Lily's Grill; and Heather Chandler, Sealstrip Corporation, TCACC Chairman of the Board.

The Andrew J. Paravis Excellence in Local Government and Education Award – Dr. Karen A. Stout, President, Montgomery County Community College

This award is given to an individual in local government or education who exemplifies the meaning of a dedicated public servant and excels in his/her accomplishments on behalf of the public.

During her tenure at Montgomery County Community College, Dr. Stout has supported the business community through advocating for buying and shopping local as well as cultivating numerous partnerships with local busi-

nesses. She has strengthened the College's relationships with the local business community by offering the resources of the West Campus to meet the needs of local business. In addition, Dr. Stout also served many years on the Chamber's Board of Directors.

The Chamber was honored to recognize Dr. Stout for her contributions to this region as she leaves Montgomery County Community College and moves on to the next step in her career.

Dr. Stout was unable to attend the Annual Dinner but was presented her award at Montgomery County Community College's event at 140 College Drive, on June 2.

Volunteer of the Year – J. Glenn Ebersole, Jr., Hollenbach Construction, Inc.

The Volunteer of the Year Award was presented to Glenn Ebersole, Strategic Vice President, Business Development and Marketing, for Hollenbach Construction. Glenn is currently the co-chair of the Chamber's Pro Business Council – where his assistance and guidance was instrumental in the reorganization of the program. Glenn will also represent the Chamber at legislative events and serves as a representative for TCACC on the Southeastern PA Political Action Committee (SEPAC). Glenn can be found at most Chamber events and has served as a panelist during Chamber events and presentations, and actively refers businesses to the Chamber for Membership.



Glenn Ebersole (center), Hollenbach Construction, receiving the Volunteer of the Year Award.

Ambassador of the Year – Carrie Robinson, Shultz Technology

The Chamber's Ambassador program consists of volunteers from Member businesses who pledge to cultivate and promote Chamber Activities and Membership. This year's award was presented to Carrie Robinson, Senior Account Manager at Shultz Technology.

Carrie has worked in the tri-county area for over 15 years. She studied at Johnson and Wales University and also graduated from the Leadership Tri-County Class of 2012. Carrie is



Attendees from Diamond Credit Union receiving the Business / Enterprise of the Year award and showing their "Younity."



From L to R: Eileen Dautrich, President, TCACC; presented Dr. Karen A. Stout with her award.

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

CELEBRATE SUCCESS

also a member of the Chamber's Events Committee, actively recruits business to join the Chamber, and attends almost every event the Chamber holds.



The Ambassador of the Year Award was presented to Carrie Robinson (center), Schultz Technology.

After the presentation of the awards, Baran Schultz, Schultz Technology, introduced the evening's keynote speaker, Bill Clement - 2 Time Stanley Cup Champion & Broad Street Bully, to present "Success and the EveryDay Leader." During the beginning of his speech, Bill asked the Dinner attendees to raise their hands. His reason for asking this - to show how many people in the room were in positions of Leadership - *everyone!*

Bill also gave attendees the three choices that EveryDay leaders make:

1. **Be an energy** source, not an energy vampire – both have equal power.
2. **Give**, especially more than you take
3. And help people feel vital to the outcome by **pulling** them and convincing them that their work is important.

These three choices can help EveryDay Leaders earn people's trust and respect.

Bill also challenged attendees to "find someone who doesn't get recognition and show them how important they are."

Bill's presentation was followed by dinner and dessert was provided buffet style at the closing reception. The closing reception was a new edition to this year's event. It included a balloon pop fundraiser that we held for the first time. Attendees, who purchased a balloon, were able to pop the balloons and claim the prize listed inside.

Attendees were able to enjoy dessert with a second opportunity for networking. Bill Clement stayed for the closing reception to sign copies of his book "EveryDay Leadership: Crossing Gorges on Tightropes to Success."

Thank you to **Dan O'Connor, Polaris Productions**, for producing the award winner videos and taking pictures during the event. To view additional pictures from the evening, please visit the Photo Gallery on the Chamber's website – tricityareachamber.com.

The Chamber would like to thank the sponsors, balloon pop donors, and attendees for making this event a success.

THANK YOU TO OUR SPONSORS FOR THIS EVENT:

Platinum Sponsors:



Reception
Sponsor:



Gold Sponsors:



Silver Sponsors:



Thank you to the companies for their donations to the Balloon Pop:

- | | |
|--------------------------------|---------------------------------------|
| Brookside Country Club | Pottstown Auto Wash and Detail Center |
| Clothes to Home, LLC | Pottstown YMCA |
| Copperfield Inn at Lakeside | Reading Fightin Phils |
| Coventry Corners | RiverCrest Golf Club & Preserve |
| Klein Transportation | Schultz Technology |
| Lily's Grill | Sealstrip Corporation |
| Longstreth Sporting Goods, LLC | Spring Hollow Golf Course |
| McCormick Chiropractic | The United States |
| Montgomery County | Hot Air Balloon Team |
| Community College | The Victory Bank |
| National Penn | |



Members of the Chamber's Executive Committee with keynote speaker Bill Clement. From L to R: Heather Chandler, TCACC Chairman, Sealstrip Corporation; Barah Schultz, TCACC Treasurer, Schultz Technology; Eileen Dautrich, Chamber President; and Bill Clement, 2015 Annual Dinner Speaker.

Here's what people had to say about this year's Annual Dinner!

"The TriCounty Chamber of Commerce 2015 Annual Dinner was a first class event featuring a great venue, outstanding networking opportunities and a terrific guest speaker! We are already looking forward to the 2016 program! Congratulations!"

– John M. Faust, President/CEO of Diamond Credit Union

"The TCACC Annual Dinner is a great way to connect with a large number of Chamber Members in one setting. I highly recommend attendance at this annual event no matter the size of your company!"

– Ray Maillet, Business Development Officer of First Priority Bank

"The 2015 Annual Dinner was fantastic – I really enjoyed the VIP networking at the event, being able to talk to the speaker prior to Dinner. The new format was very enjoyable and more relaxed being able to talk to the people at your table. Looking forward to the 2016 Annual Dinner."

– Carrie Robinson, Senior Account Manager of Schultz Technology

"Year after year, we all attend a variety of events that are same old-same old. This year the Chamber mixed things up a little. The new features and changes added to a great speaker made the night an extraordinary success! I'm so glad I went!"

– Heather Chandler, President of Sealstrip Corporation

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

JUNE MEMBERSHIP BREAKFAST

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 2015 highlighting the projects they completed for Chamber Member nonprofits 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 11 people were organized into four groups to work on projects for the Colebrookdale Railroad Preservation Trust; GVF, a Transportation Management Association; Pottstown Area Police Athletic League; and the Pottstown YMCA. See below for more details on their completed projects!

Frankie Casanas, John Middleton Co.; Kevin Keohane, John Middleton Co.; and Cathi Marcheskie Maziarz presented their project "Strategic Plan" for the Colebrookdale Railroad Preservation Trust. Participants helped to develop a strategic plan for the Railroad. The plan included marketing, membership, volunteer, and staff development plans.

Janet Haupt, National Penn; and Nancy Poinsett, Borough of Pottstown worked with GVF, a Transportation Management Association, for "Strategic Business Plan for Communities in Motion" project. The class members worked with GVF to create a business plan for this newly formed foundation. Some of the sections of the business plan included projects and services, events, grants, and marketing and communications.

Sarah Bidlow, Schultz Technology; Christopher Delp, Fulton Bank; and Vicki Kriczky, Frederick Living, presented their project on the website update for the Pottstown Area Police Athletic League (PAL). Class members redid the entire website and included contact information for PAL, a list of the current board members, a section dedicated to upcoming events, and much more.

Cynthia Noble-Mohn, John Middleton Co.; Lindsey Patience, Pottstown Area Health & Wellness Foundation; and Janice Lee, Borough of Pottstown spoke about their project "Do You Know the Y" for the Pottstown YMCA. Class participants identified avenues for communicating with the local community to create a greater awareness of the YMCA's broad spectrum of programs and services.

The following New Members were also welcomed to the Chamber:

Chic Girl Threads; Coventry Planners LLC; Linda Jacobs Downtown Dezign; National Uniform / Linen Rentals; Tompkins Insurance; and Women's Healthcare.



- 1) The Chamber welcomed the following New Members: (from L to R) Vaughn Zimmerman, Tompkins Insurance; Max Claster, National Uniform / Linen Rentals; Linda Jacobs, Linda Jacobs Downtown Dezign; Christine Campbell, Women's Healthcare; Ron Mickey, Coventry Planners LLC; and Cheryl Ann Kreger, Chic Girl Threads.
- 2) From L to R: Lindsey Patience, Pottstown Area Health & Wellness Foundation; Cindy Noble-Mohn, John Middleton Co.; Janice Lee, Borough of Pottstown; and Dan Albert, Pottstown YMCA.
- 3) From L to R: Frankie Casanas and Kevin Keohane, John Middleton Co.; Nathaniel Guest, Colebrookdale Railroad Preservation Trust; and Cathi Marcheskie Maziarz, Glass Slipper Concierge.
- 4) From L to R: Maureen Farrell, GVF, TMA; Janet Haupt, National Penn; Nancy Poinsett, Borough of Pottstown; and Aria Walski, GVF, TMA.
- 5) From L to R: Pam Nicolella, Pottstown Area Police Athletic League; Sarah Bidlow, Schultz Technology; Chris Delp, Fulton Bank; Vicki Kriczky, Frederick Living; and Holly Kennedy, Pottstown Area Police Athletic League.

Thank you to our sponsors for this event:

John Middleton
an Altria Company

SCHULTZ IT's best friend
technology

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

7 LIMITING BELIEFS OF LEADERS



PRINCIPLES FOR LEADERSHIP

By Kayte Connelly, JMT, CPC, ACC

One of life’s greatest frustrations is taking charge of your destiny as the leader of an organization. Many individuals and consequently, the businesses they may come to lead, get stuck in their path to success. They mire in self-doubt, in self-sabotaging behaviors, and never truly reach their goals.

Could this be you?

If so, you may be suffering from limiting beliefs. These are your core values that put the brakes on your progress. They present resistance to your goals and stop you dead in your tracks. They could cripple you and your performance.

Limitations prevent you from moving forward. They may cry from a spot deep down inside you that has been lingering for years. “Stop. Don’t go there. We don’t know how it will turn out.”

Oftentimes, without realizing it, you may be facing an erroneous assumption about your own capabilities. Take the short quiz below giving yourself a score of 1 for every “sounds like me/us”, 2 for every “not recently.”

A score of 8 – 14 would be indicative of an open mind and probably a more imaginative form of leadership. A score of 1 – 7 would be indicative of someone suffering with severe limiting beliefs.

Let’s take a minute and examine what the 7 key limiting beliefs for leaders and try to identify empowering behaviors to overcome them.

1. Procrastination: Inability to get your job done. Either there are too many distractions from others because you haven’t set boundaries or you are not holding yourself accountable.

Solution: Identify a solid list of tasks with levels of importance first and then urgency. Just because someone screams the loudest, doesn’t mean you should take care of them first. You are rewarding abuses of power.

2. Epidemics of Self-doubt: If there’s something you don’t like about yourself, it’s better to hide it than express it or explore it. Do you hear yourself saying, “ I can’t; I’m too scared; I don’t know enough; I’m not skilled enough. I have to fake it to make it.”

(See “Principles for Leadership” on page 47)

HAVE YOU EVER FOUND YOURSELF SAYING?	SOUNDS LIKE US/ME	NOT RECENTLY
1. Why change? Things are fine the way they are. .		
2. That won't work. We've already tried that.		
3. We can't do that.		
4. There's no money to do that.		
5. We don't have the time.		
6. We do not know how to do it.		
7. We simply do not have the resources.		

Best Principled Solutions LLC

Creating and sustaining generations of leaders.

We provide customized solutions for existing and emerging leaders and their teams. We coach around the discovery, clarification and resolution of the challenges that limit YOUR success.

Learn to:

- Influence others to enhance productivity
- Manage teams through a better understanding of abilities and challenges
- Realize your own core strengths

Want to check out your LEADERSHIP skills? Take our assessment at <http://tinyurl.com/2013Leadersurvey>

For more information:
Call Kayte Connelly at 484.769.2327
Visit bestprincipledsolutions.com

Contact a professional coach today!

Spring Ford Country Club

Celebrating 90 Years

Memberships Available
Golf • House • Dining

Weddings • Golf Outings • Corporate Events
Bar/Bat Mitzvahs • All Special Occasions

(610) 948-0580 www.springfordcc.org

We welcome non-member events at affordable pricing!

We've got all of your energy needs covered!

ALL UNDER ONE ROOF

HEATING OIL ELECTRICITY
NATURAL GAS HVAC

ShipleysEnergy
Energy for Life | shipleysenergy.com

610.467.9000

We Work For You!



CALL TOLL FREE
1-866-948-2255



Richard Zuber Brian Gilbert Craig Kriebel Barbara Wagner Gary Pace

Listings For SALE

SOLD (ZC2217) 556 NORTH 5TH STREET, READING

SOLD (ZC2219) 1924 PERKIDOMEN AVENUE, MT PENN

SOLD (ZC2220) 1867 ROUTE 419, REHRERSBURG

SOLD (ZC2223) 22 NORTH PRICE STREET, POTTSTOWN

FOR SALE- (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN- 3,825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. LOWER LEVEL (BASEMENT) CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **\$149,900**

FOR SALE- (ZC2152) BERKS CO. APPROVED 19 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

FOR SALE- (ZC2154) 4 ASH ST., W. POTTSGROVE- .95 ACRE COMMERCIAL LOT SITUATED CONVENIENTLY ON RTS 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. **\$124,900**

FOR SALE- (ZC2179) 58 N. FRANKLIN STREET, POTTSTOWN- GARAGE AND AUTO REPAIR BUSINESS. THIS BUSINESS HAS BEEN ESTABLISHED ALREADY AND VERY SUCCESSFUL. THE PRICE INCLUDES BUILDING AND BUSINESS. THIS GARAGE HAS BEEN UPDATED AND MAINTAINED WITH NEW OFFICE, TILE FLOORS, NEW WINDOW & DOOR, REFRIGERATOR PAINTED AND CLEAN. NEW ALUMINUM FENCING SURROUNDING THE ENTIRE PARKING LOT. LOT HOLDS UP TO 50 CARS. 2 LARGE BAYS WITH LIFTS. **\$270,000**

FOR SALE- (ZC2182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$3,000**

FOR SALE- (ZC2185) CAMP SWATARA ROAD, MYERSTOWN- 112 ACRES OF PRIME DEVELOPMENT LAND- 1/8 MILE FROM I-78, NEW BERKS PARK 78 AND NEW PET SMART & DOLLAR GENERAL DIST. WAREHOUSES. **\$1,500,000**

FOR SALE- (ZC2210) 453 N. EVANS STREET, POTTSTOWN- BRICK 2 UNIT SINGLE HOME. EACH UNIT HAS LR, DR, KITCHEN, 2BR & FULL BATH. \$550 MONTHLY RENT, COLLECTED ON EACH UNIT. CALL FOR SHOWINGS. **\$67,900**

FOR SALE- (ZC2212) 521-523 MUEHLBERG AVENUE, MUEHLBERG TOWNSHIP- 3,000SF BLD. CURRENTLY AN OPERATING SIGN BUSINESS. TENANT OCCUPIED. ADJACENT HOME INCLUDED WITH LISTING. NEW PRICE INCLUDES PRINTING BUSINESS. ALL VEHICLES, EQUIPMENT AND INVENTORY. SELLER WILL TRAIN NEW OWNER. **REDUCED TO \$300,000. REAL ESTATE ONLY CAN BE PURCHASED FOR \$225,000 (OWNER FINANCING AVAILABLE)**

FOR SALE- (ZC2213) 625 NEW STREET, SPRING CITY- FORMER TO ALFREDO'S PIZZA SHOP. OFFSTREET PARKING. EQUIPMENT IS INCLUDED WITH THE PRICE. PLEASE CALL FOR COMPLETE LIST OF INCLUSIONS. **\$169,000**

FOR SALE- (ZC2214) 562 MAIN STREET, ROYERSFORD- MAIN STREET EXPOSURE- USED AS OFFICES IN FRONT AND 2BR APARTMENT IN REAR OF BUILDING. A TRUE VICTORIAN w/ 2 STORY TURRET AT RIGHT FRONT, HIGH CEILING, ORIGINAL WOODWORK & WINDOWS. GRAND FOYER w/ AN OPEN TURNED STAIRCASE & ENC FRONT PORCH THAT IS HEATED & AIR COND. THE HDWD FLOORS ON THE 1ST FLOOR WERE REPLACED APPROX. 100 YRS. AGO, ABOUT 2/3 OF THE WHOLE IS USED FOR OFFICE SPACE, PERFECT FOR PROF. USES. THE 2 STORY APT HAS CHERRY CABINETS IN KIT, LARGE LR, SMALL DR, POWDER RM & SIDE & REAR PORCHES. THE REAR PORCH IS ENC. 2ND FLOOR FEATURES 2BR & HALL BATH. THIS UNIT HAS ACCESS TO THE FULL BASEMENT. THE 2 SEPARATE UNITS WERE CREATED IN 2000. BOTH UNITS HAVE SEPARATE ELECTRIC AND GAS METERS, WATER & SEWER ARE SHARED. CALL FOR DETAILS. REALTOR OWNED. **\$349,000**

FOR SALE- (ZC2221) 113 REHRERSBURG RD., REHRERSBURG- UNIQUE PROPERTY w/ 1 RESIDENTIAL UNIT & 2 LARGE COMMERCIAL FACILITIES CONVENIENTLY LOCATED BETWEEN I-78 & 422. SELLER FINANCING AVAILABLE FOR UP TO 15 YEARS. **\$1,100,000**

FOR SALE- (ZC2222) 148 STAUFFER ROAD, BECHTELSTOWN- (MILLER EQUIPMENT CO.) BOYERTOWN AREA 9.148SF. (3) BEDROOM HOUSE w/ PUBLIC SEWER. VARIOUS POSSIBILITIES. CALL FOR DETAILS. **MAKE AN OFFER REDUCED TO \$254,900**

FOR SALE- (ZC2224) 554 E. HIGH STREET, POTTSTOWN- 1ST FL. OFFICE (FORMERLY A DENTAL OFFICE). 2BR APARTMENT ON 2ND FL. (\$650/MONTH). 2BR APARTMENT ON 3RD FLOOR (\$600/MONTH). SMALL YARD IN BACK. ONSTREET PARKING. OWNER PAYS WATER, SEWER, TRASH & OIL HEAT. PROP. IS LOCATED IN HISTORIC DISTRICT. **\$138,900**

FOR SALE- (ZC2225) 47 PENN RD., LIMERICK- THIS AWESOME LEVEL RURAL PROPERTY CONSISTS OF 2 PARCELS. Front parcel, land use code (7101 Res:1 Fam), CONTAINS A COZY 1440SF 3 BEDROOM 2 BATH HOME WHICH IS CURRENTLY RENTED. THERE ARE SEVERAL OUTBUILDINGS. A NEW WELL WAS INSTALLED RECENTLY BY THE OWNERS. AFTER CHECKING WITH LIMERICK TOWNSHIP, ZONING ALLOWS FOR 5 HORSES ON 6 ACRES. The other lot is undeveloped land. Tax Id's are 37-00-03434-001, 2.21 Acres and 37-00-03435-109, 3.88 Acres, totaling 6.07 acres. BOTH ARE SOLD TOGETHER. BOTH PARCELS ARE ZONED OFFICE LIGHT INDUSTRIAL OFFICE (OLI) - see docs for permitted use. SOME PERMITTED USES AS OF RIGHT INCLUDE MANUFACTURING AND DISTRIBUTION OF MATERIALS, OFFICES, CORP. HEADQUARTERS, ADMINISTRATIVE CENTERS, INDUSTRIAL RESEARCH AND ENGINEERING CENTERS AND DAYCARE CENTERS. CONDITIONAL USES INCLUDE FINANCIAL INSTITUTIONS, RETAIL STORES, RESTAURANTS, MEDICAL AND DENTAL OFFICES, HOTELS AND LARGE SCALE RECREATIONAL FACILITIES. ALSO INCLUDED IS A RENTED 3BR 2 BATH HOME ON THE PROPERTY. VALUE IS IN THE LAND. ONLY 4 MINUTES AWAY FROM PHILADELPHIA PREMIUM OUTLET MALL IN LIMERICK TWP, PA, AND 1 MINUTE AWAY FROM Rt. 422. **REDUCED TO \$258,000**

FOR SALE- (ZC2226) 33 E. PHILADELPHIA AVENUE, BOYERTOWN- COMMERCIAL UNIT ON FIRST FLOOR. 3BR APARTMENT ON 2ND FLOOR. 2 CAR DETACHED GARAGE LOCATED IN MIDDLE OF BOYERTOWN. VARIOUS POSSIBILITIES. **\$160,000**

FOR SALE- (ZC2227) 1455 E. PHILADELPHIA AVENUE, GILBERTSVILLE- TWO STORY BUILDING LOCATED ON BUSY STREET. BUILDING FEATURES 7 ROOMS AND BATH. OFFSTREET PARKING, COMMERCIAL ZONED. MANY POSSIBILITIES. **\$185,000**

FOR SALE- (ZC2228) 1415-1417 E. PHILADELPHIA AVENUE, GILBERTSVILLE- EXCEL. INVESTMENT OPPORT. 4 UNIT APT. BUILDING, JUST RENOVATED. 1-4BR APT; 2-2BR APTS. AND AN EFFICIENCY. LOTS OF OFFSTREET PARKING. EXCELLENT RETURN. **\$340,000**

FOR SALE- (ZC2229) 964 E. HIGH STREET, POTTSTOWN- INVESTMENT COMBO. PIZZERIA & BIG APT. IN WELL KEPT BUILDING WITH UPGRADES. SIX OFFSTREET PARKING SPACES. GOOD LOCATION. CALL FOR DETAILS, 24 HOURS NOTICE IS PREFERRED. **\$126,000**

FOR SALE- (ZC2230) 1063 ROUTE 100, BECHTELSTOWN- PROPERTY SITUATED ON HEAVILY TRAVELED ROAD. RESTAURANT w/ HOTEL LIQUOR LICENSE. APPROX. 15,000SF. 1ST FLOOR CONTAINS U SHAPED BAR- SEATING FOR 35. RESTAURANT SEATING UPSTAIRS-160 PEOPLE. ALSO HAS DECK AREA. 2ND FLOOR CONSISTS OF 7 ROOMS & BATH. BANQUET FACILITIES ON LOWER LEVEL-150 SEATING CAPACITY. ALSO HAS PATIO AREA. SEPARATE INCOME PRODUCING PROPERTY CONTAINS 2 COMMERCIAL RENTALS & 2 (2) BR. APT RENTALS. GROSS RENT OF \$3,800/MONTH. LARGE PARKING LOT ALL SITUATED ON 13.99 ACRES w/ PUBLIC SEWER. **\$975,000**

FOR SALE- (ZC2231) 989 FRITZTOWN ROAD, SINKING SPRING- 17,000SF COMMERCIAL BUILDING ON 2.09 ACRES IN SPRING TOWNSHIP. ZONED PBR (PLANNED BUSINESS RESIDENTIAL). CURRENTLY A FURNITURE STORE. OWNER WILL CONSIDER LIQUIDATION OF INVENTORY. **\$449,500**

FOR SALE- (ZC2232) 333 MAIN STREET, ROYERSFORD- COMMERCIAL RETAIL STORE FRONT ON FIRST FLOOR. 1-2BR APARTMENT ON SECOND FLOOR, COMPLETELY REMODELED. **\$85,900**

FOR SALE- (ZC2233) 260 N. MAIN STREET & LOT ON BRIDGE STREET, SPRING CITY- REPAIR GARAGE APPROXIMATELY 1,296SF IN SIZE. PROPERTY HAS 2 OVERHEAD GARAGE DOORS. THERE IS AN ADDITIONAL LOT ADJACENT TO THIS PARCEL WHICH IS INCLUDED IN THE PRICE. THE TAXES, ASSESSMENT AND LOT SIZE INCLUDE BOTH PARCELS. **\$247,500**

PENDING (ZC2216) 117-119 N. FRANKLIN ST., POTTSTOWN

Listings For LEASE

LEASED (ZC1159) 1240 E. Schuylkill Road, Pottstown-

(ZC1012) 1200 East High Street, Office Building, Pottstown- Suites from 200-1,200SF. \$13/SF includes all utilities.

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PMMC. Handicapped accessible, elevator, ample parking and various size suites from 200-1,300SF. Competitive rates and flexible terms. All utilities are included. NO COMMON AREA MAINTENANCE charges. Call for more details!

(ZC1080) Lemon Street, West Pottsgrove- 800SF +/- to 4,000SF former machine shop space with loading dock and second story storage area. \$5.00/SF + gas heat and electric.

(ZC1098) 261 High Street, Pottstown- 2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, electric and 1/2 water invoice.

(ZC1144) 32 Wells Rd, Suite #3, Parkerford- Office/retail space situated along busy Route 724. 565SF former financial services office with offstreet parking. Available immediately. Signage on Route 724. 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. \$650/Month plus heat, electric and trash. Water and sewer included. NO CAM.

(ZC1149) 4 Ash Street, Pottstown- 10,000 Square Foot Warehouse to be built to specifications is situated conveniently on Route 422, 724 & 100. \$3,750/Month - \$4.50/SF MM

(ZC1154) 127 E. Philadelphia Avenue, Boyertown- Boro of Boyertown 2,000SF on E. Philadelphia Avenue. Open area + 4 private offices and powder room. Handicap accessible. Ample parking. **REDUCED TO \$1,500/Month.**

(ZC1155) 143 North Walnut Street, Boro of Boyertown- 324SF, (2) rooms and powder room. \$325/Month + Utilities. Additional space available.

(ZC1156) 12 South Reading Avenue, Boyertown- 800 (+/-) SF of office/retail space. Basement with half bath and storage. Parking in rear. \$800/Month plus electric and hot water.

(ZC1159) 20 Sunnybrook Road, Pottstown- Brand new space situated in Lower Pottsgrove just off High Street. The 3700SF suite is self contained and can be completed to fit your exact needs. Office/Medical space with large private parking area and signage available. Call for details.

(ZC1160) 2103 E. High Street, Pottstown- Lower Pottsgrove first floor office situated on East High Street. 2450SF totally refurbished inside and outside by new owner. Ample parking, convenient to 422 exchange and medical center. Call for details.

(ZC1161) 120 N. Charlotte Street, Pottstown- Various possibilities. Zoned Traditional Town Neighborhood. Rear area up to 5,000SF can be used as Office/Direct Retail/Direct Service combination or separate possibilities. Front of building has 1,000SF office space which can be split. For all permits or zoning, it is the responsibility of the Lessee.

(ZC1162) 1304 E. High Street, Pottstown- First floor office space includes 3 offices; kitchenette and powder room. Total space is 615SF. \$900/Month includes heat.

(ZC1163) 24 South Hanover Street, Pottstown- Approximately 1500SF total. 1200SF Retail Space/300SF Storage Space. \$1,000/Month includes heat.



Serving the Tri-County Area 1989-2014

CALL TOLL FREE 1-800-948-2255 - YOUR LOCAL COMMERCIAL EXPERTS WORKING FOR YOU!

A Division of Richard A. Zuber Realty - EXTENDING OUR SERVICES TO MEET YOUR NEEDS

PRINCIPLES FOR LEADERSHIP

(Continued from page 45)

Solution: Engage yourself productively in exercises that permit you to acknowledge your strengths and gain the confidence that you need to become more secure. Identify and then, conquer your fears. Give yourself permission to do what you need to do to get it done.

3. Perfectionism. "If I don't do everything and do it right, I will end up alone." Doing the right thing should take precedence. Are you guilty of micromanaging? Do you watch every detail instead of the big picture?

Solution: Delegate, delegate, delegate and empower yourself and those around you by giving them the opportunity to excel. Give yourself a break and others permission to make mistakes. Again, what is the big picture and are you losing sight of your goals because you are focusing on minutiae instead of the vision?

4. Scarcity: I cannot earn a living doing something I like. We can't "make" money. We are not allowed to look too successful because then, no one will pay our prices. Does your business look like a loser?

Solution: Clean up your act. Start behaving like a professional organization and one that welcomes abundance. Acknowledge that you are a winner and act like one.

5. I'm too busy. I don't have enough time, money, staff, etc.

Solution: Time management skills may help you realize other benefits. Are you a wheel in constant motion, afraid to let anyone help you? Trusting in others, permitting them to make mistakes, and delegating may all prove beneficial to your end results.

6. I'll fail despite all of the hard work. If I fail, I should feel bad for a very long time and then be scared to try again. Often leaders' burn out a vast majority of resources including their staff because they are stuck in a hamster wheel doing the same thing

over and over again. Besides, if I am successful, no one will like me.

Solution: Assess your strengths and weaknesses. Surround yourself with

others that bring you balance. Hire people smarter than you are. Delegate to

others whose skills set compliments your specific needs.

7. I'll never...What are your goals? If you truly believe that you will never, you never will – no matter how you complete the sentence.

Solution: Set goals; know what you want. Build roads to get there. Find out what it takes and do it. Reflect on what you want and go after it.

If you release your mind and dispel these myths, you will overcome these limitations and set your goals and that of your organizations on an unlimited path to success. People attract what they send out to the universe. If you have a limiting mindset, you'll attract others that are limiting.

If you have an abundant mindset, you'll attract others with a similar conviction.

To rid yourself past disengaged employees, lack of motivation for you or your staff, poor attitude, or low employee morale contact me or another professional, credentialed coach. (go to www.coachfederation.org)

Kayte Connelly, Best Principled Solutions LLC, is an Accredited Coach through the international Coaching Federation, one of few John Maxwell Leadership coaches, trainers and speakers, in this region and human talent development consultant specializing in personal, professional and community leadership. She offers keynotes, facilitates retreats and conversations with dissimilar parties and helps individuals and organizations identify and eliminate what stands between themselves and their goals. Customized, enriched 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 leadership style could become more abundant.

Certified Public Accountants & Business Consultants

1250

Tax Services Business Consulting Financial Planning

Discovering Opportunity ...
Driving Growth ...
Delivering Stability ...

Maillie
Expertise Beyond The Numbers

INSIDE 2013 TOP 200 FIRMS Maillie LLP is a Top-25 regional accounting firm as ranked by the Philadelphia Business Journal and one of the Top-200 firms in America as identified by Inside Public Accounting

Mt. Clear, PA 810.935.1420 West Chester, PA 610.696.4353 Wilmington, DE 302.358.2371

TOP 25 Accounting Firms 2014

© 2015 Maillie LLP www.maillie.com

Save Your Best Memories

Every detail of the sights and sound of your wedding day will be captured. From the moment you see each other for the first time on your wedding day to the tears of happiness as you say, "I do". These brief moments in time will be saved for you and your loved ones to share for generations to come.

john printz
VIDEO PRODUCTION STUDIO

- Birthday Parties
- Bat | Bar Mitzvah Celebrations
- Half Saree Ceremonies
- Real Estate Video Tours

484.252.1450
Info@JohnPrintz.com
www.JohnPrintz.com

FJHD 1920x1080

CMC HOME INSPECTIONS

P.O. Box 105, Pottstown, PA 19464
cmchomeinspections@hotmail.com

Professional Affiliations and Certifications

ASHI #254533 **NAHI** #23725061

610.906.3202 • cmchomeinspections.com

Whether you are buying or selling a home, a home inspection is one of the most important decisions you can make. Why suffer the nightmare of buyer's remorse? Buy or sell with confidence!

Services:

- Home Inspection Single Family
- Wood Destroying Insects
- Multi-Unit Dwellings
- PA DEP Radon Testing
- Water Testing, Bacteria

Put yourself in our hands.



Visit us at these locations:

83 W. Main St., Elverson, PA 19520

610-286-7000

92 Kemp Road, Pottstown, PA 19465

610-705-0201



HR FUTURE GROUP

PEOPLE, PROFITS, PROGRESS

- HR tasks overwhelming?
- Need more time to grow your business?
- Concerned about employee compliance issues?

HR FUTURE GROUP
will provide full-service, cost effective solutions.

*You'll have more profit, time,
and peace of mind.*

BILL@HRFUTUREGROUP.COM
HRFUTUREGROUP.COM • (610) 584-2467

HOW WILL YOU BE JUDGED?



HUMAN CAPITAL MANAGEMENT

By William Kreider, CEO, HR FUTURE GROUP

Today, I would like to discuss the areas of our life that we generally acknowledge are most important to us, and those around us; particularly those we most deeply care about, care for and love. We will integrate management theory and differing practices into our discussion of the divergent and largely unintentional outcomes they create in the most important areas of our lives.

My sincere appreciation for the teachings, experiences, writings and recommendations of Clayton M. Christensen, Professor at Harvard Business School, MBA Program, for reminding me and hopefully you of what is truly important in life. What follows is a summary of his thoughts on this topic.

Christensen teaches aspiring MBAs how to apply management and innovation theories to build stronger companies. He also believes these same models can help people lead better lives. Therefore, he assigns his students to explore three questions everyone needs to ask of him or herself.

How can I be happy in my career? How can I be sure that my relationship with my family is an enduring source of happiness? How can I live my life with integrity?

Career

The answer to the first question comes from Frederick Herzberg's assertion that the most powerful motivator isn't money; it's the opportunity to learn, grow in responsibilities, contribute, and be recognized for achievements. That is why management, if practiced well, can be the noblest of occupations; no others offer as many ways to help people find those opportunities.

More and more MBA students come to school thinking that a career in business means buying, selling, and investing in companies. That's unfortunate, because doing "deals" doesn't yield the deep rewards that come from building up people. How to be happy in your career? Interact with and genuinely care about employees. The payback (ROI) is remarkable.

Family

If the business principles of resource allocation are not managed masterfully, what emerges from a firm's resource allocation process can be very different from the strategy management intended to follow. The same "family" resource allocation strategy can help people achieve and maintain an enduring source of happiness at home. To be successful, this strategy must also be masterfully managed.

We've seen far too many unhappy, perhaps divorced parents who may be alienated from their children as well? I'm sure that not one of them generated a deliberate family resource allocation strategy that would negatively affect their family.

(See "Human Capital Management" on page 50)

Sanatoga Animal Hospital

2814 East High Street
Sanatoga, PA 19464

610-326-6346
www.sanatogavet.com



Accredited by American Animal Hospital Association for nearly 25 years

Loving Care and Compassion

State-of-the-Art Equipment

Comprehensive Approach Emphasized in Treating Patients

Dental Care • Diagnostics • Surgery
Radiology • General Preventive Patient Care

THE SOCIAL BENEFITS OF A RETIREMENT COMMUNITY

As they age, some seniors may prefer staying in their current home because it is familiar, holds memories and gives a sense of independence or individuality. But they may feel isolated if family, friends or neighbors can't visit often or anxious if and when an emergency may occur. In addition, maintaining a home and planning social activities can be overwhelming.

Seniors can spend a lot of energy trying to maintain a certain lifestyle that actually may be keeping them from enjoying it. By alleviating some of those worries and burdens, residents at a retirement community may feel free to enjoy life, safe in their environment to do so and comfortable with the added resources.

Many retirement communities help residents stay active by providing:

- Lifestyle professionals to plan activities according to residents' preferences.
- Programs and clubs for residents with similar interests to try new hobbies or rekindle former ones.
- Volunteer opportunities for those seeking a common purpose.
- Restaurant-style dining and social hours to connect neighbors and friends
- Transportation for off-campus events, religious services and shopping to enjoy with peers.

- Safe surroundings and open areas to promote socializing and making new friends.

In this community lifestyle, many seniors experience a better quality of life since socialization helps:

- Reduce stress and health complications from high blood pressure, cardiovascular conditions, dementia.
- Boost the immune system.
- Stave off depression and isolation.
- Provide a sense of purpose and belonging.
- Increase self-esteem.
- Create a more positive outlook.
- Strengthen relationships with spouse, family, friends.

In many cases, retirement community residents don't feel like they are giving up a life but creating a new chapter or even regaining one. Visit a community to see how it may support an active, social lifestyle for you or your loved one.

At Country Meadows Retirement Communities you'll meet people who care and a community you can call home. For a personalized visit or information, please call their team any day of the week. Located at 1800 Tulpehocken Road, Wyomissing (close to Rte 422 & US 222); 610.374.3122; www.CountryMeadows.com.



Life gets better.

The right retirement life right in your neighborhood

Just as every person is different from the next, so too are his or her needs for a comfortable, rewarding way of life. We know seniors have particular goals for living well. For some, it may be to escape the demands of maintaining a home so they can focus on what they enjoy most. For others, it may be as simple as a little help a few times a week to make adjustments for the challenges of aging. To address these personal goals, our community offers a full range of lifestyle options to ensure our residents enjoy a retirement life right for them—all on a vibrant campus with activities, social events and individualized services.

Call us to discuss the right lifestyle for your family or learn more at CountryMeadows.com

COUNTRY MEADOWS
RETIREMENT COMMUNITIES

1800 Tulpehocken Road, Wyomissing (close to Rte 422 & US 222) • 610-374-3122

Independent Living | Personal Care | Memory Care | Restorative Care

Country Meadows offers services and housing without regard to race, color, religion, disability, marital status, ancestry, national origin, sexual orientation or gender.

Stylish Images photography

Are you trusting Your Business' image to poor snapshots?

Business and Commercial Portraiture * Weddings * Families
Sports Action * Location, In Office or Studio Sessions
Photos for: Business Cards, LinkedIn, Websites and Annual Reports
Visit us: www.stylishimages.com

Business Discounts available for multiple sessions

An ~~\$500.00~~ Studio session includes:
20-40 exposures taken (2-3 poses),
1 clothing change
Upload to our website for your review within hours of your session.
1- Retouched High resolution digital file emailed to you within 24 hours.
additional files available for a small fee
Can you really afford to look bad with a price this good?

Don't settle for this

When you can have these

Harbor Partners, LLC

610-792-9956

Paying for College Have you PUZZLED?



powered by
good life

GROW YOUR
FINANCIAL ROOTS!
CALL MERRA LEE TODAY!

Three "Interesting" ways to pay for college:

- 1) Bartender jobs pay very well and don't interfere with college.
- 2) The above also cuts down on partying.
- 3) Avoid year five by getting passing grades.



goodlife
FINANCIAL GROUP
Merra Lee Moffitt
CMFC, AWMA, CFP®, AIF®
Senior Partner, Wealth Strategist

610-628-2055 • 610-498-7353 • fax 610-628-2055

email merralee.moffitt@lpl.com • www.WelcomeToTheGoodLife.com/MerraLee

Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Good Life Advisors LLC, a registered investment advisor. Good Life Advisors LLC and Good Life Financial Group are separate entities from LPL Financial.

HUMAN CAPITAL MANAGEMENT

(Continued from page 48)

And yet, many apparently subconsciously implemented that strategy. Why? Because they didn't keep one of the most important areas of their lives front and center as they decided how to spend their time, talents, and energy.

Clarity about what is important in your life, the time, energy and resources you spend on those areas, and a strategy and commitment to focus on those values and behaviors, will trump all the business knowledge of activity-based costing, balanced scorecards, core competence, disruptive innovation, the four Ps, and the five forces; as well as all the business success they may produce.

People driven to excel in work often have this unconscious propensity to underinvest in their families and overinvest in their careers—even though loving relationships and time spent with their families are the most powerful and enduring source of happiness.

If you study the root causes of business disasters, you'll find this predisposition toward strategies that offer immediate gratification. If you look at personal lives through that same lens, you'll see the sim-

ilar stunning and sobering pattern: people allocating fewer resources to the things they would have once said mattered most.

Integrity

We're taught in finance and economics that in evaluating alternative investments, we should ignore sunk and fixed costs, and instead base decisions on the marginal costs and marginal revenues that each alternative entails. We learn this doctrine biases companies to leverage what they have put in place to succeed in the past, instead of guiding them to create the capabilities they'll need in the future. If we knew the future would be exactly the same as the past, that approach would be fine. But if the future's different—and it almost always is—then it's the wrong thing to do.

This theory addresses the third question — how to live a life of integrity. Unconsciously, we often employ the marginal cost doctrine in our personal lives when we choose between right and wrong. A voice in our head says, "Look, I know that as a general rule, most people shouldn't do this. But in this particular extenuating circumstance just this once, it's OK."

(See "Human Capital Management" on page 52)

Denice Schaeffer

IS NOW WITH THE

Reading Eagle.

Denice understands the advertising needs of local businesses.

Put her expertise to work for you.

➤ dschaeffer@readingeagle.com

➤ 610-371-5125

READING EAGLE



Why I Joined Rotary



By Lori Reinhart Musson

I remember the first time I heard the word 'Rotary.' I was a teenager and one of our neighbors was a member of the Pottstown Rotary Club. I had no idea what

Rotary was, but I can tell you that our neighbor's son was always saying that his father was going to a Rotary event and would proclaim how great Pottstown Rotary was.

It was not until about 35 years later that I once again heard about 'Rotary,' this time from my dear friend, Jean Spotts, who also happens to be the first woman inducted into the Pottstown Rotary Club. Jean is a member of my church and a Rotarian extraordinaire. Jean was selling tickets for the Pottstown Rotary's annual Duck Race, which benefits area charities, and in the process, she was trying to make two sales at once — one to get me to buy some tickets and the other to tell me how great Rotary was and that I should consider joining. My mother had just passed away and things were extremely busy at my business, so joining an organization at that time was the last thing I wanted to do.

Jean continued to work on me, keeping me abreast of Rotary events and telling me with her wonderful heart-filled smile that I would love Rotary and should join. On one of these occasions, it struck me that whenever Jean talked about Rotary, she would light up and you could see and hear the love she had for Rotary. Needless to say, after nearly a year of her trying, I finally agreed to attend a Pottstown Rotary Club meeting as Jean's guest.

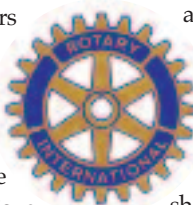
From the moment I arrived at the meeting, Rotarians were coming up to me, welcoming me, engaging me in conversation, showing real interest in wanting to get to know me. As first impressions go, it was a great beginning and the club members made me feel like family right from the start. The following week, I attended another Rotary meeting with Jean and quickly began to see that not only was the Pottstown Rotary Club very active, but that the members were there to do much more than have a nice dinner and chat with one another. These Rotarians were filled with purpose and passion to make a difference

in our community and the world. Like with Jean, I witnessed that the club members had that same spark of love for serving their community, while also enjoying great fellowship. It was at that 'moment' that I decided that I wanted to share in that experience and become a Rotarian.

It's hard to believe that a little over four years have passed since that 'moment,' and what an incredible journey it has been for me as a Rotarian. Through Rotary I have been given many wonderful gifts — the ability to learn about and engage in ways to help the community, the chance to help orchestrate fundraisers and events, the opportunity to grow personally through leadership positions and share ideas with other people committed to excellence... and that's just scratching the surface. I can honestly say that when I leave a Rotary meeting, I feel energized and proud to be part of such a great organization filled with such good people. When you join Rotary, you gain a whole new family of wonderful friends, a group of individuals who are dedicated to making good things happen in the community, not just once or twice a year, but all year 'round. Plus we also do other fun things together — the annual clam bake, the Valentine's Day dance, our annual bowling fundraiser and more.

It's a great feeling to be a part of an organization like Rotary that continually leaves its mark on the community in so many ways — such as supporting literacy, awarding student scholarships, helping young students develop leadership skills, and staging fundraisers throughout the year to benefit local charities. That's what Rotary is about — 'service above self.' But in the end, living that motto is really about putting oneself first because being a Rotarian gives you the ability to give and grow as a person and a friend.

It's funny now that I think back on those conversations with the neighbor's son talking about his dad and Pottstown Rotary. Now I totally get it. I only wish that I had joined Rotary sooner. My hope is that others will take the step to experience their 'moment in getting it' and consider joining and sharing their talents and friendship with Pottstown Rotary. It's a journey you'll never want to stop travelling and one you'll never forget. 📌



*Your One-Stop Technology Shop
For Both Residential &
Commercial Technology Needs*

access control
cctv

computer networks
data back-ups/storage
direct tv
fire/ security systems
home theaters
monitoring

off-site systems
paging systems

smart house
telephone systems
virtualization
voice & data cabling
web hosting
wireless communications

*We are committed to delivering the highest level
of service. Call us today for a free evaluation!*

Phone 610.495.6204 • Fax 610.495.6205
3117 W. Ridge Pike, Pottstown, PA 19464
sales@schultztechnology.com

You're Invited!

You are cordially invited to make new friends and business contacts, while engaging in fun activities designed to serve our community.

Grow your business and your circle of friends, and help make your community a better place to live and work.

Join us at 6:30 on Wednesday evenings at Brookside Country Club for a delicious meal, camaraderie, and a Rotary meeting where we plan and execute projects to improve the community.

- *Meaningful community service projects*
- *Fun social activities*
- *Important business connections*
- *Deep and lasting friendships*
- *Opportunity to learn about our community*

Call Bill Wellen at 484.886.5396 to learn more!



www.pottstownrotary.org

Florence McLean Owner & Operator

Our 82nd Anniversary

Arrowhead Golf Club

A mature challenging public golf course with 27 meticulously maintained holes nestled in a serene wooded setting

League Dates Available • 9-Hole Play Available

Pavilion for Corporate Outings • Business Functions • Catering

100 Carts Available for Shotgun Start Outings

Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees Weekdays—\$20.00 Weekends—\$32.00

Riding Carts \$10.00 per person

Pro Shop • Snack Bar • Rental Clubs

5 minutes from Route 422 & 862N Intersection

For Tee Times Call (610) 582-4258

HUMAN CAPITAL MANAGEMENT

(Continued from page 50)

The marginal cost of doing something wrong "just this once" always seems alluringly low. It lures you in, and you can't see where that path ultimately is headed and the full costs the choice entails. Justification for dishonesty and dishonest in all their manifestations lies in the marginal cost economics of "just this once."

A lesson to be learned, is that it's easier to hold to your principles 100 percent of the time, than it is to hold to them 98 percent of the time. If you give in to "just this once," based on a marginal cost analysis, you'll regret where you end up. Define for yourself what you stand for and draw the line in a safe place.

Choose the Right Yardstick

I've concluded that the metric by which my life will be assessed isn't dollars but the individual people whose lives I've touched. I think that's the way it will work for us all. Don't worry about the level of indi-

vidual prominence you have achieved; celebrate about the individuals you have helped become better people and the family who knows you'll always be there for them.

Next Month's Article: How companies can permit, assist and encourage their employees to accomplish a satisfying career, a happy enduring family relationship, while not encountering integrity issues at work. Essentially, how to move toward the values of a "Best Place to Work." 🗑

William Kreider is the founder and CEO of HR Future Group, a firm that offers a full service suite of human capital management services for small businesses. From Transformational HR Outsourcing, Compensation, Leadership Coaching, Talent Acquisition and other HCM consulting services to Cloud-based Payroll, HRIS, Time & Attendance, and Benefit Administration, HR Future can assist your business. Mr. Kreider has significant executive experience in all areas within the HR profession in a variety of industries. For more information, please email him at bill@hrfuturegroup.com or call 610.584.2467.

A Honey Dipper
SEPTIC SERVICE
J. Brehm, Inc.



WE PUMP WHAT YOU DUMP

Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com

LIMERICK GENERATING STATION POWERING OUR FUTURE



On October 20, 2014, the Nuclear Regulatory Commission (NRC) granted Exelon Generation the license extension for Limerick Generating Station. The 20-year extension means that the plant will continue to provide safe, clean and reliable energy to the Tri-County area through 2049. Why is this good news? Because Limerick is *Good for our Power Supply, Good for our Community, and Good for our Environment*.

PROVIDING SAFE AND RELIABLE POWER

Limerick plants and its role plays off source of electricity for the regional power grid. According to that source - combines important and good news. Limerick also provides our community with approximately \$580 million per year, which results in significant consumer savings.

SUPPORTING OUR COMMUNITY

Limerick provides more than 100 well-paying jobs and contributes approximately \$600,000 to community organizations each year. Many of our employees live and work in the Tri-County area. Limerick also provides \$10 million annually in local economic contributions to Pennsylvania, including \$75 million in wages and salaries, \$30 million in purchases of goods and services from other Pennsylvania businesses and \$7.5 million in property tax payments.

PROTECTING OUR ENVIRONMENT

Limerick generates enough nuclear energy to power more than two million homes. According to the Environmental Protection Agency (EPA), Limerick's zero-carbon annual carbon dioxide emissions would increase by 13.5 million tons, equivalent to putting more than 2.5 million cars on the road.

THANK YOU, neighbors, friends and family for your support during the license renewal application period. We will continue to work hard every day, providing clean, safe, reliable electricity until 2049.

 **Exelon Generation**

NEW OPPORTUNITIES



DOWNTOWN MARKETING AND DEVELOPMENT By Barry Cassidy

The winds of political change flew through the state capitol last fall, as we were the recipients of a new governor. Any time the government changes administrations, new priorities bring new programs for communities across the commonwealth.

The last change in Governors brought us Keystone Communities, which has been a dismal failure. I am not sure there really is any hope salvaging the program. I know that people like continuity, but the program was really never implemented correctly, and even if it was implemented correctly, I seriously question whether it was a workable program.

The Keystone Communities sounded nice, but the reality was that the staff at the Department of Community and Economic Development (DCED) was cut back so much that they could not process the applications for designation. Applications languished for months, and in some cases years. This is not about "asking the hard questions." This is about not having enough people to do the work of the department, and communities on the hook for paying a manager while the review was in process.

One of the first things I noticed about the Keystone Communities when I prepared an application for Castle Shannon was that the manager had to be hired and on staff waiting for the community to be designated. A town like Phillipsburg, with the immensely talented Dana Shoemaker as the manager, had to wait for a long time to get the designation, and at the same time had to pay her salary for a program that

required she be on staff before the designation happened. The designation takes forever to process, and the community is the loser. Not because Dana is not one of the best Downtown Managers in the commonwealth, but because the incentives she thought she would work with to develop the downtown were not available to her.

The Keystone Communities does not have salary support but instead gives priority to the funding for façade improvements, anchor building (10,000 square feet or more white elephant) as well as a similar array of grants and loans. There are also 25 percent enterprise zone tax credits, which would be allotted for improvements property owners made in the downtown.

These incentives were not available because of lack of designation, but the money for three years never got out DCED's door because of the lack of staff to process the applications for funding. I questioned the department head when I saw that the money would be made available just a few months before the last election. I straight out asked what the deal was with the money not going out? I was told it was not some political maneuver but instead... not enough people to process the paperwork.

(Continued on page 54)

**SAVE 20 – 30%
on Shipping Cost**

TRIOSE
WE DELIVER HEALING

- Outbound Shipping Powered by UPS
- Easy Account Set-up
- FREE - iShip Desktop Shipping Solution
- Rate, Ship, Track

The #1 Winner of the Berks Chamber of Commerce top 50 Award 2 years in a row!

For Information e-mail shipping@triose.com or call 1-866-241-2268 ext 119

CLEAN CUT
ESTABLISHED 1987

LAWN & LANDSCAPING SERVICE

Ron Buttarro
Owner/President
phone 610.495.6399
fax 610.970.7014
285 Linfield Road, P.O. Box 1100, Parker Ford, PA 19457
www.cleancutlawnandlandscape.net

LAWN SERVICES	LANDSCAPING SERVICES
Mowing	Creative Designs
New Lawn Installation	Trees & Shrub Installation
Seed or Sod	Patios & Walkways
Lawn Renovations	Retaining Walls
Mulching & Edging	Enhancement Lighting
Shrub trimming	Irrigation Systems
Maintenance Contracts	Ponds & Waterfalls
	Fencing

BURACK ENVIRONMENTAL LAW

B

OSHA

Mitchell E. Burack
610.660.7790
mburack1@verizon.net
burackenvironmentallaw.com

- Environmental Health & Safety Regulations
- Negotiation of Property Cleanups
- Cost Allocation Claims

EPA

PADEP

*Mindful Advocacy
in Environmental Matters*



Follow us on

Facebook

Twitter

7^{re}NAILBAR

610-792-3572

LakeView Shopping Center

949 S. Township Line Road
Royersford, PA 19465

Monday - Friday 10 am - 7 pm
Saturday 9 am - 6 pm • Sunday 10 am - 5 pm

www.trenailbars.com

Hardware & Software – PC & Server Management – Backup & Recovery – Help Desk

Web Design & Development, Social Media



Cube Info Solutions
Your IT solution provider of choice
610.482.4359
cubeinfosolutions.com

Best in class computer support/IT services



for small and medium businesses

Call us for a FREE Network Audit /Consultation
Outstanding Service • Knowledge & Experience • Proven Track Record

Microsoft technologies (Exchange, SharePoint, Microsoft Office 365) – Cloud Services

Business Applications, Process Automation

DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 53)

I did have one issue concerning a project that I was working on in Charleroi, for which I wanted the tax credits, because we were in an Enterprise Zone and I was told that my project would be a lower priority because it was not manufacturing. I asked why they offer the tax credits as a feature of the program if we are second in line for the tax credits? Therefore, even if you did get past the designation issue, the tax credits were not probable.

Additional problems with the program are that it had adopted the main street program and created a template for funding that was not in the spirit with the Main Street Act. All in all, the Keystone Communities program was not a very well thought out or executed program, both on the state level and on the local level.

So where are we now? The number of designated Main Streets is 14, when in the past it has been more than 50, and the way I read the list, there are not any Elm Street (Housing counterpart to Main Street) programs. The program is devastated, the morale of the downtown eco-

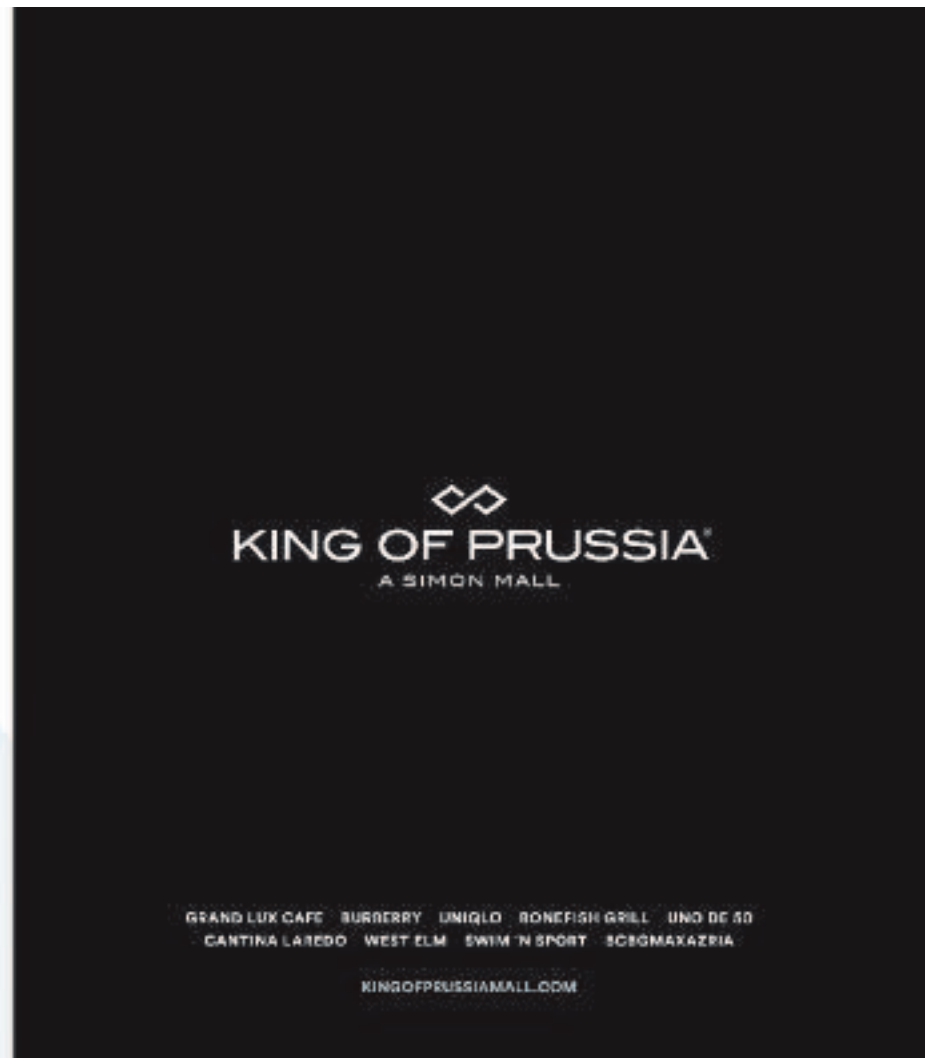
nomic development professionals is at an all time low, and downtown economic development in the Commonwealth of Pennsylvania has come to a crawl.

A ray of hope has emerged with the new budget by the current governor, which offers increased funding for the programs. I believe the guidelines are under review and there are potential changes coming to rescue the program. Will it be enough? Time will tell, but downtown revitalization is a long-term endeavor and not something that you can turn on and off like a flashlight. It takes time to nurture a downtown program, and for lead-

ership to come forward to gather all the hopes and dreams of the community.

We place trust in our elected officials to get the job done with competing priorities. My stance is that if you are not going to fund the program properly and not going to administer the program properly, just don't offer the program. It is better to have no program than have one that does not work and have the communities gather their hopes and dreams only to see them dashed by an underfunded bureaucracy. 🗑️

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



A REAL ESTATE REVOLUTION IS COMING: IT'S THE END OF HUD-1 AS WE KNOW IT (AND I FEEL FINE)



LEGAL PERSPECTIVES

By Andrew J. Monastra, Wolf, Baldwin & Associates, P.C.

One of the definitions of a "revolution" is that it is a sudden, complete or marked change in something. Well, if you have ever bought, sold or refinanced real estate, the world as you know it will change forever on August 1, 2015 when the TILA/RESPA Integration Rules take effect. The main casualties of this coming revolution are the HUD-1 Settlement Statement, which is forever gone, and the Truth in Lending Disclosure, which is being combined with the Good Faith Estimate of Closing Costs.

These changes have been mandated by the new Sheriff in Real Estate City, the Consumer Financial Protection Bureau ("CFPB"), an Agency created by the famous (infamous?) *Dodd-Frank Act*. As you may recall, the *Dodd-Frank Act* was passed in response to the near financial meltdown that occurred in 2008-with regard to mortgage-based securities. All realtors, consumers, mortgage professionals and attorneys will

now need to familiarize themselves with the new regulations which rule real estate financing and purchase transactions.

These new TIL/RESPA disclosures will apply to all mortgage applications received on or after August 1, 2015. If the application was received on July 31, 2015, the old rules will still apply. The CFPB has defined the submission of your name, address, income, social security number, property address, property value estimate and mortgage loan amount sought as an "application." Once this application has been made, the lender has three (3) business days (i.e., days open for business; no Saturdays) to deliver to the consumer a Loan Estimate. This Loan Estimate is deemed received three (3) business days after mailing. There is some uncertainty as to whether this will hamper the frequently utilized "pre-qualification" letter that lenders used to give out like candy. However, as long the property address of the property you are purchasing has not been given, it does not meet all of the requirements of an "application."

This Loan Estimate must identify the settlement services for which the consumer may shop (most obvious example: title insurance), provide a written list of service providers with contact information, and a statement that the consumer "may choose another provider." For example, you do not have to use the title insurance company that your realtor suggests (most likely because they are a partner in the title agency).

Let's move forward in the closing process. The loan estimate is given, the consumer accepts the offer and we now are moving towards the closing, or the "consummation" of the real estate financing transaction. In other words, the day you actually refinance your mortgage or buy your house. This is where the changes in the regulations are most significant.

(See "Legal Perspectives" on page 57)



Mark your calendars

Hoods Up Weekend: July 18 & 19, 9:30am-4pm. Sneak a peak under the hoods of more than 30 cars and trucks on display that span 70 years of technology. Everything from the experimental to the very rare and everything in between! Included with regular admission.



GRAND OPENING of the Jeremiah Swinehart Carriage Factory! A dynamic exhibit of the reconstructed blacksmith forge and early belt driven machine shop of the Jeremiah Swinehart Carriage Factory, along with a display of buggies and wagons built right here in the Carriage Works. Members FREE.



50th Annual Duryea Day: September 5, 9am-4pm. Annual antique & classic car, truck & motorcycle show and flea market in Boyertown Community Park, 419 South Madison Street, Boyertown, PA. All makes, models & years welcome. Spectators: \$5 adults. \$2 children, ages 5 & under are free.



85 S Walnut St., Boyertown, PA 19512
BoyertownMuseum.org
mail@boyertownmuseum.org
(610) 367-2090 

INCREASE YOUR Sails

We design stunning campaigns that drive customers to your business.





Full Services Marketing Agency

- Advertising
- Branding
- Strategy
- Graphic Design
- Interactive Design
- Web Development & SEO

Let us design your next ad for the 422 Business Advisor.

Red Ocean 810.756.7723

redoceancreative.com



***Your Hometown Station...
We're Home For You!***

NOW OFFERING:

- *Streaming on Three Channels. 24/7*
- *Unbeatable Pricing for Commercial Productions and Airtime*
- *Webisode Productions*
- *Internet Placement*
- *Live Remote Broadcasts at The Location of Your Choice*
- *Local Sports Advertising Packages*



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

Dr. Glenn S. Corbin Awarded the 2015 PA Optometric Association "OPTOMETRIST OF THE YEAR"

Dr. Glenn S. Corbin President of Wyomissing Optometric Center has been awarded the 2015 Pennsylvania Optometric Association "OPTOMETRIST OF THE YEAR" as well as the Berks County "OPTOMETRIST OF THE YEAR".



Mt. Penn Rotary Scholarship Fund and Keshar Zion Synagogue. In 2014, Dr. Corbin was awarded the "Albert Fitch Memorial Alumnus of the Year" by Salus University/Pennsylvania College of Optometry. Dr. Corbin was previously honored as the Berks County "OD of the Year" in 1988.

The Pennsylvania Optometric Association "Optometrist of the Year" Award recognizes a member of the Pennsylvania Optometric Association who, through years of dedicated service to optometry and the public, merits recognition from the optometrists of the state of Pennsylvania.

Dr. Corbin is a highly respected clinician and is a recognized lecturer both locally and nationally. He has authored numerous journal articles and contributed to several textbooks. He serves on the staff at St. Joseph Medical Center and HealthSouth Reading Rehab Hospital. Dr. Corbin is an Adjunct Professor at the Pennsylvania College of Optometry and is a Clinical Preceptor for their externship program as well as for the Illinois College of Optometry. He serves on the Editorial Review Board for *Review of Optometry*. He also serves as a Principal Investigator for many pharmaceutical companies, conducting clinical trials testing new medications and devices. Dr. Corbin is a Board member of numerous local non-profit organizations including the Exeter Community Education Foundation, the

The state award was presented to Dr. Corbin at the Pennsylvania Optometric Association Spring Congress at Bedford Springs, PA on May 16, 2015.

The criteria used to select the recipient includes:

Service to the country, state or other political subdivision in any capacity; service to educational, community, religious or service institutions, charitable causes, and sight-saving groups; legislative activities beneficial to the visual welfare of the public; participation in governmental health care programs and public service programs such as health fairs and visual screening projects; etc.

Contributions of personal effort and time on behalf of the profession's advancement at the community, local, state or national levels; service in organized optometry as an officer, committee chair or committee/task force member; promotion of the association's goals and programs; activity in support of the association's projects; involvement in public information activities; etc. 🗑



JWM
Business Services

We put your marketing in motion.

JWM Direct
Way Cool Email
Kneff Web Solutions

Proper implementation of your marketing ideas are a key ingredient to success.



www.jwmbusiness.com
610-831-9030

Foresight is always better than Hindsight

Our comprehensive vision and medical eye health examinations not only reveal vision disorders and eye diseases, but can detect early signs of systemic health conditions such as diabetes and hypertension. Wyomissing Optometric cares for more than just your eyes. Experience caring doctors who prescribe cutting edge medicine to treat your symptoms today, while **protecting your vision** for tomorrow through preventive eye care.



Glenn S. Corbin, O.D. • Kerry J. Burrell, O.D. • Heidi L. Sensenig, O.D., M.S.
Karen L. Heaney, O.D. • Michael D. Burkhardt, O.D. • Amanda S. Legge, O.D.

24/7 Medical Eye Emergencies	Dry Eye	Optical Services
Allergy	Glaucoma	Orthokeratology
Cataracts	Infection	Refractive Surgery
Contact Lenses	Low Vision Rehabilitation	Co-management
Diabetic Retinopathy	Macular Degeneration	Routine Eye Care
		Vision Therapy/Orthoptics



Wyomissing Optometric Center
Adult and Pediatric Eye Care

Wyo-Opto.com

WYOMISSING - 610.374.3134

DOUGLASSVILLE - 610.385.4333

MYERTOWN - 717.866.1400



Pottstown Dance Theatre
Quality Dance for All Ages

Reasons to Choose Us

- Home of the Dancers that Performed in London during the 2012 Olympic Games
- Degreed International Faculty
- Newly Formed Repertory Ensemble Performed at the Lincoln Center in 2014
- Performing in Rio During the 2016 Olympic Games

Full classes in Ballet and Pointe, Modern Dance, Jazz, Tap, Hip-Hop, Break-Dance, Irish, African, and Pilates.

Michelle Jones Wurtz, Director

610-323-2569

72 W. Main St., Pottstown PA 19465

www.pottstowndance.com



LEGAL PERSPECTIVES

(Continued from page 55)

First and foremost, gone forever is the "HUD-1" being replaced by something currently called the "Closing Disclosure." On the bad side, the size of this document is even larger than the current HUD-1, and no less confusing (perhaps even more so). Currently, your title agent is responsible for the preparation of the HUD-1 statement. Under the new regulations, that will not always be the case. Since the Lender will be responsible for errors in the Closing Disclosure, the larger lenders will be preparing the Closing Disclosure while your title agent provides much of the necessary information to the lender. The consumer (that's you) must receive the Closing Disclosure no later than three (3) days before the consummation (formerly "closing"). There are no exceptions! If the Closing Disclosure is sent via mail or email, then the regulations deem it received three (3) business days after it is sent.

Here is an example of how it works. Lender mails out the Closing Disclosure on Monday. It is deemed received on Thursday. Consumer has three business days to review, so the consummation cannot occur before Wednesday of the next week. There are very few exceptions and the fact that the

buyer or seller needs to close before a certain date (other than the date of a sheriff's sale on the property to be sold) will not be deemed an emergency.

Attention realtors: this means any and all bills you have to be paid at consummation must be given to the title company to be given to the lender when the Closing Disclosure is sent to the consumer. If anything changes on the Closing Disclosure, it triggers a completely new three (3) day delivery and then three (3) day review process. So no more will a realtor be permitted to arrive at settlement and present a bill for painting or grass cutting — it will trigger a whole new waiting period as described above. And the transaction will not close for approximately another week. 🗑️

Andrew J. Monastra, Esquire recently joined the law firm of Wolf, Baldwin and Associates, P.C., which has offices in Pottstown, West Chester, and Reading. He has represented consumers and businesses in real estate transactions for over 23 years, and he is the owner of Heartland Abstract, Inc., an independent title agency located in Pottstown. Mr. Monastra welcomes the opportunity to discuss these significant changes to real estate practice, and is available for seminars to explain these changes in more detail. He may be reached by calling 610.323.7436, or by e-mail at amonastra@wolfbaldwin.com.

WOLF BALDWIN
ATTORNEYS-AT-LAW
Serving Pottstown Area Businesses for over 40 YEARS

Taking care of your business.

- Corporations & LLCs
- Partnerships
- Buy-Sell & Asset Purchase Agreements
- Non-Compete & Restrictive Covenants
- Contracts
- Business Succession Planning
- Personnel Issues
- Real Estate & Zoning

Pottstown
610-323-7436
800 East High Street
Pottstown, PA 19464

West Chester
610-436-8300
17 Wilmont Mews, Suite 406
West Chester, PA 19380

Reading
610-374-2400
606 Court Street, Suite 203
Reading, PA 19601

www.wolfbaldwin.com

ALL COUNTY EMPLOYMENT

For that ACE employee call
"All County Employment Services!"
 We provide Professional, Clerical, Skilled and General Labor
 On a Temp, Temp to perm and Direct Hire Basis
 694 Reading Avenue, West Reading, PA 19611
 Phone: 610-373-2212 • www.allcountyemployment.com

REGIONAL CHAMBER ROUNDUP



PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660 • info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!

Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees in which to live, work, learn and play. We can help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe.

For more information, contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit the Chamber website: www.PVchamber.net.

UPCOMING EVENTS

July 23, 2015 - 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 issues. Limited to 18 attendees; PVCC members-only.

Save the date: Roundtables will be held on August 27, September 24, and October 22.

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

11:30 am - 1 pm; \$25/pp

August 26, 2015 - New Member Orientation

sponsored by



Wednesday, August 26th, 8:30a.m. – 9:30a.m. at the PVCC office, 351 E. Main Street, Collegeville.

All welcome to attend! New members, prospects and current members are invited to an informational session to learn how to maximize your Chamber membership! Pre-registration is required. Can't attend on this date? **Join us for the next NMO on October 28th.**

More details, contact Renee Blomstrom at 610-489-7822 or email renee@PVchamber.net. Register online www.PVchamber.net

SUMMER 2015 BUSINESS CARD EXCHANGES:

July 9, 2015 - Mixer at MaxOut Studio

Come out and mingle with our members while supporting a great cause! Bring your gently used sports equipment and sneakers to support LOCAL underprivileged youth. Each item you bring will score you a raffle ticket! Enjoy food, beer and wine at this summer networking event!

MaxOut Studio

**Limerick Square Shopping Center,
70 Buckwalter Road, Royersford**

5:00pm – 7:00pm; FREE for members; \$10 Guests

Call 610-489-6660 or email info@PVchamber.net to register.

July 22, 2015 - Mixer at Berman Museum

Meet and greet with fellow chamber members at the **Berman Museum of Art** at Ursinus College. **Seldom Seen and Big Platitudes**, will feature more than 40 photographs by one of the most influential photographers of the 20th century, George Tice. The distinctive black and white urban landscape photographs chronicle iconic scenes, many taken in his native New Jersey, are a testament of finding beauty in ordinary places. Paintings in **wayfarers**, also on view, is an exhibition that asks whether the primarily visual act of looking at paintings can also become a multi-sensory experience.



August 12, 2015 – PVCC Night at the Fightin' Reading Phils

On Wednesday, August 12, 2015 the Perkiomen Valley will take over the ballpark to cheer for the R-Phils as they take on the Harrisburg Senators.

Sponsors Deadline – July 6 or sold-out! YOUR logo printed on 10,000 tickets distributed throughout the Valley. Each sponsor receives 400 tickets to give to clients and friends. Sponsors are invited to throw out a "first-pitch" before the game! The tickets are a great "thank you" gift for vendors, clients, employees, friends and family.

Food court opens at 5pm, seating at 6pm and game starts at 7:05pm. Game Day Promotion: First 2000 kids under 14 and under will receive a Fightin's stainless water bottle. Limited to only 24 sponsors.

Sponsorship Cost – \$385/per 400 tickets

First Energy Stadium, 1900 Centre Avenue, Reading, 19612

For additional information, contact the Perkiomen Valley Chamber of Commerce at 610-489-6660 or email info@PVchamber.net.

Event registration form available online: perkiomenvalleychamber.org/events/upcoming-events

The Berman Museum of Art at Ursinus College is regarded as one of the nation's finest small college art museums. Director Charlie Stainback welcomes the PV Chamber to view the summer exhibits. Network with members and enjoy culinary delights including passed and stationed hors d'oeuvres, beer, wine, and sparkling water. Registration and Details www.pvchamber.net

Berman Museum of Art at Ursinus College

601 E. Main Street, Collegeville

4:00pm – 6:00pm; FREE for members; \$10 Guests

Call 610-489-6660 or email info@PVchamber.net to register.

August 20, 2015 - Mixer at Madison Providence

Business Card Exchange at Madison Providence, Collegeville's newest luxury apartment complex. Madison Providence is conveniently located just off of Arcola Road, across from the DOW/Pfizer campus. Enjoy delicious fare from local restaurant, beer, wine and of course, great networking. We will meet in the State-of-the-Art Clubhouse. Tours of the 1 and 2 bedroom apartments, resort style pool, luxurious deck, and outdoor kitchen will be available. Please RSVP: 610-489-6660 or info@PVchamber.net

Madison Providence

550 Campus Drive, Collegeville

4:00pm – 6:00pm; FREE for members; \$10 Guests

Call 610-489-6660 or email info@PVchamber.net to register.



FEATURED EVENT Exclusive Member-Only Event...PV CHAMBER BUSINESS EXPO AT PFIZER!

B2B and B2C – Showcase YOUR business to Pfizer employees and PVCC Members!

The PV Chamber **Annual Fall Business Expo at Pfizer** will be held on **Thursday, October 8, 2015.**



This 3-hour event is an opportunity to showcase YOUR business to the employees at Pfizer, Collegeville as well as network with PV Chamber member business representatives. **Register early...only**

100 tables available...this event sells-out every year! All PV Chamber members (exhibitors/non-exhibitors) are welcome to participate in Online Coupon Magazine to extend promotions beyond the Expo. Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). Security passes will be issued to registered exhibitors. Both the Expo and online magazine are exclusive member-only benefits. Exhibitors offering raffle prizes will be included in pre-event announcements to Pfizer campus.

Exhibitor table \$165 (\$35 additional cost for electric).

Online coupon magazine advertisement \$50 (business card size with offer) \$150 (full page).

Registration and details www.PVchamber.net or email info@PVchamber.net or contact the Chamber office at 610-489-6660.

Not a member? Contact Renee Blomstrom at 610-489-7722 or email renee@PVchamber.net for membership information.

POST EVENT: 30th Annual Golf Outing

June 8, 2015

Spring Ford Country Club



1st Place
Foursome –
Trappe Tavern –
Matt Camero,
Ken Cameron,
Sean Cameron
and Mike
Strange

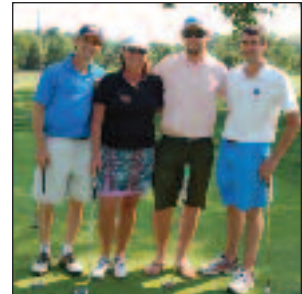


2nd Place
Foursome –
Kelly Insurance –
Mark Kunze,
Colleen Pulaski,
Katie Kelly-
Wyper, Brian
Swavely



Fun at the
Grove! Golfers
and volunteers
enjoyed
Phamous Phils
Pulled Pork
Sandwiches.
Special thanks
to Phil White,

Sign-a-Rama, his master grilling skills!



Oehlert Bros.
and Patriot Pest
Solutions Putting
Contest Finalists
(l to r): Rich
Renard, Donna
Kelly, Sean
Cameron and
Matt Baker.



Keyser Miller
Ford was the
Title Sponsor of
the Annual PV
Chamber Golf
Outing. Thanks
for your contin-
ued support,

Ron Keyser (pictured 2nd from right)!

THANK YOU SPONSORS!!!!



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

Young Professionals Networking Event – July 7

Mix, mingle, and network in a relaxed atmosphere with other young professionals ages 21 to 40. Refreshments will be provided with a cash bar. Be sure to bring your business cards!

Time: 6:00pm – 8:00pm

Location: The Great American Pub & Hotel, 148 Bridge Street, Phoenixville, PA 19460

July Membership Meeting – July 14

Join us to stay up to date with the Chamber, network with other Chamber members, and discuss new ideas for your business at this meeting held on the second Tuesday of each month!

Time: 7:15am - 9:00am

Cost: \$18 for pre-registered, \$20 for non-registered, \$25 for not-yet-members.

First Friday

Gather your friends and family, and join us every First Friday each month at 6-10pm. You'll find live music, theatrical performances, local artists, and fun surprises! Walk around and explore some of our arts venues, small shops, unique boutiques, and outstanding restaurants. First Fridays are a great time to experience the beauty of the Borough and all that the Downtown Area has to offer. This month's First Friday is on July 3, and we hope to see you there! For more information, please visit www.phxfirstfriday.com.

Check Out Our Community Calendar

With the launch of its new website, the Chamber also launched a comprehensive Community Calendar. Members of the Phoenixville community can submit their own events to the site for all to see!

To find the Community Calendar and see what's going on in Phoenixville, head to the Chamber's website at phoenixvillechamber.org. You'll find upcoming events on the home page and an option to see all future events when you click *View Events Calendar*.

To add your own event, just click *Contribute an Event*. You can add a picture and links to your own site for more information. Advertising your event on the Community Calendar is a great opportunity to invite the whole community!

Annual Charity Gala

Save the date! The Chamber's Annual Charity Gala will be held on Saturday, November 21. Join us to enjoy a formal dinner, dancing, and a silent auction as we raise money for a local non-profit. This event is open to the public. Please check our Community Calendar for more information and register today!

Congratulations to The Great American Pub & Hotel on its recent ribbon cutting with the Chamber!



After months of hard work, the Chamber happily unveiled its video series Find it in Phoenixville at its 2015 Annual Awards Dinner on March 18. The Chamber showed its two-minute introductory video to the crowd, which features shots from businesses around Phoenixville and a voiceover outlining the mission of the series.

The ongoing project seeks to highlight the businesses that make Phoenixville unique. Written and produced by the Chamber staff and directed by Digital Media Intern and University of Valley Forge student Derrick Harvey, the Chamber is proud to feature Phoenixville's wonderful businesses. We're premiering new videos all the time, so please visit phoenixvillechamber.org/find-itpxv to stay up-to-date.

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE *Building a Better Community Through Business*

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



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!

SPONSOR LIMERICK COMMUNITY DAY WITH THE CHAMBER

It's already time to start planning for Limerick Community Day! Community Day is a joint project of the Spring-Ford Chamber of Commerce and Limerick Township Parks and Recreation.

This year, Community Day will be on Saturday, August 22 from 11:00 am to 3:00 pm, at Limerick Community Park on Swamp Pike and Ziegler Road. Limerick Community Park is the home of the Manderach Memorial Playground.

As in previous years, there will be carnival games, lots of food, kids' rides, entertainment, and three areas for businesses and organizations to set up: a Farmers' Market area, an area especially for local service organizations, and the Chamber's Business Expo.

The Spring-Ford Chamber and Limerick Township Parks and Recreation offer multiple levels of sponsorship as well as table spaces in the Business Expo area in the Pavilion. Sponsoring the event gets you the most marketing bang for your buck!

Join our current sponsors including the **Rothman Institute, Exelon, Oehlert Bros. Home Heating and Cooling, and Rental World!**

Sponsorship options include:

Platinum Event Sponsor - Limited \$7,000

- Company name and logo on Community Day Banner
- Company name and logo on all event publicity including flyers, articles, and electronic media
- 2-8' tables in front of Business Expo Pavilion
- 1 issue- 1 full page ad in a Chamber Newsletter
- 1 issue- 1/2 page ad in a Limerick Township Newsletter

Gold Event Sponsor- Limited \$3,000

- Company banner at entrance to Business Expo
- Company name and logo on all event publicity including flyers, articles, and electronic media
- 1-8' tables in front of Business Expo Pavilion
- 1 issue - 1/2 page ad in a Chamber Newsletter
- 1 issue- 1/4 page ad in a Limerick Township Newsletter

Vehicle/ Special Display - Limited \$1,500

- Company banner & display at the Entertainment Stage
- Company name and logo on all event publicity including flyers, articles, and electronic media
- 1-8' Table and 2 Vehicles OR a Special Display in a prominent location in the Business Expo Area
- 1 issue - 1/2 page ad in a Chamber Newsletter

Silver Event Sponsor - Limited \$1,000

- Company name and logo on all event publicity including flyers, articles, and electronic media
- 1-8' tables in front of Business Expo Pavilion
- 1 issue - 2" x 4" ad in a Chamber Newsletter

We also have exhibitor spaces in the expo area. There are three categories of exhibitor spaces:

- 3 Star Level - \$200 - 1 8-foot table in the Expo Pavilion
- 2 Star Level - \$150 - 1 8-foot table in the Expo Area
- 1 Star Level (tax-exempt nonprofit organizations only)- \$100 - 1 8-foot table in the Expo Area

Registering early guarantees your spot! Registration is already open, so visit the Chamber's website at <http://www.springfordchamber.com/lcd2015> to download the brochure and application!

July and August Luncheons Planned

Please join us on July 9 at 11:30am at the Copperfield Inn at Lakeside for our monthly luncheon! Our speaker will be Limerick Township Police Chief William Albany, who will be talking about the police department, business security, and how our community of business owners can help support the police department's work.

Our August member event will be a breakfast on August 13, beginning at 7:30am, at the Loft at Landis Creek. We have invited the administrators from the Spring-Ford Area School District, Pope John Paul II High School, and the Western Montgomery Career and Technology Center to attend and talk about what is going on in the school districts, the accomplishments they've had, and how our community can support education in the area.

For these events, the cost is \$25 (early bird registration through July 7, 2015 for the July luncheon and August 11, 2015 for the August breakfast) or \$35 for non-members.

Please visit our website at springfordchamber.com/events for information, or to register for these events!

Visit Our Newly Revamped Website!

If you haven't visited our website lately, wait until you see the re-design we've done!

The new website works with our ChamberMaster software, which means you can access lots of options through your Member Center. (If you haven't used the Member Center and/or don't have a login, let us know at the office!)

For our members, we offer several free options to enhance your listing - you can have a Google Maps map, a logo, photos, and links to your website and social media. You can also post jobs, if you're hiring, or offer special deals for members or website visitors.

Website advertising will be available sometime soon, so keep an eye out for information if you'd like to advertise online!

Save the Date For These Upcoming Events

July 9 - 11:30am - 1:00pm - Chamber Luncheon at Copperfield Inn at Lakeside, 594 West Ridge Pike, Limerick.

July 16 - 11:30am - 1:00pm - Shark Think Tank at Brookside Country Club, 850 N. Adams Street, Pottstown.

July 23 - 5:00pm - 7:00pm - Mixer at Goose's Tobacco Outlet, 250 West Ridge Pike, Limerick

Mixer at Beacon Chiropractic



RED, WHITE & "WHO KNEW?"



WE KNOW!

LET US ELIMINATE YOUR RODENTS, INSECTS OR WILDLIFE PROBLEMS THAT MIGHT BE TORMENTING YOU, SO YOU CAN RELAX AND ENJOY THE SUMMER!
IT'S OUR PATRIOTIC DUTY!

"Thank you so much for your help! Fast and courteous service, and you delivered exactly what was needed. Plus, we greatly appreciate how humanely the raccoon was treated upon pickup. It is clear that Chad really likes animals."

- Jill H., Bala Cynwyd



MENTION THIS AD FOR

40% OFF

ANY CORRECTIVE SERVICE
WHEN YOU SIGN UP FOR A
HOME PROTECTION PLAN.

COMMERCIAL • RESIDENTIAL • FAMILY OWNED & OPERATED

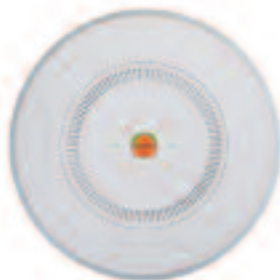
PATRIOT PEST SOLUTIONS, LLC 610.489.5136
PatriotPestSolutions.net



NO CELL SERVICE OR
DROPPED CALLS

IN YOUR BUSINESS OR OFFICE?

CALL US NOW FOR A COST
EFFECTIVE CELLULAR BOOST
SOLUTION FROM SURECALL!



610-337-1333

WWW.WEITEL.COM
1002 W. 9TH AVE
KING OF PRUSSIA, PA 19406
SALES@WEITEL.COM

- SECURE WI-FI FOR BUSINESS
- SECURE WI-FI FOR EVENTS
- HOSTED VOIP FOR BUSINESS
- FIBER INTERNET ACCESS
- LOW VOLTAGE CABLING
- DIRECTV FOR HOTEL/MOTEL
- DIRECTV FOR OFFICES
- DIRECTV FOR GYM OR BAR

