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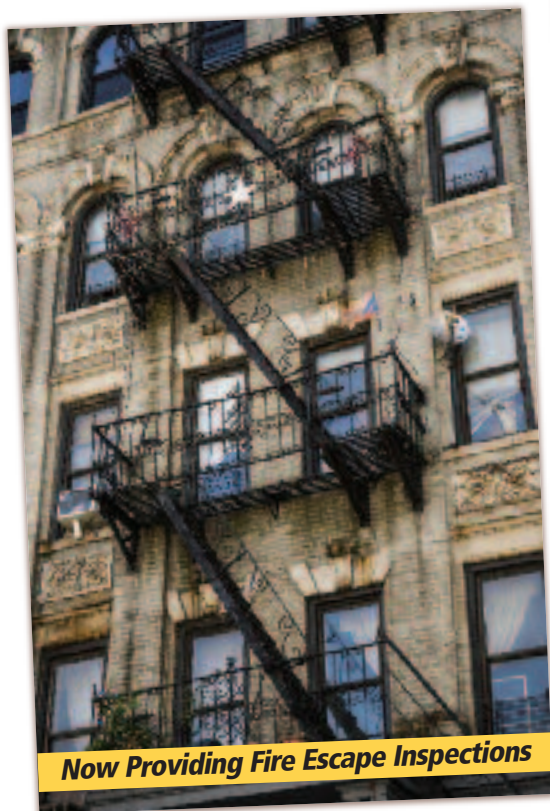


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Cover Story: Chestnut Knoll offers affordable Personal Care and Memory Care residences with medical support, housekeeping, meals, social events, 24-hour assistance, ongoing therapy and wellness services as well as At Home Services.



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CHESTNUT KNOLL

Personal Care and Memory Care



Cultivating a Culture of Vitality and Creativity

Chestnut Knoll Personal Care Community was officially opened at 120 West 5th Street, Boyertown, PA, on September 18, 2000. The facility is licensed by the Department of Human Services as a personal care home. Chestnut Knoll has 82 suites, 34 of which are located within a secured dementia care unit devoted to memory-impairing illnesses such as Alzheimer's Disease.

Chestnut Knoll offers Personal Care and Memory Care residences at an affordable month-to-month basis, with no buy-in fees at the Boyertown location. Services include 24-hour personal care assistance with medical support, meals, housekeeping, social events, transportation, and a state-of-the-art wellness program that provides ongoing therapy and wellness services, regardless of insurance coverage.

Executive Director Shawn Barndt was a member of the original Chestnut Knoll start-up team. In the intervening 15 years she and her dedicated staff have grown Chestnut Knoll into a thriving regional personal care community and home care provider with a stellar reputation throughout the region.

As a native of Boyertown, Barndt is clearly thrilled to have the opportunity serve others and make a difference in her hometown community. She has a Bachelor of Social Work degree from Kutztown University, and holds her Personal Care Home Administrator's license in the state of Pennsylvania. She has a personal passion for designing programs for those with memory-impaired illnesses.

As executive director, Barndt takes particular pride in the special participatory relationship Chestnut Knoll's staff and residents have been able to cultivate over the years with non-profits in the Boyertown community, helping to raise funds for worthy causes while creating an atmosphere of fun, excitement, and personal fulfillment for residents.

Barndt is also proud and excited about Chestnut Knoll's recent innovative partnership with Fox Rehabilitation, creating the Fox Optimal Living (FOL) program, a program designed for each resident to receive therapy and wellness services, regardless of insurance coverage.

"We have a team that thinks outside the box," Barndt explains. "We keep fresh and enthusiastic as professionals, so we are on the top of our game and able to provide the best care for our residents. Our team is very creative and innovative. We're always pushing each other to do new and exciting things, and we have a lot of fun."

Barndt credits her loyal and committed staff and management team for the consistently high level of care provided at Chestnut Knoll. "We have 27 staff members who have been here over 10 years," Barndt says, adding the management team has a combined 200 years of experience in the healthcare setting. One Chestnut Knoll employee has not missed a single day of work in 14 years! She and her family were rewarded with a company-paid trip to Disneyworld when she reached 10 years of perfect attendance.

"I think our management and staff are proud to work here because we are so involved in the community," Barndt explains. "We support the greater community and keep our residents and staff connected. Boyertown is a unique little area and close-knit town. There are always things going on for the family. People are always fundraising. We are very active in fundraising efforts for the community. We keep the residents involved. A lot of the residents are from this area. It's a chance for the staff to interact with the families, and they can share their grandkids with the residents. We work here, we live here, and we play here. It's a win-win for the residents, the staff, and the greater Boyertown community and surrounding area."



Shawn Barndt, Executive Director



Exercise Physiologist, Nicholas Banar leads one of the innovative wellness classes at Chestnut Knoll. Nick is one of the 7 full-time Fox rehab team members staffed at Chestnut Knoll.

PHOTOS BY STYLISH IMAGES PHOTOGRAPHY



Chestnut Knoll residents have raised over \$135,000 for the Alzheimer's Association, and have been the top team for the Delaware Valley Berks/Lehigh "Walk to End Alzheimer's" for many years. Residents also participate in the Boyertown "Relay for Life," fundraiser for the multi-service, fire company, ambulance service, and the library, and many other organizations. Chestnut Knoll managers participate in "Meals on Wheels" deliveries, and they run several community-support/information groups, as well as host community events of all kinds.

"Many ideas for fundraising activities start with the residents," Barndt points out. "For example, each February we have an indoor yard sale. We open up the facility to the community. People rent spaces, and when the residents wake up in the morning, our building becomes like a marketplace. There can be 500 people in and out, selling their treasures." An idea that started out as an activity by and for the residents, became a way to raise funds to support local charities such as the Boyertown Library and local fire departments.

Chestnut Knoll At Home Care Services

Chestnut Knoll's At Home Care Services division was opened in 2003 to meet the growing desire of many individuals in the Boyertown area to receive assistance with the everyday tasks and still live in their own homes. "We were receiving requests to provide home care so we decided to extend our services beyond our four walls to people who are out in the immediate area," Barndt says. "We came up with our slogan around that time *Neighbors Caring for Neighbors*. We live here. We work here."

Chestnut Knoll's individualized and localized approach to providing home care services proved to be an attractive alternative to other available options, and referrals from satisfied clients soon led to the need to hire additional staff and expand operations. "We hired a nurse to be in charge of our Home Care program," Barndt explains. "We were expecting it would require about 25 hours per week and it quickly grew into a major operation."

(See "Cover Story" on page 8)



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COVER STORY

(Continued from page 7)

Referrals continued to increase, some coming from further and further away, and in 2010, a Phoenixville location was added at 257 Schuylkill Road (Tarrytown Plaza). “We opened the Phoenixville location purely so we could meet the need and have some staff in that hub,” Barndt explains.

The expansion then led to participation in financial assistance programs through the Office of Aging and Veteran’s Administration, and recognition as a provider by many long-term care insurance companies. “From doing the right thing for our neighborhood, the business just grew into this huge entity and operation beyond what we ever anticipated. It was never really our intention. You help people. You do a good job. And they come,” Barndt said.

Fox Rehabilitation Optimal Living Wellness Program

Chestnut Knoll Personal Care and Memory Care is committed to the overall quality of life for its residents. To help fill that continuing commitment, Fox Rehabilitation provides on-site physical, occupational and speech services at Chestnut Knoll. Seniors at Chestnut Knoll have the opportunity to increase their activity level to enjoy a better quality of life and independence.

Three years ago, Chestnut Knoll partnered with Fox Rehabilitation to create the Fox Optimal Living (FOL) program, a program designed for each resident to receive therapy and wellness services beyond the restrictions of insurance entitlement. Through the Fox Optimal Living program, Chestnut Knoll has taken health care decisions regarding therapy and wellness out of the hands of insurance companies and placed them back in the hands of qualified health care providers.

“Fox and Chestnut Knoll partnered to put together this program designed to help residents navigate around the Medicare/insurance constraints to get the

therapy services they need and deserve, and we’ve had incredible feedback and the quality of life for our residents has greatly improved,” said Barndt.

Currently, about 90 percent of the residents living at Chestnut Knoll actively participate in the program. Participating residents get more than 150 minutes of therapeutic physical activity each week.

(See “Cover Story” on page 10)



Mark your calendars
Diner Day: Saturday, November 7th, 10am - 1pm. With the price of regular admission, guests will be able to sit inside the beautifully preserved Fegely's Reading Diner and enjoy coffee and home-made pie at 1938 prices! A nickel for a cup of coffee and a quarter for a slice of pie. Can't beat those prices!



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COVER STORY

(Continued from page 8)

The program is structured to use an evidence-based approach to address each individual's mobility, strength and balance deficits. In addition, the program offers dementia education and support groups for caregivers, wellness programs, on-call physical therapists, and customized exercise classes for residents with dementia. Residents have the option of a one-on-one class, or can be grouped together based on similar levels of functional mobility.

"We started the FOL program because we saw people who needed service that we could provide, but we were not able to provide that service because they were at their ceiling with Medicare," Barndt explains. "That rubbed us the wrong way because we were here advocating for seniors to get what they need. So we partnered with Fox Rehab and we made it part of our business plan and part of our budget, so everyone who moves into Chestnut Knoll gets unlimited therapy as part of our room and board," she said, pointing out that collectively, residents at Chestnut Knoll saved \$529,021 in 2014.

Continuing residents at Chestnut Knoll are not the only individuals who can take

advantage of the program. "People who have been hospitalized may go to a rehab facility," Barndt said. "And if the insurance company says 'good enough' and pulls the plug, the person might say 'I don't feel comfortable, and that's not good enough.' So, in a case like that, people come to us for a respite stay, because they can get therapy despite their insurance through our program. We've had people come here for a month or two to get stronger, and then go home."

"Our model is they get them to their optimal level," Barndt summarizes. "The therapists love it. They get residents to where they think is their optimal level is and then put them in our wellness program with our exercise physiologist who maintains them. They keep using it so they don't lose it. It's very exciting. We've had like an 'awakening.' This is the stuff that keeps the managers fresh. No one does this, so everybody is excited. The residents are everywhere. We had to put up signs in our parking lot and benches (to slow down) because so many of our residents are outside walking. It's really been awesome."

(See "Cover Story" on page 12)

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(See "Focus on Architects & Engineering on page 13)



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(Continued from page 10)



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Cultivating a Culture of Vitality and Creativity

The formula for success of Chestnut Knoll contains many elements — emphasis on optimal outcomes through health and wellness; the longevity and commitment of dedicated staff and management; strong social interaction within the internal community and the Boyertown community at large, and a conscious effort to cultivate a culture of vitality and creativity. “We keep busy,” Barndt says. “In fact sometimes my team is so energetic and motivated I have to pull them back in. We already have 10 things going on. I think we are at the top of our game, but there is always room to improve. I encourage the managers to go out and learn. We’re always bringing new ideas and new concepts so that keeps us fresh. It keeps us excited. It gets you out of the day-to-day humdrum because there’s something new going on. It means a lot,” she said.



**CHESTNUT
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Personal Care, Memory Care
and At Home Services

Ultimately, it comes down to culture. “It’s who we are,” Brandt explains. “We have very open communication. We have a really great culture here where we can speak directly to each other all the time. And what’s really important, we celebrate our successes. We bond as a team. We do so many good things every day that we might start to forget what we’re doing so it’s important to sometimes pull back and reflect on what we’ve accomplished. We’re doing a good job here. And the main thing is, we always stay focused on the residents. So if everything we do starts with them, if that’s our purpose, then we are all on the same page and have the same mission.”

For more information on Chestnut Knoll Personal Care, Memory Care, or At Home Services, please call Shawn Barndt, Executive Director, at 610.473.8066; email: sbarndt@chestnutknoll.com; or visit www.chestnutknoll.com. 📞

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QUALITY * COMMITMENT * PERFORMANCE

FOCUS ON ARCHITECTS & ENGINEERING

(Continued from page 11)



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Berks Community Health Center



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Currently, we have under construction the new 208-room DoubleTree Hotel for Hilton in Reading, the renovations to the SunnyBrook Ballroom Complex in Pottstown, various out-patient clinics for Penn State Health/St. Joseph Hospital, and a Pizza Kiosk in a suburban shopping mall in Lancaster. In design, we are the design architects for a new 160-bed drug and alcohol rehabilitation facility with a research center component on Long Island, as well



Olsen DESIGN Group:
Goggleworks Apartments

as a special needs adult/school-age private school, assistance with the ADA Transition Plan for the City of Reading, and a small pharmaceutical manufacturing fit-out in Berks County. The firm recently completed a study for a revitalized "period" passenger station for the Colebrookdale Railroad in Boyertown, which was part of a major grant application.

Two service niches we have created are Neighborhood Revitalization Planning, and Capital Campaign FundRaising Design Services. Under our NRP umbrella, the firm has provided design assistance for the City of Reading with the Ricktown Arts District Master Plan, a 15th Ward Housing/Neighborhood Master Plan for Habitat for Humanity, and neighborhood core studies for the municipalities of Hamburg, Fleetwood and Birdsboro, through the County of Berks Redevelopment Authority. For a while, the firm was the lead partner in a joint venture, Neighborhood Design Initiative, funded by the County, to evaluate the more stable neighborhoods and ascertain why these pockets of community within the City of Reading flourished as opposed to others. The Fundraising Design Services segment of the firm was developed to assist all of the Not-for-Profit organizations in need of quantifying their specific capital campaign projects into real sq. ft. needs, and fix cost estimates to them. The firm even helps the NFP's find qualified architects for their projects!

For additional information, please call 610.371.9606, and visit www.odgarchitects.com.

(See "Focus on Architects & Engineering on page 14)



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FOCUS ON ARCHITECTS & ENGINEERING

(Continued from page 13)

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Listings For LEASE



Seated from left to right: Richard Zuber, Craig Kriebel, Brian Gilbert, Gary Pace and Barbara Wagner

Listings For SALE

FOR SALE- (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN- 3,255SF 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- (ZC2102) BERKS CO. APPROVED 19 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

FOR SALE- (ZC2184) 4 ASH ST., W. POTTSBORO- .98 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- (ZC2175) 58 N. FRANKLIN STREET, POTTSBORO- 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, REFRESHLY PAINTED AND CLEAN. NEW ALUMINUM FENCING SURROUNDING THE ENTIRE PARKING LOT. LOT HOLDS UP TO 50 CARS. 2 LARGE BAYS WITH LIFTS. **\$250K**

FOR SALE- (ZC2182) 101 N. YORK ST., POTTSBORO- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$60K**

FOR SALE- (ZC2188) 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. **NEEDS TO BE SOLD**

FOR SALE- (ZC2212) 521-523 MUHLENBERG AVENUE, MUHLENBERG 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. **NEEDS TO BE SOLD**
REAL ESTATE ONLY CAN BE PURCHASED FOR \$300,000 (OWNER FINANCING AVAILABLE)

FOR SALE- (ZC2221) 113 REHRERSBURG RD., REHRERSBURG- UNIQUE PROPERTY w/1 RESIDENTIAL UNIT and 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 RD., BECHTELSDALE- (WILLER EQUIPMENT CO.) BOYERTOWN AREA 9,148SF. (3) BEDROOM HOUSE w/PUBLIC SEWER. VARIOUS POSSIBILITIES. CALL FOR DETAILS. **MAKE AN OFFER** **NEEDS TO BE SOLD**

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SOLD (ZC2142) 100 N. MAIN STREET, POTTSBORO

SOLD (ZC2143) 100 N. MAIN STREET, POTTSBORO

SOLD (ZC2144) 100 N. MAIN STREET, POTTSBORO

SOLD (ZC2145) 100 N. MAIN STREET, POTTSBORO

SOLD (ZC2146) 100 N. MAIN STREET, POTTSBORO

SOLD (ZC2147) 100 N. MAIN STREET, POTTSBORO

PENDING (ZC2233) 200 N. MAIN STREET + LOT ON BRIDGE STREET, SPRING CITY-

FOR SALE- (ZC2225) 47 PENN RD., Limerick- THIS AWESOME LEVEL RURAL PROPERTY CONSISTS OF 2 PARCELS. FRONT PARCEL CONTAINS A COZY 1440SF 3BR, 2 BA HOME WHICH IS CURRENTLY RENTED. THERE ARE SEVERAL OUTBUILDINGS. A NEW WELL WAS INSTALLED RECENTLY BY THE OWNERS. 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 37-00-03438-109, 3.86 ACRES, TOTALING 6.07 ACRES. BOTH ARE TO BE SOLD TOGETHER. BOTH PARCELS ARE ZONED OFFICE LIGHT INDUSTRIAL (OLI) - SEE DOCS FOR PERMITTED USES. VALUE IS IN THE LAND. ONLY 4 MINUTES AWAY FROM PHILADELPHIA PREMIUM OUTLET MALL IN LIMERICK TWP & 1 MINUTE AWAY FROM RT. 422. **NEEDS TO BE SOLD**

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- EXCELLENT 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- (ZC2230) 1062 ROUTE 100, BECHTELSDALE- 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. \$875,000**

FOR SALE- (ZC2231) 909 FRITZTOWN ROAD, SINKING SPRING- 17,000SF COMMERCIAL BUILDING ON 2.05 ACRES IN SPRING TOWNSHIP. ZONED PSR (PLANNED BUSINESS RESIDENTIAL). CURRENTLY A FURNITURE STORE. OWNER WILL CONSIDER LIQUIDATION OF INVENTORY. **\$449,900**

FOR SALE- (ZC2235) 1300 E. PHILADELPHIA AVENUE, GILBERTSVILLE- BOYERTOWN AREA (10) UNIT INVESTMENT PROPERTY. BOTH 1 & 2 BR UNITS. GAS HEAT, PRIVATE WATER, PUBLIC SEWER. MINIMUM VACANCY. **NEEDS TO BE SOLD**

FOR SALE- (ZC2236) 16 S. NEIM ST., POTTSBORO- PROPERTY IS CURRENTLY OPERATING AND CONTAINS A CONVENIENCE STORE, WORKING AND RUNNING HOT AND COLD CELL. SELLER IS SELLING FUNCTIONING BUILDING, OWNED EQUIPMENT AND INVENTORY TO INTERESTED BUYER. CALL FOR DETAILS. **\$132,000**

(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 200-1,200SF. Competitive rates and flexible terms. All utilities are included. NO COMMON AREA MAINTENANCE charges. Call for more details!

(ZC1080) Lamon 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 elec.

(ZC1098) 251 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.

(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. \$650/Month + heat, elec. and trash. Water and sewer inc. NO CAM. Call for Details

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

(ZC1155) 143 North Walnut Street, Barn at Boyertown- 3245SF, (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 elec. and hot water.

(ZC1158) 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 East High Street, Lower Pottsgrove- Very visible first floor office 2,450SF. Lease it all or landlord will divide into single offices with shared conference room. Plenty of parking, great location. 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/Client Retail/Client 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 St., Pottstown- 1st floor office space includes 3 offices; kitchenette and powder room. Total space is 615SF. **NEEDS TO BE SOLD** includes heat.

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

(ZC1164) 412 Laurel Street SUITES, Pottstown- Suite 4- 18,000SF has been LEASED. AXIAL SUITES: Suite 1- 1,750-3,500SF, Suite 2- 1,825-3,850SF, Suite 3- 2,400-4800SF, gas, utilities, public water and sewer. Call for details.

(ZC1165) 16 N. York Street, Pottstown- Very nice opportunity for office space. Comes with powder room, water, sewer and trash. Sits 1/2 block off of High Street, 1st floor. \$425/Month

(ZC1168) 32 Wells Rd., Suite #3, Parkerford- Office/retail space situated along busy Rt. 724. 505SF former financial services office with offstreet parking. Available immediately. Signage on Rt. 724. Call for details.

(ZC1167) 800 Industrial Hwy., Pottstown- 11,000SF Warehouse and 800SF Office, loading docks and drive in door, plus off street storage. \$5,500/Month plus utilities.

LEASED (ZC1164) 127 E. Philadelphia Avenue, Boyertown-

LEASED (ZC1158) 1240 E. Schuylkill Road, Pottstown-

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CALL FOR ENTRIES 2016 Contractor of the Year Awards from NARI-BIE

The call for entries is out for the NARI Contractor of the Year Awards. The competition for a CotY award is nationwide and submissions are mounting. NARI-BIE has numerous CotY winners counted in our membership, and this reflects on the high standards of design and building quality set by our local builders community.

All projects submitted are home additions or renovations. No new construction is allowed. The contractors submit photographs, documenting both before and after conditions of the building site, to an impartial board of judges who are expert in the industry. The judges consider all aspects of a project, difficulty, fit, finish, esthetics, design and overall functionality. The projects range from those costing

thousands of dollars to many thousands. It is a tough competition and the winners are well deserving of the honors.

Christine Elliott of Whitegate Contracting Company offers this advice to fellow contractors and

consumers, "...during the years I have entered the CotY program, I found that the program was a great way to share my completed projects with my colleagues, and also see their work."

"Participating in the CotY program encourages contractors to do just that... giving us a reason to reflect on our lovely finished projects. On the local level, it is a friendly, but very competitive process."

(See "NARI-BIE" on page 18)

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GREATER READING RACES TO THE TOP



GREATER READING ECONOMIC PARTNERSHIP

By John C. Scott, President & CEO, GREP

Here is more proof that Greater Reading, PA is heading in the right direction. The Labor Market 150 Index, a new quarterly ranking from EMSI and CareerBuilder, assesses the labor market performance of the nation's 150 largest metro areas. Greater Reading, PA ranks 4th out of 150 in Job Quality for 2014. The index combines 11 historical, current, and leading indicators and groups them in four categories: overall employment change, quality employment change, unique job postings, and unemployment rate.

The Quality Employment Rating includes job growth rates among each metro's key driver industries over the same time frames, as well as the share of new jobs created since 2010 with median hourly earnings at or above the metro's living wage for two adults and one child, as determined by the MIT Living Wage Calculator.

Additionally, another component of the quality employment rank is the share of new jobs from 2010 to 2014 in growing occupations that pay above the living wage. Reading, PA came in second at 66.2% with a strong concentration in manufacturing.

Greater Reading's workforce embodies critical business values—ambition, creativity, and innovation—that separate our community from the rest. Below, you will see the number of graduates in specific programs between the 2011-2015 school years from local Career and Technical Schools in the Greater Reading area. Ultimately, these individuals complement Greater Reading's rich history and contribute to a more profitable future.

Graduation Numbers for the 2011-2015 School Years	
Technical Program	# of Graduates
CNC	82
Robotics & Mechatronics	25
Welding	89

Note: Graduation numbers received from Berks Career & Technology Center + Reading Muhlenberg Career & Technology Center

What does this mean for economic development in Greater Reading, PA? This is good news in our industry. The data indicates that a large portion of our community's manufacturing companies are paying family-sustaining wages – a keystone to growing the prosperity of our local economy. In addition, these 3rd party rankings give us the opportunity to tout positive news about our labor force and economy to our national and international contacts. Locally, this is something to be proud of for our community.

While our community's work is not done, we have started to collectively address the workforce challenges that our area is facing.

(See "Greater Reading" on page 19)

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NARI-BIE

(Continued from page 16)

"The publicity is a very positive benefit for the winners, introducing our work to members of the public who may not know the caliber of work we produce." Consumers choosing to work with a NARI-CotY winner are choosing the very highest level of craftsmanship.

"The NARI CotY projects are judged by qualified construction professionals from outside the local area, and are rated on a variety of criteria. It is great that we have this competitive opportunity to continue to raise the standard of craftsmanship on both the local and national level through this program."

Please watch our website as we follow the CotY competition through the process. The competition is only open to NARI members. Contractors interested in taking part this year are able to join at the NARI-BIE website, and we look forward to seeing many of our local contractors in the winners circle in 2016.

ward to seeing many of our local contractors in the winners circle in 2016.

Members of NARI-BIE are full service contractors, design-build firms, architects, engineers, manufacturers, suppliers, distributors, subcontractors, lenders, and other affiliated professionals who work in or with the construction industry. NARI-BIE members have access to the latest information in the industry through publications, educational programs, educational seminars and conferences.

Our mission is to promote integrity and ethics within the local construction industry and its supporting industries; to provide a professional network for Member businesses, creating opportunities for growth and development; and to operate as a referral source for its Membership and the general public.

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Victoria A. Satterthwaite, Assembly Image Management, Inc., NARI-BIE Member

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GREATER READING

(Continued from page 17)

Through programs such as *Careers In 2 Years* that are actively addressing the skills gap, we will continue to make progress in not only workforce development and unemployment rates, but we can expect to see improvement in the economic growth of the Greater Reading area as well.

About the Labor Market 150 Index:

The index aims to value balance as much as possible. For instance, Reading, Pennsylvania is ranked 129th in Employment Ranking, but 4th in Quality Employment Ranking, due in large part to the fact 66% of its new jobs pay at or above the area's living wage. Combining that with its low unemployment rate, Reading is ranked 25th overall.

Metro area and the notable high-growth jobs:

1. Beaumont-Port Arthur, Texas — petroleum pump/refinery operators
2. Detroit-Warren-Dearborn, Michigan — tech assemblers, mechanical engineers
3. Peoria, Illinois — industrial engineers, insurance sales agents

4. Reading, Pennsylvania — welders, metal & plastic machine workers

5. Mobile, Alabama — metal refining furnace operators, production managers

6. Seattle-Tacoma-Bellevue, Washington — marketing specialists, web developers

7. San Jose-Sunnyvale-Santa Clara, California — software developers, information systems managers

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About Greater Reading Economic Partnership:

Greater Reading Economic Partnership's mission is to lead regional efforts to attract, retain, and grow business and to market Berks County as a competitive and attractive location for business. For further information, visit GreaterReading.com. GREP is one of 42 economic development organizations out of over 4,500 worldwide to receive accreditation from the International Economic Development Council (IEDC). Contact info: Jon@GreaterReading.com or 610.376.4237.

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BRENTWOOD

Diamond Credit Union Staff Members Volunteer for Habitat for Humanity at the ReStore

Diamond Participates Annually in the United Way Day of Caring

On Thursday, September 17, seven Diamond employees volunteered for the United Way Day of Caring. Their job for the day was to help the Habitat for Humanity of Berks County by volunteering at the store that builds houses. The ReStore accepts gently used donations of home goods and resells them to help fund home-building projects. Volunteers spent the day cleaning, organizing, unloading donation trucks, and preparing items for sale.

"The Day of Caring is a wonderful opportunity for our employees to get out of the office and help the local community in a new capacity. Working at Diamond, we always have opportunities to volunteer for various activities, but the United Way Day of Caring connects us with new organizations and gives us the opportunity to work with volunteers from other organizations. It's simply a great experience," stated Kim Deery, Diamond Credit Union Accounting Associate.

The ReStore is a fantastic place to find inexpensive furniture and home goods and support a worthy cause. Please stop by the store at 5370 Allentown Pike, Temple, PA 19560 or check them out online at <http://habitatberks.org/restore/>. They are always looking for volunteers to help keep the store in shape. Please click the volunteer link if you are interested in helping out.

Diamond Credit Union is a huge supporter of the United Way of Berks County and the United Way of Greater Philadelphia and Southern New Jersey. In addition to participating in the Day of Caring, Diamond recently donated back-to-school supplies



Diamond employees: Michele Moyer, Kim Deery, Colleen Goodwin, Jennifer Trexler, Adrienne Sheeler, Jamie Trego, and Kiley Wade volunteer at the ReStore as part of the United Way Day of Caring.

to two other United Way organizations, and the entire staff is gearing up for their 15th consecutive year of 100% employee participation in their 2016 United Way pledge drive.

Rolling up our sleeves in support of local community organizations...That's younity.

Diamond Credit Union is the 18th largest credit union in Pennsylvania and is headquartered in Pottstown, Pa., with four additional offices. Diamond serves Berks County and the Tri-County Region and holds over \$484 million in assets with over 54,000 members. Please visit www.diamondcu.org for more information.

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Tap n' Save's platform is a way to reward your best customers, too, with push notifications of new and special offers. And Tap N' Save users are encouraged to share your offers via social media!

To learn more about how Tap N' Save can help you gain customers and save money on marketing, please call **Bill Haley at 610.324.0658.**



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Merchants can build a customer list through Tap n' Save, and send push notifications to customers when new deals are posted. Merchants are also provided with table tents and flyers to encourage existing patrons to download Tap n' Save to receive future deals and offers. Merchants can easily monetize and reward shoppers for habits they already have (posting and sharing), drive in-store purchases, and exponentially increase their reach through social media.

Tap-n-Save is available as a **free download at the iTunes and Google play app stores**, and at www.tapandsavelocal.com. For additional information or for help setting up a merchant account, please call Bill Haley at 610.324.0658 📞

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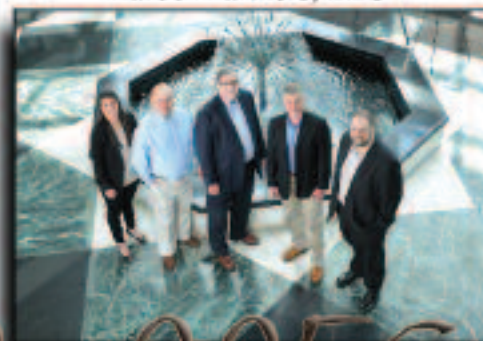
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ROUTE 422 HOLIDAY GIFT AND SERVICES GUIDE

This year's guide focuses on a wide variety of great gift, dining, and service providers to help make your holiday party planning, shopping and preparations unique and special.

From jewelry, clothing, and fine art, to antiques, unusual gifts, delicious food and specialty services, this year's guide offers something for everyone on your gift list.

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There are many types of events we cater — weddings, rustic and traditional, office parties, holiday and corporate, breakfast, lunch, and dinner, from a simple cook out to a sit down plated dinner. We are on site to expedite a quality event that has wonderful and excellent flavors. Our goal is to exceed your expectations.

Our focus is comfort food, using skilled staff with capable hands in a timely and



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ROUTE 422 HOLIDAY GIFT AND SERVICES GUIDE

Enjoy wholesome Fall Family fun at Weaver's orchard

Morgantown, PA—Families are invited to experience Weaver's Orchard, in the rolling hills of Berks County, as the orchard continues its fall festivals, full of wholesome, kid-centered fun in the great outdoors. The fall festivals run every Saturday, now through October 31 from 10 a.m. to 5 p.m. and Columbus Day Monday from 10 a.m. to 4 p.m.

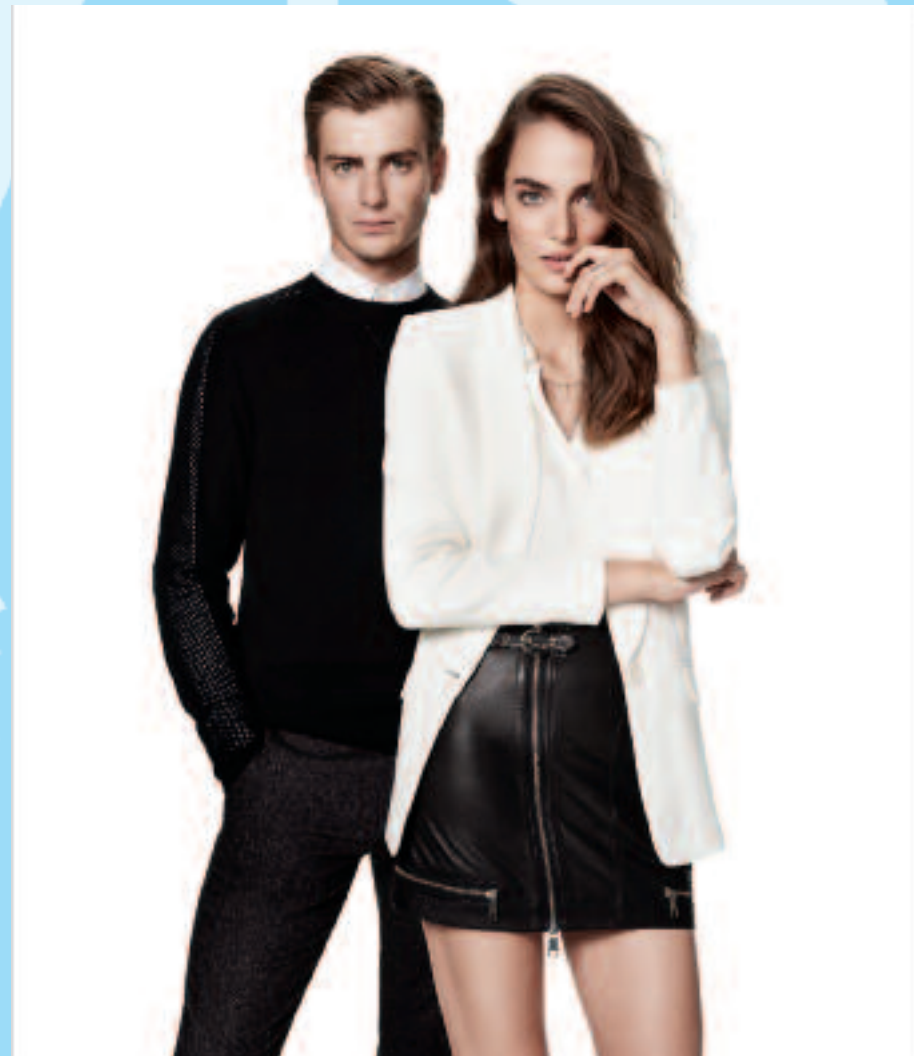
Fall Family Fun Days feature activities for the whole family including hayrides, pick-your-own apples and pumpkins, live music, an apple cannon, many children's activities in the play area, pumpkin painting, face painting, obstacle courses, a barrel



train, fresh-pressed apple cider and cider donuts, caramel apples and other great homemade festival foods. Saturday October 31 will be the grand finale, full of good, clean Halloween family fun and a giant candy scramble before the kids go out trick-or-treating. Families and individuals who photograph their orchard fun this fall are invited to submit photos to Weaver's

annual photo contest for a chance to win a \$50 Weaver's Orchard gift card! More information is available on the orchard's web site.

Weaver's Orchard is located in scenic Berks County, less than 15 miles south of Reading and 5 miles north of Morgantown. Visit year-round for festivals, events, pick-your-own fruit and their farm market, which accepts FMNP and SNAP checks and features many local foods, a deli, bakery, produce, dairy and local meats. For more information, visit www.weaversorchard.com or call 610.856.7300.



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Consider a VoIP Solution for Your Company's Phone System



TECHNOLOGY TIPS

By Dan Uzupis, Schultz Technology, LLC

Regardless of the ubiquity of texting, e-mailing, or instant messaging in business communications, there will never be a substitute for telephony.

Short of speaking to someone in person, it's perhaps the best method of communication in business; telephony isn't asynchronous and there's instant feedback.

Ignoring the youthful lust for asynchronous messaging — and with it, the wholesale excision of small talk and courtesy — there will always be a need for a reliable method of connecting people in real-time. With inexpensive broadband readily available and complex telephony features duplicated effortlessly in software, there's no better time than now to consider a VoIP solution for your company's phone system.

VoIP or Voice over IP differs from traditional Public Switched Telephone Networks (PSTN) in that it allows organizations to deploy phone networks without the need for special wiring or infrastructure considerations. VoIP can be integrated directly into an existing Ethernet network with relative ease, as the system communicates over the same broadband Internet connection as your company's computers. Furthermore, a VoIP solution has a low cost for implementation, integration with traditional systems and features, scalability, easy updates, and is more reliable. With public switched telephone networks, a telephony infrastructure has a single point of failure, where in most modern IP networks, a comprehensive broadband solution can keep your VoIP system running

during disaster recovery. After all, it doesn't reflect well on your organization when customers can't call you!

Though there are concerns with VoIP Quality of Service — or QoS — the technology has been improving steadily over the past six years with the implementation of advanced codecs for transmitting voice data, and can be ameliorated easily with either a dedicated broadband Internet connection or VLAN to segment traffic. But allaying call quality concerns is an inexpensive fix and improvements to VoIP technologies are happening all the time. Besides, the savings with VoIP services like Schultz Technology ClearVoice can easily reduce phone costs by up to 30 percent! That's to say nothing of the myriad features VoIP systems provide, like auto-attendants, call parking/forwarding/transfers, call recording, caller ID, conference calling, direct inward dialing, and unified messaging!

Our customers will always need a way to reach us, and our colleagues will always want an effective means of communication. Asynchronous methods aside, the phone will always be the best way of contacting each other, and a ClearVoice VoIP solution from Schultz Technology can keep everyone in touch! ☎

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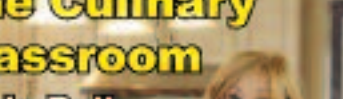
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ANNUAL PERFORMANCE EVALUATIONS — RECONSIDERED



HUMAN CAPITAL MANAGEMENT

By William Kreider, CEO of HR FUTURE GROUP

I have not been a big fan of the standard annual employee performance review for quite a long time. The thought of those long, uncomfortable meetings (for both the manager and their direct report) to hear the manager's assessments of your strengths and weaknesses, to justify the assignment of a final rating score, is still bothersome.

Some leaders would simply circumvent the entire process of joint information exchange and simply hand the evaluation form to the employee, tell them to read it, sign it and send it back to them. Oh, by the way, if the direct report had any questions, needed clarification or for goodness sake, had the temerity to disagree with the evaluation... they were free to schedule another meeting with the boss; who didn't want to talk to them about their rating score in the first place. Why would an employee take that chance?

My HR teams used many alternative strategies to achieve an increase in communication and development opportunities that would benefit the employee and the company. We tried to have the employee complete a self-evaluation first and then take their thoughts, now in writing, to the boss for an up or down vote on each of the evaluation areas. We removed the timing and evaluation score from a direct correlation to your pay raise.

We created trickle-down goal creation, so that top corporate goals were assigned to the executive team and then as you moved down the ranks, each level of employee was

assigned a goal that would assist their supervisor achieve their goals. This is still a concept with much merit, but done in an annual discussion period, was not productive for anyone, and created more of those sweaty palms, deer in the headlights, mostly silent annual meetings.

Finally, we moved to a non-numeric, goal oriented system, with documented quarterly updates (conversations) between the manager and the employee to talk about goal achievement and development opportunities and/or needs. This is the recommended approach for our consulting clients today.

Company's New Approach

The above anecdotal story is to introduce the latest research and actions taken in progressively larger numbers by many companies large and small. As presented in the latest issue of *The Harvard Business Review* by David Rock, cofounder of the NeuroLeadership Institute, and author of *Your Brain at Work* and Beth Jones a senior consultant with NeuroLeadership Institute, they also noticed a few years ago, that some courageous companies began experiments to remove ratings from their performance management systems.

(See "Human Capital Management" on page 33)

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Time is a precious commodity for every entrepreneur. With all the responsibilities of managing and growing a small business, the hours and the days can easily slip by, sometimes leaving one to wonder just how much got accomplished.

For many, the go-to time management tool is the to-do list. Marking off completed items may provide a sense of satisfaction — at least until you remember what else has to get done — but it may not be as productive as you think, according to professional organizer and productivity expert Julie Morgenstern.

"You're tempted to start with small easy tasks, or things you're in the mood to do," Morgenstern says. "Often, however, they're things that won't drive your business forward."

Instead, Morgenstern says entrepreneurs should prioritize tasks based on revenue, a concept she calls "dancing near the revenue line."

The key is to consider how many steps each task separates you from revenue. One step is providing the service or making the products. Two steps is doing a proposal or developing a product that may lead to new business. Three steps is going to a conference to develop a skill set, which can be used to develop and sell a new service.

"You should always prioritize from the top down, but don't neglect the 2- and 3-step items," Morgenstern adds. "They all contribute to your business."

Answering email may be among the one-step tasks you complete during the "quiet" hours of the

morning. The problem here, Morgenstern says, is that it costs you control over this valuable time of the day. "Open it and you're forced to react to what the sender wants," she says. "If you don't start the day with you in control, you'll never get it back."

Instead, devote your mornings to the most critical, high-conscious task that will benefit your business. "It may be things that you're tempted to put off—strategic planning, writing a proposal, analyzing financial numbers, or evaluating your marketing strategy," Morgenstern says. "Once that's done, then you can 'roll up the shades' and open for business."

Finally, lower your expectations when it comes laying out each day's to-do list. Staffing cutbacks in many organizations have left many workers with time management challenges of their own as they manage multiple roles and responsibilities. And, lingering economic uncertainty has increasingly caused many decisions to be delayed, sometimes indefinitely.

"That can lead to a lot of frustration when you find yourself waiting and waiting for actions that may not occur for a while," Morgenstern says. "Focus on smaller number of critical things each day and release the rest. You will feel a sense of release and focus."

One item on every entrepreneur's to-do-list is to contact SCORE. You'll find a wealth of small business-related information, resources, and training, plus free, confidential counseling from more than 13,000 business experts. For more information, visit at www.pottstownscore.org.

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HUMAN CAPITAL MANAGEMENT

(Continued from page 31)

Companies stopped giving people a one-to-five rating or evaluating employees on a "performance curve," also known as the "forced ranking" approach. The forced ranking approach, I believe may be the most unrealistic and unfair, in addition to statistically inaccurate, approach to performance evaluations. The forced ranking philosophy mandates that all employee performance be ranked in a "normal distribution" with all of their performance falling within a normal distribution ± 3 standard deviations from the mean score (the "average" employee).

This is the bell shaped curve, we see in many diagrams. The practical application of this would cause a manager to score an equal number of their employees as "unacceptable" and "needs improvement" as they scored "outstanding" and "excellent" (on a 5-point scale). Without diving into the details of this approach, consider one observation. If that distribution represented the actual performance level of her staff, the manager would need to be fired for allowing that many grossly under-performing employees to remain still-employed at the time of evaluation!

What actually happens in employee performance, is what's called a "Power Law"

distribution; also known as a "long tail." It indicates that people are not "normally distributed." In this statistical model, there are a small number of people who are "hyper high performers," a broad swath of people who are "good performers" and a smaller number of people who are "low performers." It essentially accounts for a much wider variation in performance among the sample.

Talent Management Update

By early 2015, around 30 large companies, representing over 1.5 million employees, were following a similar path. No longer defining performance by a single number, these companies were emphasizing ongoing, quality conversations between managers and their teams.

Of interest is the research on motivation and the brain conducted by the NeuroLeadership Institute. The findings were now explaining why standard performance reviews were failing. In short, social threats and rewards, like one's sense of status or fairness, activate intense reaction networks in the brain. This explained the intense reactions people had to being assessed on a ratings scale, and it pointed to ways of designing better systems.

(See "Human Capital Management" on page 35)

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FALL FINANCIAL PLANNING FOR BUSINESS OWNERS



THE GOOD LIFE

By Merra Lee Moffitt, CFP®, AWMA®, CMFC®, AIF®

By now, your summer vacations have faded away into fond memories. You're seeing the leaves start to change and probably realizing that the year is quickly marching on. With several months left in the year to work on achieving our goals, now is a great time to launch renewed efforts to finish the year strong.

Since we're all in business to build our own financial well-being, let's use the rest of the year to help ourselves and our businesses. Here are some financial goals you still would have time to achieve before the end of the year.

- Lay out your marketing calendar for the rest of the year. Effective marketing will increase sales to make more money available to build your personal wealth. Early planning can reduce its cost.

- Work on building your cash so you'll have money for ideas like expansion funds, retirement contributions, next year's equipment or just getting ahead on your taxes. Better yet, set up an ongoing monthly savings program so the funds will be available when you need to commit them.

- Set up 'buckets' with target amounts and monthly contributions so you are able to achieve each goal and it is funded. Make a plan that any windfall money gets contributed to your most desired bucket. Put some in a 'fun' bucket so you'll stay motivated.

- If you want to start a company-based retirement plan, you might want a SIMPLE plan. It will let you put away more than an IRA (up to \$15,500).

- If you are a sole proprietor with no full-time employees, and you want to set up a 401(k) for yourself, you can open an Individual 401(k) which lets you potentially contribute up to \$59,000 tax deductible. Of course, there are formulas to adhere to so you'll need to get financial advice to set your targets. You should start no later than the beginning of December to get the paperwork completed.

- Get a head start on your business plan for next year by collecting the tactics that went right this year. Review those that could be improved. If you start your

2016 goal planning by November, you will be well on your way to jumpstarting in January.

- Review and take steps to forward your legacy plan. If you ultimately plan to sell your business, start cleaning up the books. It takes a few years to make your business look potentially desirable to a purchaser, so you should begin to get started. If you plan to cut back hours in your golden years, focus on building a reliable and independent staff.

- Increase your business Line of Credit (LOC). The best time to increase your line of credit is when you don't need it. If you can increase your LOC, you'll have potentially more funds available for next year's projects.

- Redefine your breakeven costs so that you pay yourself first. Give yourself a raise and add that to your budget. Make sure some of the raise gets earmarked for retirement.

- Review your spending progress against your budget. If you've spent less than you planned, capture that savings into your cash hoard to be repurposed later.

With several months left on the year, there is time to accomplish significant progress on your financial well-being. The list may sound simple; implementing takes time. Make your own list and let's get started. 📅

Merra Lee Moffitt, CERTIFIED FINANCIAL PLANNERTM Professional, is a Senior Partner at Good Life Financial Group, Wyomissing. She loves helping business owners grow their financial independence via their businesses. She loves helping other people go on vacation regularly and fulfill your life-long 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.



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HUMAN CAPITAL MANAGEMENT

(Continued from page 33)

The idea of removing ratings drives many HR executives, but more CEOs, a little crazy because companies love to quantify and analyze almost everything. The thought of getting rid of a metric is almost heretical. Executives who contacted the NeuroLeadership Institute after reading their research often assumed that removing ratings was an anomaly, perhaps driven by companies who did not realize how important pay-for-performance is.

Yet in mid-2015, the trend started to accelerate. Consulting firms Deloitte and Accenture, global health services client Cigna, and even GE — the company who popularized the idea of forcing people into a performance curve — all announced changes to their performance management systems. By September 2015, 51 large firms were moving to a no-ratings system. According to the research firm Bersin by Deloitte, around 70 percent of companies are now reconsidering their performance management strategy.

This November, a full set of findings are scheduled to be published from closely studying the 30 companies that first made this change. However, it is obvious to some, that we have already experienced four, clear reasons the trend is finally gaining momentum:

The changing nature of work

Numerical performance management systems do not take into account how work is done today. Who sets 12-month goals anymore? Some workers need goal cycles of one month, or one quarter. Work is also happening in teams more than ever, and many people are involved in multiple teams that often are spread everywhere or work different shifts than their manager. Few managers accurately know their team members' performance when that employee is involved in many other

teams, often doing work the manager doesn't see or even understand. In short, standard performance reviews, delivered once a year, are just not relevant to the ways we currently work.

The need for better collaboration

Studying companies that have made the change, a clear trend is becoming evident: conventional ratings systems inhibit collaboration, conversation, consideration, and creativity. Top ratings lead to high status, promotions, and raises — yet it is not like at school, where everyone can get an "A" if they work hard enough. Even worse, with a forced curve, a manager with a hard-working team of 10 people may only be allowed to give one or two of them the top rating. As a result, people directly compete with each other for rewards, thus hurting teamwork, morale, productivity and each other's feelings.

Remember our past columns on positive leadership and emotional intelligence? Science and good leaders have known for quite a while, that treating employees and each other in a non-cooperative manner produces very bad results. It seems difficult to believe, but one of the smartest, most analytical and insightful companies in the world, previously run by one of the richest men in the world finally realized that, when they, Microsoft, recently removed its forced curve ratings, employee collaboration skyrocketed.

The need to attract and keep talent

Companies are also removing all ratings to get managers to talk to employees about their development more than once or twice a year. Millennials in particular crave learning and career growth.

(See "Human Capital Management" on page 36)

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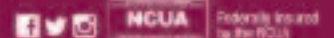


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HUMAN CAPITAL MANAGEMENT

(Continued from page 35)

Of the 30 companies studied, one preliminary finding that jumped out according to the NeuroLeadership Institute was that after a company removed ratings, managers talked to their teams significantly more often about performance (three or four times a year instead of only once). More frequent communication helps with employee engagement, development, and fairer pay, as managers better understand how their people are doing.

The need to develop people faster

By removing ratings, early indications of their research are that companies appear to be developing people faster across the board. It's happening because of more frequent dialogues, which also tend to be more honest and open when neither party has to worry about justifying a rating at the end of the year.

When Deloitte analyzed their process, they found employees and managers spent around two million hours a year on performance reviews. The problem was that much of this time was spent talking about the ratings themselves. Companies that remove ratings are seeing the conversa-

tions shift from justifying past performance to thinking about growth and development. The result is better employee development, a win for everyone.

Conclusion

Companies who have replaced ratings tend to be anxious about it beforehand and enthusiastic about it afterward. Their employees are happier, which encourages more engagement and better performance. It should be no surprise that treating an employee like a human being and not a number is a better approach. Yet it has seemingly taken a few bold companies to lead the way and show us that life is better on the other side. ■

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 all sizes & types of businesses. From Transformational HR, Talent Management, Outsourcing, Compensation, Executive and Organizational 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.



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H & F TIRE SERVICE

With fall and winter around the corner, it's probably time to prepare for driving in difficult conditions. H & F Tire Service can help make sure your vehicle and its tires are ready for the challenges of winter driving. A car tire has to carry more than 50 times its own weight and steer the vehicle in a straight path regardless of road and weather conditions. It also must absorb bumps on uneven road surfaces and provide a stable ride for you and your passengers. Tires transmit the engine's power to accelerate and the braking force to stop. How well your tires perform these functions depends in part on the quality of the tires and how well they are maintained.

Let H & F Tire Service check your tires' inflation, alignment and determine if any need replaced. In the long run, cheap tires won't save you money. They don't last as long as higher quality tires and may result in a rougher ride and inferior handling. Your goal in tire shopping should be to find the highest quality tire that meets your specific need and budget. H & F Tire Service carries 13 brands including Bridgestone, Firestone, Goodyear, Michelin, B.F. Goodrich. Let our tire professionals help you maintain your tires and choose the right tire for your vehicle. Check us out at any of our four locations: Pottstown, Lancaster Ephrata, and Reading or on the web at www.hftire.com.

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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

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricountyareachamber.com

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eileen@tricountyareachamber.com

Jeff Dentler, Vice President of Finance,
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Kitty Papp, Special Events Director,
kitty@tricountyareachamber.com

Melissa Shainline, Administrative Assistant,
melissa@tricountyareachamber.com

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

MIX & EXHIBIT

NEW OPPORTUNITY Join us at the Annual Holiday Mixer and Showcase Your Company



PRESIDENT'S MESSAGE

By Eileen S. Dautrich

Each year, the Chamber holds an Annual Holiday Mixer to celebrate you, our Members! Members enjoy refreshments and beverages donated by fellow Chamber Members at this free Members-only event. This year, the Holiday Mixer will feature an exciting opportunity - **a Business to Business Expo!**

For only \$50 you can showcase your company at an expo table.

- One 8-foot expo table with two chairs
- Listed on the Holiday Mixer & Expo page on the website
- Listed in the *Route 422 Business Advisor*
- Acknowledged at the January Membership Breakfast

**There are only 25 tables
available - make sure
to secure yours today!**

Co-Host Opportunities Available!

This great marketing opportunity is only \$500. Benefits of Co-Hosting the Holiday Mixer & Expo include:

- One 8-foot expo table with chairs in a prominent location at the event
- Logo promoted on all event marketing materials, on the Chamber's website event page, on the program including location of vendor table, and in the *Route 422 Business Advisor* (distribution of 10,000+)
- Complimentary Newsmagazine Insert (distribution of 750+ Chamber Members)
- Acknowledged at the January Membership Breakfast

Holiday Wreath Auction

Another new feature: Holiday Wreath Auction – wreath donations needed!

Any Chamber Member company can donate a wreath for the event. Wreaths will be displayed at the Holiday Mixer throughout the hall to encourage Members to visit expo tables. Each wreath will have a bid sheet where Members in attendance can bid with their name and monetary amount. The highest bidder will be the recipient for

each decorated wreath. Wreath decorating ideas include: traditional, gift cards, lottery tickets, sports themed, etc.

Proceeds will benefit the TriCounty Area Chamber of Commerce Foundation, Inc. The Foundation supports the Leadership Tri-County Program and vocational career development needs of local Chamber Member School Districts.

Contact Kitty today to secure your sponsorship, table or wreath donation- call her at 610.326.2900 or email kitty@tricountyareachamber.com. Table reservation is required and will be assigned on a first come, first serve basis.

HOLIDAY MIXER & BUSINESS TO BUSINESS EXPO

Tuesday, December 8, 2015

4:30 – 6:30 PM

Norco Fire Company

144 W. Schuylkill Rd., Pottstown, PA 19465
Members Only; No Charge to attend Mixer

*Look for these puzzle pieces
throughout the Chamber section to
see how your Chamber Membership
makes an impact!*



Building
Communities



Creating
Connections



Supporting
Commerce

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

"Not all businesses are alike, so if you are interested in learning how to maximize your membership, please give me a call at 610.326.2900 or send me an email to jennifer@tricountyareachamber.com."

– Jennifer O'Donnell, Member Relations Director



WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on September 16.

*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!***

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Referred by: Josh Petrasukas, Furniture Soup, Inc.

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www.galleninsurance.com

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Referred by: Ray Maillet, First Priority Bank

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Referred by: Brad Bartman, Wrigley's Business Products and Services

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Graphic Design

WrightBrain Design, LLC is a full service graphic design firm that serves its clients with logos and branding, advertising and promotional materials, large document publications, websites, custom illustration, event graphics and displays and much more.

Referred by: Josh Petrasukas, Furniture Soup, Inc.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

37 YEARS

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Bally Block Company
Complete Graphics, Inc.

Pottstown Area Seniors' Center

YWCA Tri-County Area

21 YEARS

Atlantic Communications Group, Inc.

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Sanatoga Animal Hospital
Tri County Toyota

14 YEARS

Perkiomen Watershed Conservancy

10 YEARS

Professional Pharmacy & Convalescent Products, Ltd.

6 YEARS

Meridian Bank

1 YEAR

Burack Environmental Law Offices

Franklin Commons
Friends of the Daniel Boone Homestead
Giuseppe's Pizzeria & Restaurant

Heritage Coach Company, Inc.

Longstreth Sporting Goods

Santander Bank
South Eastern Economic Development Company of PA (Seedcopa)

Member Renewals

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

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Buchert Ridge Community, Inc.

Building Industries Exchange (NARI-BIE)

Chester County Conference & Visitors Bureau

Colebrookdale Railroad Preservation Trust

East Coast Seed Connection, LLC

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Fellowship Farm

H & H Systems, Inc.

Hallman Retirement Neighborhoods

Houck & Gofus Funeral Home, Inc.

Limerick Bowl

Limerick Township Industrial Development Authority

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Mishock Physical Therapy & Associates, LLC

Norco Fire Company

Pennsylvania American Water

The Perkiomen School

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Tri County Chrysler Dodge Jeep Ram

Wellness Council of Boyertown

World Travel, Inc.

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



TRICOUNTY AREA CHAMBER OF COMMERCE



BUILDING COMMUNITY, CREATING CONNECTIONS, SUPPORTING COMMERCE

OCTOBER EVENTS

Thurs., Oct. 1 **28TH ANNUAL COLLEGE FAIR**
8:30 – 10:30 AM
Gilbertsville Fire Company, 1454 E. Philadelphia Ave., Gilbertsville, 19525
Colleges, universities, and schools of higher education will have exhibits aimed at aiding students in making the right choices for their future. This event is free for students and the general public.

Tues., Oct. 6 **BUSINESS EQUIPMENT RECYCLING DAY**
8 – 11 AM
Pottstown Industrial Complex, S. Keim St., Pottstown, 19464
Discard your unwanted business equipment and electronics. This Chamber benefit is being offered free of charge to Members only!
Items accepted: Audio Visual Equipment * Cell Phones * Computer Equipment * Communications Systems * Connectors/Cords/Wires * Circuit Boards * Fax Machines * Hard/Floppy Drives * Keyboards * Memory * Modems * Monitors * Network/Video/Sound Cards * Power Supplies * Printers
No Televisions or Microwaves
Business equipment only; no personal items; registration required
Sponsored by: **Beacon Container Corporation; Lewis Environmental, Inc.; Pottstown Industrial Complex**

NETWORKING

Weds., Oct. 7 **POWER NETWORKING LUNCHEON**
12 – 1:30 PM
The Loft at Landis Creek Golf Club, 765 N. Lewis Rd., Limerick 19468
Looking to gain business contacts and promote your products and services? Come ready to NETWORK full speed ahead as you meet face-to-face with other Chamber Members. This event is limited to 24 participants and one Member per company.
\$20 per Member; Members Only; Registration Required

Weds., Oct. 14 **WOW**
11:30 – 1 PM
Spring Ford Country Club, 48 Country Club Rd., Royersford, 19468
Kimberly Taylor, Associate Dean of Students and Director of Campus Safety at Ursinus College, will present "Personal Protection – Back to Basics." Dangerous situations can be anywhere. In this ever-changing world, we must change the way we *recognize, react, and respond* to potential trouble. Join us for a discussion of some quick and easy things you can do to take care of yourself and your family.
\$26 per Member (prepaid by 10/9); \$32 per Member (invoiced or after 10/9); \$35 per non-member
Sponsored by: **Frederick Living; Pottstown Memorial Medical Center; Salon Evolve**

Weds., Oct. 21 **ECONOMIC DEVELOPMENT LUNCHEON – "State of the Counties"**
11:30 AM – 1:30 PM
Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, 19468
Cultivating regional strength - this event will feature a joint three-county panel discussion with Commissioners **Christian Leinbach**, Berks County; **Michelle Kichline**, Chester County; and **Valerie Arkoosh**, Montgomery County. The Economic Development Awards will also be presented.
\$55 per Member; \$70 per non-member; \$400 per Member table of 8
Co-Sponsors – **Pottstown Area Health & Wellness Foundation; Pottstown Memorial Medical Center**
Platinum Sponsors – **Montgomery County Community College; National Penn; O'Donnell, Weiss & Mattei, P.C.**

Tues., Oct. 27 **BUSINESS CARD EXCHANGE**
4 – 6 PM
Pottstown Area Seniors' Center, 288 Moser Rd., Suite 1, Pottstown, 19464
Join fellow Chamber Members for an evening of networking and hors d'oeuvres and a tour of the Center's newly renovated facility.
Members Only; No Charge; Reservation Appreciated
Sponsored by: **Pottstown Area Seniors' Center**

NOVEMBER SAVE THE DATES

Thurs., Nov. 12 **MEMBERSHIP BREAKFAST – The State of Higher Education**
7 – 9 AM
Brookside Country Club, Prospect & Adams Sts., Pottstown, 19464
This breakfast will feature a panel representing schools of Higher Education including: **Dr. Brock Blomberg**, Ursinus College; **Dr. Kenneth Hawkinson**, Kutztown University; **Dr. James Links**, Montgomery County Community College; and **Dr. Lex McMillan**, Albright College. Their presentation will focus on initiatives related to preparing tomorrow's workforce and citizens for future endeavors and how they lead their institutions through changing expectations from students, parents, and employers. See how local schools are planting the seeds for future success!

\$26 per Member (prepaid by 11/6); \$32 per Member (invoiced or after 11/6); \$50 per non-member

Sponsored by: **Barry Isett & Associates, Inc.; Boyertown Oil and Propane Sponsorship Opportunity Available**

Weds., Nov. 18 **BUSINESS CARD EXCHANGE**
5 – 7 PM

The Victory Bank, 548 N. Lewis Rd., Limerick, 19468

Celebrate the holiday season with festive decorations, exquisite hors d'oeuvres, wine, beer, and beverages. Also, enjoy delightful sounds on the baby grand piano by pianist, **Jeremy Fanucci**. Enter your business card in the drawing to win a gift basket donated by The Victory Bank.

Members Only; No Charge; Reservation Appreciated
Sponsored by: **The Victory Bank**

DECEMBER SAVE THE DATES

Weds., Dec. 2 **WOW LUNCHEON – "PASSION TO PAYCHECK"**
11:30 AM – 1 PM
Brookside Country Club, Prospect & Adams Sts., Pottstown, 19464
Enrich your work life! Follow the journey of business professionals **Tracy McKay**, Artemis Design, Inc.; **Christine Elliott**, Whitegate Contracting Company; and **Stacy Gerhart**, Mary Kay, Independent Beauty Consultant as they share their stories as to how they turned their passion into the successful enterprises they have today.

\$26 per Member (prepaid by 11/25); \$32 per Member (invoiced or after 11/25); \$35 per non-member

Sponsored by: **Frederick Living; Pottstown Memorial Medical Center; Salon Evolve**

Tues., Dec. 8 **HOLIDAY MIXER & BUSINESS TO BUSINESS EXPO**
4:30 – 6:30 PM
Norco Fire Company, 144 W. Schuylkill Rd., Pottstown, 19464
More details on Page 39!
Members Only; \$50 for Expo Table; No Charge to attend Mixer; Table Reservation Required (First Come, First Serve); Only 25 tables available.
Sponsorship Opportunities Available

SAVE THE DATES!

- Boyertown Area Progress Dinner – Wednesday, January 20, 2016

(Snow Date: Wednesday, January 27, 2016)

- Annual Dinner – Thursday, April 21, 2016

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



Register today; connect tomorrow. Visit tricountyareachamber.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.

WOW Luncheons have just begun for the 2015-2016 program year! Check out next month's issue for a recap of the October WOW Luncheon.

The Next WOW Luncheon is on **Wednesday, December 2** at Brookside Country Club, Prospect & Adams Sts., Pottstown, 19464. **Enrich** your work life!

Follow the journey of business professionals **Tracy McKay**, Artemis Design, Inc.; **Christine Elliott**, Whitegate Contracting Company; and **Stacy Gerhart**, Mary Kay, Independent Beauty Consultant as they share their stories as to how they turned their passion into the successful enterprises they have today.

\$26 per Member (prepaid by 11/25); \$32 per Member (invoiced or after 11/25); \$35 per non-member

Sponsored by:



BUSINESS CARD EXCHANGE

TAILGATE TUESDAY

August's Business Card Exchange was held at Keystone Villa at Douglassville and celebrated preseason football. In addition to learning more about Keystone Villa at Douglassville's senior retirement community, Members enjoyed food, networking, pre-season drills and a pre-season raffle.

Sponsored by:



From left to right: Liz Peters, Tri County Area Federal Credit Union; Tim Forester, Life Financial Group, Inc.; Marcia Levengood, Independence Day, Ltd.; and Joyce Bagiraneza, Valley Forge Casino Resort



From left to right: Amanda McDonald, Lindt Chocolate, Paulette Sanderman, Quality Inn Pottstown, and Josh Petrauskas, Furniture Soup, Inc. network during the Business Card Exchange held at Keystone Villa at Douglassville. Attendees were encouraged to wear their football jerseys to the event.

THE NEXT BUSINESS CARD EXCHANGE

- **Tuesday, October 27**
- **4 to 6 PM**
- **Pottstown Area Seniors' Center**
288 Moser Road
Pottstown, PA 19464

Enjoy refreshments and networking with fellow Chamber members, and tour the newly renovated Seniors' Center.

Sponsored by: **Pottstown Area Seniors' Center**

Business Card Exchanges are No Charge and are for Members Only. Reservations are appreciated. Register online at tricityareachamber.com or call 610.326.2900.

COULD A WALKING SCHOOL BUS WORK IN YOUR COMMUNITY?

There will be some students taking a different mode of transportation to school this fall – a walking school bus. Never heard of one? A walking school bus is “a group of children walking to school with one or more adults” (www.walkingschoolbus.org). It's really that simple! This template can be as easy as a few families taking turns walking their children to school or it can be as structured as a predetermined route with meeting points, a schedule, and trained volunteers to help facilitate.

Why try to implement a walking school bus? One great reason is that it is healthier alternative for students. With Michelle Obama's “Let's Move!” campaign, which works to create healthier and more active youth, it is suggested that children get 60 minutes of active play each day. A walking school bus could easily help reach that goal. Walking school buses also help to eliminate the need for more cars/buses on the road, helping ease traffic and reduce air pollution.

One local community is working to implement a walking school bus in their district this coming school year. Pottstown school district is beginning a walking school bus program this coming October at Rupert Elementary School, and is expected to expand to other elementary schools within the next year. Their walking school bus will begin on October 7 which is also “International Walk to School Day.”



Thinking of starting a similar program in your neighborhood?

Here are a few things to keep in mind...

- Check that there is room to walk on sidewalks or paths safely.
- Make sure that the route is safe and that it is easy to cross streets and intersections
- Walk the route first without children to make sure that you feel comfortable with it.

GVF and its Foundation, Communities in Motion, are great resources to help with creating a more walkable community. Communities in Motion works to educate our youth on sustainable transportation. Walking to school is a fun way to introduce healthy and sustainable transportation practices to our region's school aged population. To learn how your school and/or community can become a more walkable community, contact us today!

Article provided by *Aria Walerski*, Marketing & Outreach Coordinator at GVF, a Transportation Management Association. 610.354.8899; www.goftma.com.

THANK YOU

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



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



COMPREHENSIVE PAYROLL PROCESSING

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

Market Yourself at these events



By Heather Tyrrell

Our 2015-2016 program year is in full swing and we hope you take advantage of the many opportunities for you to market yourself and your company.

Today I want to remind you of three events you do not want to miss: the **Economic Development Luncheon**, the **November Membership Breakfast** and the **Holiday Expo Mixer**.

ECONOMIC DEVELOPMENT LUNCHEON: Join us for the biggest networking event of the Fall! The luncheon will be held on **Wednesday, October 21**, from **11:30 AM to 1:30 PM**, at **Copperfield Inn at Lakeside**, Limerick. The theme is **Cultivating Regional Strength**. We will welcome Commissioners **Christian Leinbach**, Berks County; **Michelle Kichline**, Chester County; and **Valerie Arkoosh**, Montgomery County, for our three-county panel.

- Gain knowledge of economic development in the tri-county area.
- Attend with plenty of business cards in hand to meet Members from the tri-county area you wouldn't have an opportunity to meet at other events.
- Congratulate the Economic Development Award recipients and Members celebrating special anniversaries.

NOVEMBER MEMBERSHIP BREAKFAST: Join us to hear about "The State of Higher Education" on **Thursday, November 12**, from **7 to 9 AM**, at **Brookside Country Club**, Pottstown. Our panel featuring **Dr. Brock Blomberg**, Ursinus College; **Dr. Kenneth**

Hawkinson, Kutztown University; **Dr. James Linksz**, Montgomery County Community College and **Dr. Lex McMillan**, Albright College, will discuss initiatives related to preparing tomorrow's workforce and citizens for future endeavors and how they lead their institutions through changing expectations from students, parents and employers.

- Gain knowledge on higher education you can share with your colleagues, friends and family.
- Re-connect with your contacts before the holiday season begins.
- Introduce yourself to new Members during the breakfast.

HOLIDAY EXPO MIXER: Network and showcase your business at this unique event for the Chamber. We will host our expo on **Tuesday, December 8**, **4:30 to 6:30 PM**, at **Norco Fire Company**, Pottstown. Each year we host our Holiday Mixer here at the Chamber office in Pottstown. We have so many people attend we have outgrown our venue so we decided to move it to Norco Fire Company. Last year we hosted a business expo at Norco and Members enjoyed the business to business networking aspect of that so much we decided we would combine the two events.

- Take advantage of the last opportunity to network before the holidays.
- Showcase your company's services or products.
- Get a head start on fulfilling your company's inventory needs and your networking goals.

For more information about these events or to register, call 610.326.2900 or log onto tricountyareachamber.com.

NEW MEMBER WELCOME RECEPTION

The Chamber hosted a New Member Welcome Reception on September 17 at the Chamber's office in Pottstown. About 25 new Members, who joined the Chamber since January, attended the event. During the reception, attendees enjoyed refreshments and networked with other new Members. They had the opportunity to learn about their membership benefits and how the Chamber can grow their business from Chamber President Eileen Dautrich as well as other Chamber staff.

In addition, Ray Maillet, First Priority Bank, spoke about volunteering for the Chamber. Glenn Ebersole, Hollenbach Construction, spoke to the group about the very active Pro Business Council that meets each month at the Chamber office. Josh Petrauskas, Furniture Soup, Inc. talked to new Members in attendance about the newly formed referral group, R3: Relationships, Revitalize, Referrals.



The following Members were presented with their certificates during the New Member Welcome Reception held in September. From left to right: Jessica Lester, Perkiomen Valley School District; Barbara A. Akins, Barbara A. Akins, CPA; Win Somboonsong, 254 High Street, LP and Kirsten Deysher, Liberty Environmental.

U.S. SENATE HELPS BUILD A BETTER INFRASTRUCTURE

In late July, the United States Senate passed a bipartisan transportation funding bill that would increase federal funding for America's dilapidated infrastructure by \$8 billion dollars. The bill, known as the "Developing a Reliable and Innovative Vision for the Economy (DRIVE) Act," garnered the support of 91 senators and will be crucial in bolstering many crumbling roads and bridges around the nation."

For years both Democrats and Republicans have been calling for major investments in America's infrastructure which has become so decrepit that a recent study found that one out of every nine bridges (70,000 in total) are structurally unsound. Former Secretary of Transportation Ray LaHood, an outspoken advocate for greater infrastructure funding, has described America's transportation network as being "on life support".

The DRIVE Act is the result of three months of negotiations between Senate Republicans and Democrats and has

been praised by many associations including the United States Chamber of Commerce. Chamber Executive Vice President of Government Affairs Bruce Josten stated that "In order to be competitive in the global marketplace and grow jobs in America, increased investment in transportation is crucial. We applaud the Senate for acknowledging the importance of long-term funding for our nation's transportation infrastructure by passing a six-year highway funding bill."

One of the major components of the DRIVE Act is that it does not raise taxes and it does not add to the nation's deficit due to spending reductions in other parts of the budget. In addition drivers can expect to see better highway safety and business owners can expect more growth due to an improved infrastructure system which fosters trade and prosperity. Now it is up to the House of Representatives to pass their version of the bill and send it to President Obama to make it law.

Alex Rahn, Senior Associate of Wanner Associates. To reach Alex, email arahm@wannerassoc.com; or call 717.236.2050.

November Membership Breakfast

TRICOUNTY AREA CHAMBER OF COMMERCE

Education Panel

Dr. Brock Blomberg
Ursinus College

Dr. Kenneth Hawkinson
Kutztown University

Dr. James Linksz
Montgomery County Community College

Dr. Lex McMillan
Albright College

Thursday, November 12, 7 to 9 AM

Brookside Country Club

\$26 per Member (prepaid by 11/6)

\$32 per Member (paid after 11/6 or invoiced)

\$50 per Non-member

Scan QR code to register

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

LEADERSHIP TRI-COUNTY KICKS OFF IN SEPTEMBER

**TriCounty Area Chamber of Commerce's Leadership
Tri-County Class of 2016 started its sessions in September.**

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.

On September 10, class members started their day at the Chamber's Membership Breakfast at Copperfield Inn at Lakeside in Limerick. Next, they traveled to the Chamber office in Pottstown where they heard presentations from Dave Kraybill, Executive Director, The Pottstown Area Health & Wellness Foundation (PAHWF) and Vicki Kriczky, Director of Marketing and Sales, Frederick Living, and Class of 2015 Alumni. Class members also participated in icebreakers to get to know one another better before they received an overview of the Leadership program from Director Kitty Papp. The class members ended their time at the Chamber office for the day with lunch.

Then the class traveled to Fellowship Farm, 2488 Sanatoga Road, Pottstown, where they participated in the Excellence in Leadership Program featuring teambuilding exercises.

On September 11, the session began with a continental breakfast at Montgomery County Community College's University Center before participating in BoardCorps: Bootcamp hosted by Laura Otten, PH.D., Executive Director of The Nonprofit Center at La Salle University's School of Business, Philadelphia. BoardCorps: Bootcamp is The Nonprofit Center's signature immersion into the roles and responsibilities of nonprofit boards. The class' participation in the program was sponsored by PAHWF.

During the next 10 months, the class will be completing projects for nonprofit organizations. Project proposals being worked on are for the Community Music School (CMS); TriCounty Area Chamber of Commerce Foundation, Inc.; Visiting Nurse Association of Pottstown and Vicinity and Pottstown SCORE.

Stay tuned for updates in future articles in the *Route 422 Business Advisor* to learn more about the Leadership Tri-County Class of 2016.



Leadership TRI-COUNTY

Introducing the Leadership Tri-County Class of 2016!

Lawrence Fazio, Production Support, John Middleton Co.

Sally Giacherio, Customer Service, Sealstrip Corporation

Zina Gorelik, Associate Staff Engineer, John Middleton Co.

Marley Kasper, Accounting Administrator
at Borough of Pottstown

Michael Lenhart, Pottstown Parks and Recreation Director,
Borough of Pottstown

Benjamin Major, Commercial Lender /
Relationships Manager, The Victory Bank

Robin McMonagle, Director of Rehabilitation/Occupational
Health, Pottstown Memorial Medical Center

Son Nguyen, Senior Lead Analyst, Altria Client Services

Jennifer O'Donnell, Member Relations Director,
TriCounty Area Chamber of Commerce

Deborah Penrod, Retired, Community Volunteer

Jennifer Ridgway, Director of Operations, Pottstown Area
Rapid Transit, Inc. (PART)

Paul Schmoll, Senior Project Manager,
Barry Isett & Associates

Kris Tufarolo, Office Manager, Schultz Technology

Skye Tulio, Communications Assistant, Pottstown Area
Health & Wellness Foundation

**The Leadership Tri-County Class
of 2016 is sponsored by:**

John Middleton
an Altria Company

Thank you to
our 2015-2016
Education Sponsor:



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

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



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



BERKS MONTGOMERY
CHESTER

2015 Economic Development Luncheon
STATE OF THE COUNTIES
October 21, 2015

11:30 AM to 1:30 PM

Cultivating regional strength - this event will feature a joint three-county panel discussion with:

Co-Sponsors:



POTTSTOWN AREA
Health & Wellness
FOUNDATION
Promoting Healthy Living



Pottstown Memorial Medical Center

Platinum Sponsors:



Montgomery County
Community College



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OWM
LAW
O'Donnell, Weiss & Martel, P.C.



Commissioner Valerie Arkoosh,
Montgomery County



Commissioner Michelle Kichline,
Chester County



Commissioner Christian Leinbach,
Berks County

Register online, by scanning the QR code, or contacting Kitty at 610.326.2900.



2015-2016 TRI-COUNTY AREA COMMUNITY GUIDE & BUSINESS DIRECTORY



The NEW edition of the Tri-County Area Community Guide & Business Directory is here! This book is published biannually and our Members receive two complimentary listings - in the Membership Index and in the Buyer's Guide. Copies of this guide will be available this month - be on the lookout for your copy; one copy of the publication will be mailed to you. You can also pick up a copy at the Economic Development Luncheon on Wednesday, October 21, from 11:30 AM - 1:30 PM at Copperfield Inn at Lakeside in Limerick. The book is also distributed to local businesses, residents, and visitors.



FEATURED MEMBER BENEFIT OF THE MONTH

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@tricountyareachamber.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:
 - **Brookside Country Club** - Multiple Positions
 - **CEDARVILLE Engineering Group, LLC** - Civil Design Professional
 - **Miller Restoration, Inc.** - Property Damage Technician (Willing to Train)
 - **Upper Pottsgrove Township** - Upper Pottsgrove Township Police Chief

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.

Building Communities, Creating Connections, Supporting Commerce

YESTERDAY, TODAY AND TOMORROW AT MEMBERSHIP BREAKFAST

On September 10, the Chamber presented a "Yesterday, Today, and Tomorrow" theme during the Membership Breakfast at Copperfield Inn at Lakeside. The breakfast focused on the many ways the Chamber can help Members grow their businesses and contacts.

During her greeting to attendees, Chamber President Eileen Dautrich talked about the Here We Grow theme the Chamber has been using in marketing materials including emails to Members, flyers and her Message to the President email titled, "Mission Statement: Jerry Maguire Style." The theme is being used because it is the start of a new year of programs for the Chamber and the Chamber is here to help Members grow their businesses.

The following Chamber Members talked about ways the Chamber is helping businesses and the community to grow: Heather Chandler, Board President and President and CEO of Sealstrip Corporation; Glenn Ebersole, Strategic Vice President, Business Development/Marketing & Strategic Leadership Team lead, Hollenbach Construction, Inc.; Josh Petrauskas, Sales Representative, Furniture Soup; and Ray Maillet, Business Development Officer, First Priority Bank.

Yesterday: Accomplishments

Chandler provided examples of opportunities that the Chamber provided for Members to grow their businesses as she reflected on "Yesterday" presenting the Annual Report. Chandler stated in the 2014-2015 program year, the Chamber hosted 43 events with 2,500 total attendees.

She discussed the Chamber's three key areas of focus.

For Building Communities, she reminded attendees of the Chamber's role in expanding economic development and highlighted the Boyertown Area Progress Dinner and the Leadership Tri-County Class of 2015. For Creating Connections, the Chamber hosted many networking events. The largest networking event in 2014-2015 was the Annual Dinner featuring Bill Clement, 2 time Stanley Cup Champion and Broad Street Bully. Chandler said Chamber Members had the opportunity to make contacts with people they wouldn't get to meet otherwise.



Left to right: Robert Cressman, Cressman IT Solutions; Paul Brooker, Reading Tax Solutions, LLC; Jeff Burroughs, Edward Jones and Ed Overberger, McCarthy Engineering.

Left to right: Barry Peronteu, Ches-Mont Carpet One; Howard Scott and Lisa Vanloan, Advanced Answering Service and Stephanie Gennaro and Joey Picone, Gianni's Catering and Event Venue.

Promoting Supporting Commerce, she reiterated the Chamber's participation in promoting Small Business Saturday, encouraging people to shop local and she highlighted the new event to last year's schedule, the Business and Community Expo held at Norco Fire Company.

"There are so many awesome things coming up in our program year and I hope you'll take advantage of them," Chandler said.

In addition, Dautrich also thanked previous board members for serving on the board including Foundation of Pottstown Education Executive Director Dr. Myra Forrest who is retiring from her position with the Foundation, and Pottstown Area Health & Wellness Foundation Executive Director Dave Kraybill.

Today: Special Recognitions

The Chamber recognized a special day for two groups: Leadership Tri-County Class of 2016's first event together and the announcement of new members. Leadership program and Special Events Director Kitty Papp introduced members of the class to the audience (see page 44 for more information). New Members were also introduced and received their Membership certificates.

Tomorrow: What to look forward to this program year

Dautrich talked about unique, small group, networking events, such as Made in the Tri-County Area Tours, which are being added in the 2015-2016 program year and give Members a behind-the-scenes access to area manufacturing facilities. Even more will include Power Networking, Manufacturer Roundtable and an Expo at the Holiday Mixer.

Petrauskas spoke about a new program, R3: Relationships, Revitalize, Referrals. This weekly, referral-based networking program was started as a result of Members' interests. The group is limited to 30 participants and accepts one representative per business category. R3 meets on Tuesdays from 8 to 9 AM at the Chamber office.

Petrauskas said he had been involved with referral groups before, but he wanted to get to know people more on a personal level to see what the needs of their businesses were. He and another Member, Kurt Holloway, were interested in bringing a referral program to the TriCounty Chamber. In addition to learning more about one another, the participants of the program have an interest in the revitalization of Pottstown and include updates in their weekly meetings.



Membership Breakfast sponsors L to R: Dr. Myra Forrest, Foundation for Pottstown Education, and Rich Newell, CEO, Pottstown Memorial Medical Center. Not pictured: Joseph Koury, O'Donnell, Weiss & Mattei, P.C.

Maillet's presentation focused on volunteering opportunities within the Chamber. Maillet is a Chamber Ambassador for TriCounty Chamber which involves welcoming new Members during events, attending ribbon cuttings among other responsibilities. He said volunteering doesn't take much time and Members can develop more skills and resources through volunteering. Chamber volunteering opportunities include serving on the WOW Advisory Board, Workforce Development and the Event Committee. Maillet said volunteering leads to networking and networking leads to referrals.

Ebersole highlighted The TriCounty Area Chamber of Commerce's advocacy efforts and our very active Pro Business Council. The Pro Business Council serves as a liaison between business owners and elected officials in the local, state and federal government. The council was very active in the transportation bill, Act 89. In addition, the council also looks at how the Affordable Care Act affects employers. The Pro Business Council also hosted a Session with the Senators and hosts a legislative coffee with elected officials each year. He encouraged Members to get involved with the Pro Business Council and said that "The Chamber and the Pro Business Council are your advocate, your voice and your friend," Ebersole said. The Pro Business Council meetings take place at 10 AM on the third Monday of each month at the Chamber office.

Thank you to the Membership Breakfast sponsors:



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35th ANNUAL GOLF OUTING & DINNER

The Chamber hosted its 35th Annual Golf Outing & Dinner on September 8, 2015, at Brookside Country Club in Pottstown. It was a sunny and hot day, but the golfers enjoyed the event. Golfing moved at a good pace and attendees had fun playing on the challenging, William Gordon designed, 18-hole course. At least one hole sponsor was highlighted at each hole.

After attendees finished their golfing, they networked during a Social Hour and enjoyed a buffet dinner. The program at dinner featured the announcement and trophy presentation to the winning foursome. The Chamber also recognized the second and third place foursomes and other contest winners.

We also thanked our sponsors because the golf outing would not be a success without their support!

In addition to golfing, we tried something new this year – a ball drop for our 50/50. Representatives from

the local fire department took time out of their day for the contest. Participants purchased numbered golf balls and the balls were placed in a bucket and then dropped from the top of the ladder. The participant with the numbered ball closest to the hole won 50 percent of the cash pot. The people who had the second and third closest balls to the hole also won prizes. They were presented with social memberships to Talamore Country Club donated by Verizon. Each attendee left with a goodie bag filled with items from our Members.

A SPECIAL THANK YOU TO THE SPONSORS OF THIS EVENT:

Lunch Sponsor:



Dinner Sponsor:



Cart Sponsor:



On Course Snack & Beverage Sponsor:



1st Place: (Left to right) Max Claster, National Uniform / Linen Rentals; Dennis Duym, Windstream Communications, Inc.; Mark West, Canteen Berks County and Joseph Bergquist, Tompkins Insurance.



2nd Place: (Left to right): Bryan Kulakowsky, CEDARVILLE Engineering Group, LLC; Bryan Nester of Cisick Nester Insurance; Josh Petruskas, Furniture Soup, Inc. and Robert Preston, CEDARVILLE Engineering Group, LLC.



3rd Place: (Left to right) Steve Wagner, Joel Powers, Michael Brennan, Scott Sowers representing Media Fusion Technologies, Inc.

ALSO AWARDED:

Straightest Drive
Scott Sowers, representing Media Fusion Technologies, Inc.

Closest to Pin
Rich Rennard, Czarstar/Kriebel Security

Longest Drive
Max Claster, National Uniform / Linen Rentals

Golf Ball Drop
1st Place: Ray Mailliet, First Priority Bank
2nd Place: Rick Dhein, MacKissic, Inc.
3rd Place: Jon Chandler, Sealstrip

THANK YOU TO THE FOLLOWING COMPANIES WHO GOLFED:

<u>All Type Fence</u>	<u>Maillie LLP</u>
<u>Arkema, Inc</u>	<u>Main Line</u>
<u>Assurant</u>	<u>Financial Advisors, LLC</u>
<u>Canteen Berks County</u>	<u>Martin Stone Quarries</u>
<u>CEDARVILLE Engineering Group, LLC</u>	<u>National Uniform / Linen Rentals</u>
<u>Cisick and Nester Insurance and Financial Services</u>	<u>Platinum First Realty</u>
<u>CzarStar / Kriebel Security</u>	<u>Pottstown Memorial Medical Center</u>
<u>EAS</u>	<u>Reading Site Contractors</u>
<u>Exelon Nuclear</u>	<u>Sealstrip Corporation</u>
<u>Furniture Soup, Inc.</u>	<u>SEI</u>
<u>Heritage Coach Company, Inc.</u>	<u>Supreme Lending</u>
<u>Indian Valley Bulk Carriers, Inc.</u>	<u>The Body-Borneman Co.</u>
<u>Innovative Machining Technology, Inc.</u>	<u>The Victory Bank</u>
	<u>Tompkins Insurance</u>
	<u>Verizon</u>
	<u>Windstream Communications</u>

SPECIAL APPRECIATION TO OUR VOLUNTEERS FOR THE DAY:

Krista Dougherty – Schultz Technology
Carol Graves – Miller-Keystone Blood Center
Ray Mailliet – First Priority Bank
Carrie Robinson – Schultz Technology

THANK YOU TO THE 2015 COURSE HOLE SPONSORS:

Citadel Federal Credit Union
Colorworks Graphic Services, Inc.
Cressman IT Solutions
Diamond Credit Union
Edwards Business Systems
First Niagara Bank
First Priority Bank
Heritage Coach Company
Jesse Baro, Inc.
Main Line Financial Advisors, LLC
Martin Stone Quarries, Inc.
McCormick Chiropractic
Media Fusion Technologies, Inc.
Montgomery County Community College
O'Donnell, Weiss & Mattei, P.C.
Platinum First Realty
Pottstown Auto Wash and Detail Center
Pottstown Memorial Medical Center
Romanik Communications
The Body-Borneman Companies
The Perkiomen School
The Victory Bank

THANK YOU FOR YOUR CONTRIBUTION TO THIS EVENT:

<u>Ray Mailliet – First Priority Bank</u>	<u>Community Health & Dental Care</u>	<u>Platinum First Realty</u>
<u>Baran Schultz – Schultz Technology</u>	<u>Diamond Credit Union</u>	<u>Pottstown Memorial Medical Center</u>
<u>Arnold's Family Fun Center</u>	<u>First Priority Bank</u>	<u>Ron Black Agency/The Laskey Group</u>
<u>Citadel Federal Credit Union</u>	<u>Graber Letterin'</u>	<u>The H&K Group</u>
<u>Clothes to Home</u>	<u>Janney Montgomery Scott</u>	<u>Tri County Toyota</u>
	<u>McCormick Chiropractic</u>	<u>Verizon</u>

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

BUSINESS OF THE MONTH



Business of the Month is chosen at random through a business card drawing at Chamber events, or by participating in other Chamber programs, such as surveys. October's Business of the Month was chosen from attendees at the September Membership Breakfast.



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 this 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
- Printing and Design Services
- Interior and Exterior Signage
- 5 Gallon Bottled Water Service
- Coffee and Coffee Services
- Break Room and Food Service Supplies
- Shipping and Packaging Supplies
- Mobile Shredding Services
- Managed Print Services

Since our beginning, WRIGLEY'S has 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 customers' business. By embracing technology, 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.
- High quality, easy to use, online ordering system complete with administrative spending controls.
- Managed printer services: multi-level management of our customers' printers.
- Customized "Company Stores" for our customers' printing and promotional business.

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WORKSITE WELLNESS



Chamber Wellness Warrior's September Update



Chamber staff members have been tracking how much water they drink every day, every time they get up for Move a Minute and exercises they do each day. Jeff Dentler is the winner for September's competition.

The staff also participated in a lunch and learn presented by Rod Gabel, Yucha Chiropractic and Massage. Gabel talked about office ergonomics and different stretches to do while sitting.



The TriCounty Worksite Wellness Initiative is a team assembled on your behalf, from different area organizations*, dedicated to promoting wellness in your workplace.

How Does the Team Help You Instill Wellness in the Workplace?

- They help you plan events such as health risk assessments, healthy activities, and learning opportunities to help you change the culture of your worksite into a healthier environment
- Team works closely with you for six months, and then will continue to maintain a relationship with you on a less frequent basis – giving support and guidance as needed

What's In It for You?

- Healthier employees
- Less absenteeism
- More productive employees
- Return on Investment
- Potential lower health insurance costs

Want to become more involved in worksite wellness?

- Participate in the pilot program! Chamber Member companies with 50 or fewer employees are able to participate in this free Member Benefit.

- Become a Worksite Wellness Initiative resource! A list of resources will be made available to companies participating in the Worksite Wellness Pilot Program.

For more information on how you can get involved, contact Eileen at the Chamber Office at 610.326.2900.

*TriCounty Worksite Wellness Initiative – a collaboration of: TriCounty Area Chamber of Commerce; Pottstown Area Health & Wellness Foundation; Pottstown Memorial Medical Center; and Independence Blue Cross.

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.

For more information about Worksite Wellness, call 610.326.2900 or email eileen@tricountyareachamber.com.

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MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

Without a doubt, every time I teach a class, there is always someone in the class who asks me, "What is a hashtag?" I then explain what it is and does to fine tune searches for your specific event, product, phrase, or business. Let's look at how it works.

First of all, let's discuss the evolution of the hashtag to have a better understanding of where it originated from, and why it was created. Believe it or not, hashtags were used long before Twitter. In 1970 the hashtag (a.k.a. Number sign) was used to in front of the word immediate in the assembly language of the PDP-11. It wasn't until 2007 when the first # (hashtag) was seen in a microblog on Twitter by Chris Messina from IRC. Two years later is when

the hashtag became a practice with Twitter microblogs. It was also in 2009 that Twitter hyperlinked all hashtags. At the same time, Twitter introduced "Trending Topics" and displayed those hashtags with the most interest (or trending, as it is dubbed).

Why is it called hashtag and not pound sign as we know it in the United States? Well, it seems as though in other countries, the pound sign is known as a hashtag. The term "hash tag" was first used in a blog by Stowe Boyd in 2007 and the rest is history.*

Enough about the history of how the hashtag came to be, why use it is the real question?

For An Event

When holding an event, a hashtag can be used to provide those attending with a way to find out what is being said about the event and even used if there are changes. A for instance, a few months ago I gave an example of how I attended a national conference for Constant Contact called OneCon. The coordinators for the event used the hashtag of #onecon2014. When you do a search of #onecon2014 you will find out what was shared.

(See "Mastering Social Media" on page 50)

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MASTERING SOCIAL MEDIA

(Continued from page 49)

For a Product

By creating a hashtag about your product you create a way for people to find your business in other ways. You can also become a part of trending that might be happening for your business or service that you do. An example would be #aloevera. I have a client that sells cosmetics with aloe vera used in them. I am able to see what is being said by other businesses about aloe vera to help her see what is trending.

you will find everything happening with us. It's easy to create a hashtag.

Now, how many hashtags should you use in a post. One is the most appropriate; two is tolerable; and three or more are seen as too extreme. Too many hashtags makes it difficult for the reader to understand your message. In fact, the misuse of hashtags can lead to account suspension.

By providing you with an explanation and examples of the way to use hashtags, I hope you will make a point of creating them for your events, products or services, tagline or phrase for your business, and your business name. Become part of the trending going on Twitter, Facebook, LinkedIn, Instagram, and many more social networks. Need help to trend your business? Contact #gomaava. 📱

* SOURCE FOR THE ORIGIN OF THE HASHTAG -
[HTTPS://EN.WIKIPEDIA.ORG/WIKI/HASHTAG](https://en.wikipedia.org/wiki/Hashtag)

Alyse Mitten, owner of Interlace Communications, assists businesses in creating a combination of online and print marketing solutions using traditional marketing with community paper advertising and direct mail to website design, social network promotions, and email engagement. Contact Alyse at alyse@gomaava.com, 484.709.6564, or connect on LinkedIn at Alyse Mitten.

For a Phrase

By creating a hashtag for a phrase that represents your business, you are able to attract business to your business through that particular hashtag. A good example of this is #rockyourholidays which is one I used last holiday season for a series of Constant Contact training sessions we held. You will see when searching this hashtag there are many other Constant Contact ALE's that used the same hashtag.

For Your Business

Every business should have a hashtag relative to their business name. We use #gomaava for ours and when searched



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ADDING VALUE TO YOUR BUSINESS: Mining the Assets Within



By Marilu Rodriguez, Esq., Managing Partner, RB Legal Counsel LLC

When developing and growing a business, something to consider is how to protect your intellectual property. In order to accomplish this task, you need to ask yourself: What is my intellectual property (IP) that adds value to my business? IP refers to patents, copyrights, trademarks, and trade secrets.

Patents relates to inventions that are new, useful, and unobvious as determined by the United States Patent Office. Specific requirements must be met in order for the invention to qualify for patent protection, and not every business will have inventions that meet the requirements. For those that don't, the company should think about taking other steps to protect their inventions.

Copyrights, which protect works of art, also have a specific set of requirements. A copyright is an extremely valuable protection for writers, artists, cinematography industry

and performing arts, to name a few. Contrary to popular belief, a copyright does not protect ideas.

Trademarks, which are a key component in branding, are another aspect of IP that adds great value to a business, and is the type of IP that most people are familiar with. Trademarks are part of our daily lives. Apple® iphone, Coca-Cola® drinks, Dell® laptops, Microsoft® software are a few examples. Trademarks help the consumer associate a symbol or word(s) used in connection with a good or service with a specific source/company responsible for producing such good or providing such service. A trademark immediately calls into the mind a consumer a product or service having a specific quality that will satisfy a specific want or need. The customer associates the trademark with their experience with that product or service. When such experience is positive, the trademark creates brand loyalty. It is critically important to protect a business trademark in order to capitalize on the value it brings to your business.

(See "Adding Value to Your Business" on page 52)



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ADDING VALUE TO YOUR BUSINESS

(Continued from page 51)

Such valuation will reflect in your business goodwill, name recognition, reputation in the market place, and through the sales produced via brand loyalty. Trademarks and service marks can be protected at different levels (federal and/or state) and must be protected against those that would ride your business coattails.

"Trade-secrets" are any information that, by keeping it secret, provides your business a competitive advantage over everyone else in your market/industry. Client lists, pricing structure for your goods or services, a process to (a) manufacture a good, (b) develop clients and/or (c) provide a service are all examples of trade secrets. All businesses have some information that would qualify as trade secret. The value of this IP asset is only as good as it is kept "secret." For a legally protected trade secret, businesses need to identify and clearly define the information as confidential, and also take affirmative steps to protect it. Affirmative steps to protect trade secrets can include requesting that all employees who have access to your business trade secrets sign a confidentiality agreement. Other affirmative steps include making sure that the information is identified as confidential when printed, and/or password-protected when in electronic format. To prevent disclosure of the "trade-secret," the company needs to make sure that the employees understand what is confidential and who has the authority to use and disclose such information. Employees must also be

made aware that the Company is the owner of that information, not the employee. All this can be explained on the employee's manual. When it is necessary to share your business trade secrets with third parties/vendors, a confidentiality and non-disclosure agreement can be used to protect the information.

Not every business has each form of IP and not every business will place the same value on each form of IP. For technology driven companies, patents are probably their most valuable IP asset. For consumer product companies, trademarks and trade-secrets may be the most valuable IP. Regardless of your business market, one thing is certain — your business has valuable IP.

Is it worth it to protect my IP? Lets take a look at two famous brands: Coca-Cola and Apple. These companies are worth billions, their trademarks "Coca-Cola" and "Apple" as stand alone assets are worth \$83.8M and 246.9M million dollars respectively, according to *Forbes 2015 BrandZ Top 100 Most Valuable Global Brands 2015* report. IP should be part of your strategy in understanding the value of your business from within. Is it worth protecting? Absolutely! 📌

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THE EFFECTS OF SAME SEX MARRIAGE ON ESTATE PLANNING



LEGAL PERSPECTIVES

By Jessica R. Grater, Esq., Wolf, Baldwin & Associates, P.C.

Last year, the ban on same sex marriages in Pennsylvania was lifted with the U.S. District Court's decision in *Whitehead v. Wolf*. In June, 2015, the United States Supreme Court lifted this ban for the rest of the nation in its 5-4 decision in *Obergefell v. Hodges*.

So, what does this mean for same sex married couples when they are looking to complete their estate planning, and how is this different than before the law changed?

Pennsylvania Inheritance Tax

Before the law changed, same sex couples in Pennsylvania were negatively affected by Pennsylvania Inheritance Tax. The rate of inheritance tax is dependent upon the person's relationship to the decedent. The inheritance tax rate for lineal decedents, (e.g., parents and children) is 4.5 percent; for siblings it is 12 percent; and for

anyone else it's 15 percent. Spouses and charities are taxed at a rate of 0 percent. Therefore, before the change in the law, if one's partner died and the survivor of them inherited from the deceased partner, that partner's inheritance would be subject to a 15 percent tax rate. Since same sex marriages are now recognized, that rate drops to 0 percent, resulting in significant tax savings. For example, prior to the change in the law, a same sex partner who stood to inherit \$200,000 from his or her partner would have to pay \$30,000 in inheritance tax. Since the change in the law, the beneficiary would pay no inheritance tax.

Pennsylvania Intestacy Law, Elective Share, and Family Exemption

If one dies without a will in Pennsylvania, the laws of intestacy dictate what happens to the decedent's estate. In the case of a same sex couple, if one partner predeceased the other and died without a will, the surviving partner would not have any right to inherit from the estate. Now, if a same sex couple marries, and one of the spouses dies without a will, the surviving spouse will have a right to inherit from the deceased spouse's estate.

(See "Legal Perspectives" on page 54)

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LEGAL PERSPECTIVES

(Continued from page 53)

The laws of intestacy in provide that if a person dies without a will and has a surviving spouse with surviving children from that spouse only, then the surviving spouse is entitled to the first \$30,000.00 plus one half of the estate. If one dies with a surviving spouse and surviving children with anyone other than the surviving spouse, then the surviving spouse would be entitled to one-half of the estate, and the children would be entitled to the other half. If one dies without a will and has a surviving spouse, but no children and has surviving parents, then the surviving spouse is entitled to the first \$30,000.00 plus one half of the estate. If one dies without a will, and has a surviving spouse with no surviving children or parents, then the surviving spouse is entitled to the entire estate.

In addition to having rights under the laws of intestacy, same sex spouses now share the same protection under the Probates, Estates, and Fiduciaries Code that opposite sex couples are afforded in that they can avail themselves of a spousal elective share and the family exemption. Under Pennsylvania, if a person dies with a will, and attempts to disinherit his or her spouse in the will, the surviving spouse can elect

against certain assets of the deceased spouse. The surviving spouse would be entitled to a 1/3 share of those assets. In addition, same sex spouses can opt for the family exemption, which provides a \$3,500.00 exemption in the decedent spouse's estate that would be paid before certain creditors of the deceased spouse's estate.

Titling of Property

In Pennsylvania, married persons are given preferential treatment when it comes to ownership of real property. A married couple can own property as tenants by the entirety, which provides extra liability protection that is not found with other forms of ownership of real estate. If one spouse has creditors, the real estate is protected from the creditors of that spouse; however, if both spouses are responsible for the debt, then the real estate is not protected. In addition, there is an automatic right of survivorship and no inheritance tax would be owed. Previously, before the ban on same sex marriages, same sex couples had two options when it came to owning real estate. They could own it as tenants in common or as joint tenants with right of survivorship.

(See "Legal Perspectives" on page 56)

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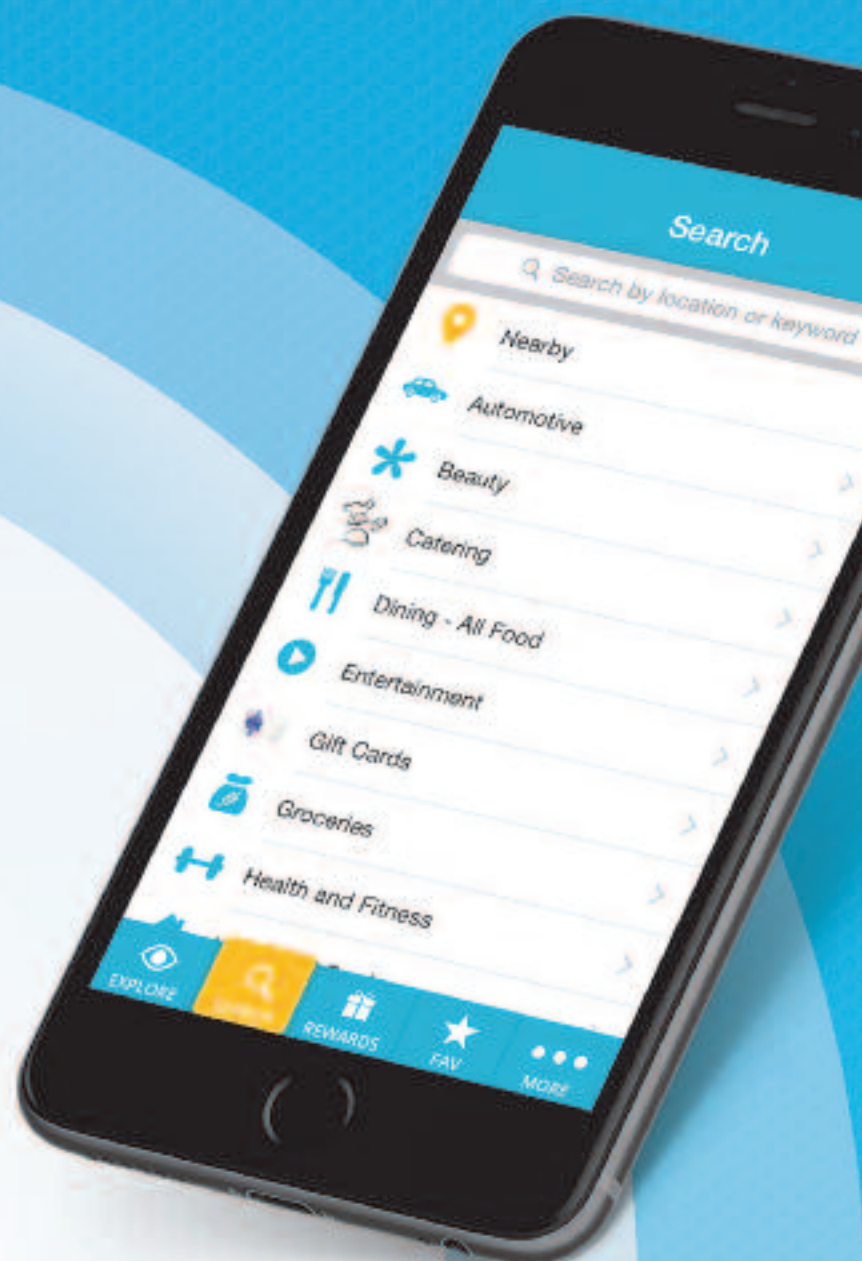


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Limerick produces and relays a "always on" source of electricity to the regional power grid. According to a *Continental Economics* report that analyzed 2014 data, Limerick produces wholesale energy output in Pennsylvania of approximately \$199.0 million per year which results in significant consumer savings.

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Limerick provides more than 600 well-paying jobs and contributes approximately \$140,000 to community organizations each year. More than 1,000 employees live and work in the Tri-County area. Limerick also contributes \$11.5 million annually in local, state and federal taxes to Pennsylvania, including \$7.5 million in employee wages and salaries, \$3.0 million in payments of goods and services from other Pennsylvania businesses and \$1.0 million in property tax payments.

PROTECTING OUR ENVIRONMENT

Limerick generates enough renewable electricity to power more than 100,000 homes. According to the *Continental Economics* report, Limerick's waste emitted from normal operations has decreased by 13.7 percent since 2007, and its carbon dioxide emissions would increase by 13.7 percent if its emissions were pulled in one 25 million tons of diesel.

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



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LEGAL PERSPECTIVES

(Continued from page 54)

If one owns property with another as tenants in common and one of the owners dies, the ownership interest of the deceased person passes through that person's estate. There is no automatic right of survivorship, and it would be subjected to a 15 percent inheritance tax. If one owns property with another person as joint tenants with a right of survivorship, then the property would automatically pass to the surviving owner; however, the deceased owner's interest would still be taxed at 15 percent in inheritance taxes.

Individuals with High Net Worth and Tax Planning

Same sex married persons can now do the same estate tax planning as opposite sex couples. The marital deduction can be used to avoid any federal estate taxes at the death of the first spouse and the surviving spouse can preserve the unused federal estate tax exemption of the deceased spouse. For 2015, the exemption is \$5,430,000.00 per person, or \$10,860,000.00 for a married couple. The top Federal Estate Tax rate is 40 percent.

Durable Power of Attorneys and Health Care Power of Attorneys

Previously, in the absence of a health care power of attorney or some other document appointing a health care surrogate, same sex couples did not have statutory right to make health care decisions for each other. Under the new law, they now have the power to make health decisions for each other if there are no documents in place that appoint anyone to make those decisions.

Keep in mind, however, it is still important to have a durable power of attorney in place, as there is no statutory authority for one spouse to act on behalf of the other spouse in other matters without having a properly drafted and executed durable power of attorney.

In any matters involving estate planning, the services of trained legal counsel are highly recommended so that fully informed decisions can be made. 🗑️

Jessica R. Grater, Esquire, is an attorney with the law firm of Wolf, Baldwin & Associates, P.C., with offices in Pottstown, West Chester, and Reading. Ms. Grater concentrates her practice in Wills, Estates, Probate, Orphans' Court, and Social Security Disability, and litigation related to such matters. She may be reached at 610.323.7436 or by e-mail to jgrater@wolfbaldwin.com.

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POLITICS AND THE BUDGET



DOWNTOWN MARKETING AND DEVELOPMENT By Barry Cassidy

Pennsylvania has gone a couple of months without a budget. It appears that the day to day running of the government has been spared the pain, but things are just not being done. The future of the Main Street program hangs with the budget, so the main street managers have a stake in the budget this year.

As you look at national politics, you can see there is a trend forming against the party of the incumbent. People and voters are gravitating to non-politicians because of paralysis in the national system. If it is a Democratic idea, the Republicans are against it and visa versa.

As I look at the debate, I have already gone on record as advocating for the end of the state store system. I believe the workers in the stores should be given some kind of option to be a part of the change, but I think the real estate people that have pulled liquor stores out of the downtown should head to unemployment lines across the state.

I also advocate for the state to reduce property taxes and make the school districts more reliant on state funding through whatever means is agreed upon. The only thing that increased property taxes do is make it more difficult for the elderly to maintain a home. The baby boom generation is just starting to hit their stride in retirement scenarios, and will be impacted on a large scale.

The two paragraphs above are one thing the Republicans want and one thing the Democrats want. Although people

think it is a political issue, really it is a people issue. Everyone would want to be able to go to a Liquor Store that was not open according to a government schedule, buying government selected brands, and everyone would want lower property taxes. Why is this so hard to do?

It is just an ingrained opposition that has taken the nation by storm. It appears there is a need for a party that will take everyone. If a party was locally based, per county, and was just a party where tea party types could run in one municipality and a socialists run in another municipality, things would be better. The reason they would be better is that there would not be the control that there is now over the ideas.

I believe I have detected a trend to reject the politics of the status quo and paralysis, and elect some people who want to work together. Certainly, no one wants what we have now, where on a national level and a state level, if one side comes up with an idea, the other side opposes it. There cannot be that many ideological roadblocks to stuff like this.

(Continued on page 59)

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ROTARIAN PERSPECTIVES

Why I Joined Rotary



By **Dan Albert, Executive Director, Pottstown YMCA**

When people ask me why I joined Rotary, I am prepared with two answers: The answer that defines me as a person, and the answer that is a little more selfish.

I believe that we all have a responsibility to serve others. We are all here together in this community and should want to assist each other in improving the overall quality of life. I have found the Rotary Club to be an excellent outlet for servant leadership. What I mean by that is that as a Rotarian, I am given the opportunity to develop my leadership skills by serving others. When projects are completed, an impact has been made on me and on the group that the project was organized for.



The slogan for the Rotary Club is "Service Above Self." That to me defines servant leadership and why I think that every community needs a Rotary Club and why I joined. In saying that, I would be amiss if I didn't mention the selfish part of why I joined. Being new to a community

it is often difficult to meet new people and learn about the community. The selfish reason of why I joined Rotary is to gain an opportunity to meet new professional and community-minded people (who have become friends and business relationships) and to learn more about this community. If you are driven by the idea of improving our community, want to make new friends and business contacts, then I would encourage you to attend a Rotary Club meeting and learn more. 📖

The Pottstown Rotary Club Wants You!



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

This is your opportunity to 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*

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Saturday's to NYC for individuals
- call for reservations



DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 57)

You look at government; it is broken... flat out broken. Sure, some stuff works for some people but in most cases, it is a matter of urgent need in response to a tragedy or immediate injustice or a lobbyist request. It is time to expect better... better from the paid politicians and better of ourselves as we decide whom to vote for on Election Day. Probably the only way to make a difference would be in the primaries where the selection is the widest. But then again the "party" sometimes endorses candidates before the primary because of cronyism. You get a light turnout in the primary and invariably the people who the party faithful want to win, will win.

I am not sure that on a state or national level we are ready to make a change in how we select candidates or what we require of them. There could be an effort to get more nonaligned people in local offices like councilman or township supervisor, who do not belong to a party, to enable them to gain

experience and build a reputation of being able to get things done. It does not seem that hard to get things done if everyone has an open mind. Decisions cannot be made on dogma or a partisan game of who blinks first.

There should be a common aim to "do good" and like my mother used to say "play nice." If we could just take those two principals and have the politicians, realize that we are starving for leadership and functionality of purpose from statesmen so we would not be facing this dilemma today. There is too much uncertainty relating to programs for economic development to have this go on for so long... makes it hard for me to work.

Meanwhile we all sit back and play a game of wait and see about this year's budget. My main vested interests in the budget are my continual need to get a second bottle of Mogen David 20/20 at 11:00 PM at night and my desire to see my school taxes reduced from the 30 or so mills that I pay now to live in my house. 🍷



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Tap n' Save's platform is a way to reward your best customers, too, with push notifications of new and special offers. And Tap N' Save users are encouraged to share your offers via social media!

To learn more about how Tap N' Save can help you gain customers and save money on marketing, please call **Bill Haley at 610.324.0658.**



tapnsavelocal.com
download and start saving!

BUSINESS PROFILE

Michael's Classic Limousine Outlines Services

Michael's Classic Limousine has seen some steady growth over the past few years, and recently has been granted authority by the Pennsylvania Public Utility Commission to operate an Airport Shuttle Service. This service provides weekday shuttles between the Reading Airport and the Philadelphia International Airport.

According to owner Christopher Haines, "Transportation to and from the Philadelphia Airport has always been a big part of our business. Up until just recently we have sent a private car for a customer at the time and to the address of their choosing."

"We will certainly continue to offer private service, but now if a customer is willing to travel to or from the airport at a set time and with other travelers, they can save quite a fair amount of money. We feel this shuttle service will appeal to a large segment of travelers who previously have been underserved."

Passenger vans will be primarily used for the shuttle service, but the fleet is quite diverse. There are several Cadillac and Lincoln sedans, SUVs, passenger vans, stretch Limousines, SUV Limousines, and Limo Coaches. It has proven to

be an ideal mix of vehicles and there is something for every customer.

A lot has happened since Haines purchased the business in 2008. "It has been a fast and furious 7 1/2 years" said Haines. "I started with eight vehicles and now we have twenty two." The growth really started in the beginning of 2009 when the company acquired Q Limousine of West Reading and brought the owner, Gary Knowles, on board as the Director of Operations. During the summer of 2009, Deer Lake Limousine of Schuylkill County also became part of the family. "Prior to that we didn't have much of a presence in Schuylkill County, but it has really kept us active."

Part of the success has been due to the quality of the chauffeurs who drive these vehicles. Each applicant must have an excellent driving record and be approved by the insurance company. Further, a criminal background check is done on each applicant along with a drug test and a physical. The business is based in Leesport on Route 61.

For additional information, please call 610.929.4919, and visit www.michaelsclasslimo.com.

BUSINESS PROFILE

BB&T

BB&T is one of the largest financial services holding companies in the U.S. with approximately \$210 billion in assets as of Aug. 17, 2015, more than 34,000 associates and 2,149 locations in 15 states and Washington, D.C. Founded in 1872 and based in Winston-Salem, N.C., BB&T is a full-service financial institution offering a full range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance products and services. On August 1, 2015, BB&T closed on its acquisition of Lititz-based Susquehanna Bank.

A driving force behind BB&T's success is its unique community banking structure. BB&T divides its footprint into autonomous regions, each with its own president. This structure, which distinguishes BB&T from other large financial holding companies, is designed to push decision-making authority out into the local branches. That allows BB&T to operate on a more personal level with individual and business clients, providing them with the kind of attention they expect from a hometown bank.

The company strives to help its clients achieve economic success and financial security; create a workplace where employees can learn, grow and be fulfilled in their work; optimize long-term rewards to its shareholders; and help make its home communities better places to live and work. A Fortune 500 company, BB&T is consistently recognized for outstanding client satisfaction by J.D. Power and Associates, the U.S. Small Business Administration, Greenwich Associates and others.

Through the BB&T Lighthouse Project, a company-wide community service effort held in May and June, employees are able to live out BB&T's mission "to make the communities we serve better places to live" by lending a helping hand to those in need. Since the Lighthouse Project began in 2009, BB&T employees have completed more than 7,700 community projects, donated more than 385,000 hours to local charities and touched the lives of more than eleven million.

More information about BB&T is available at www.BBT.com.

BUSINESS PROFILE

Country Meadows of Wyomissing

Memory care doesn't always warrant a secured, locked environment nor should it be one-size-fits-all. As long as a senior is safe, living within a community with as-needed support and cognitive cues and prompts can provide a very fulfilling and vibrant life.

Country Meadows, located at 1800 Tulpehocken Road, Wyomissing (close to Routes 422 & 222), offers a unique continuum of memory care in the Reading market, starting with its Connections Club®. An expertly designed program for seniors experiencing the early effects of memory loss in an unrestricted setting, it's an ideal first step in memory care.

Country Meadows focuses on the person, not the diagnosis through an innovative approach offering specialized care for all stages of dementia appropriately customized for individual needs. For more information, contact their team any day of the week at 610.374.3122 or Wyomissing@countrymeadows.com.



REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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and interact with other individuals and organizations for the overall benefit of the business community."

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,

UPCOMING & RECENT EVENTS

October Membership Meeting/Breakfast – October 13

Join us to stay up-to-date with the Chamber, network with other Chamber members, and hear Manny DeMutis discuss the new Phoenix Village complex nearing completion on Bridge Street.

Time: 7:15am – 9:00am; Cost: \$18 for pre-registered, \$20 for non-registered, \$25 for not-yet-members.

Location: University of Valley Forge, Solomon's Porch Building, 1401 Charlestown Road, Phoenixville, PA 19460



After-Hours Mixer at Franklin Commons – October 22

Bring your business cards and social skills for a Networking Happy Hour in the Art Gallery at Franklin Commons!

Time: 5:00pm – 7:00pm; Cost: Free!

Location: The Art Gallery at Franklin Commons, 400 Franklin Avenue, Phoenixville, PA 19460.

Entrance to the Art Gallery is from the Main Lot of Franklin Commons

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!

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. The final First Friday event of the outdoor season is on **October 2**, and we hope to see you there! For more information, please visit www.phxfirstfriday.com.

Phoenixville Food Festival - Food Truck Festival and Restaurant Week

The Phoenixville Food Festival, an event coordinated by Phoenixville First, the local organization of town leaders, will be taking place from Saturday, October 3rd to Thursday, October 8th.

On Saturday, October 3rd, the 100 and 200 blocks of Bridge Street and the unit block of Main Street between Bridge Street and Church Street will be closed and filled with over 35 food trucks and a variety of vendors between 12pm and 6pm for the Food Truck Festival. Stop downtown to try unique gourmet specialties from these food trucks!

On Sunday, October 4th through Thursday, October 8th, participating Phoenixville Restaurants will be offering prix-fixe menus to showcase their specialties to new patrons or returning regulars. A full list of these menus will be available on www.phoenixvillefoodfestival.com/restaurant-week.php in the weeks leading up to the event.

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 year's beneficiary will be The House (Phoenixville Women's Outreach), Phoenixville's first shelter for homeless and low-income single women.

This event is open to the public. Please visit www.phoenixvillechamber.org/gala2015/ for more information to buy tickets today!

Ribbon Cutting Spotlight

Congratulations to Stable 12 Brewing Company on its recent ribbon cutting with the Chamber! A great time was had by all in attendance.



PHOTO BY MIKE IRBY

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!

Photos from the mixer Tompkins VIST Bank



UPCOMING EVENTS

October 8: Chamber Luncheon, Friendship Fire Company, 269 Green Street, Royersford, PA. 11:30am-1:00pm. Tickets are \$25.

October 13: Joint Chamber Mixer with Spring-Ford and Upper Perk, hosted by Harleysville Savings Bank, 1889 East Ridge Pike, Royersford, PA. 5:00pm – 7:00pm. Harleysville is celebrating its 100th Anniversary in 2015 and invites chamber members and guests to a mixer.

October 20: Wine and Food Tasting Mixer at Pope John Paul II High School, 181 Rittenhouse Rd, Royersford, PA. 5:00pm-7:00pm. Wine from Adello Vineyard and food by Baird's Catering. Tickets are \$20/members and \$25/nonmembers.

Please visit our website at springfordchamber.com/events for information, or to register for these events!

October Luncheon: Fire Prevention Month

Please join us for our October luncheon, which will be at Friendship Fire Hall, 269 Green Street, Royersford, PA on October 8, 2015 from 11:30am – 1pm.

We have invited our local fire chiefs to speak at this luncheon about fire safety and prevention. They'll also discuss the new fire station being built in Royersford. Join us for an informative luncheon in October!

Registration is available on our website at springfordchamber.com.

October Mixers: Two Great Events!

We have two great mixers coming up in October. We will be helping one member celebrate a milestone anniversary and showcasing another member's catering at the second!

October 13, Harleysville Savings Bank is celebrating their 100th Anniversary in 2015! Our local branch is hosting a joint mixer for members of the Spring-Ford and Upper Perk Chambers of Commerce. Please register on our website or contact branch manager Bethany Holsendorff at 610-454-0391.

October 20 brings a new event for the Spring-Ford Chamber. We'll be hosting our own wine tasting event at the Pope John Paul II High School student center from 5:00 – 7:00pm. Baird's Catering and A'Dello Vineyard Winery will be teaming up to offer perfectly paired wine and food throughout the event. Tickets are \$20 for members are \$25 for nonmembers. Register on our website at springfordchamber.com!

SAVE THE DATE!

We Have a Very Special Guest for our First 2016 Event!

The Spring-Ford Chamber is always working on great events for our members and guests, and boy, do we have a great one for our first big event of 2016!

We are very excited to announce that our Annual Lunch speaker will be **Tom Burgoyne** – who most of you wouldn't recognize if you bumped into him in the grocery store, but he's on TV hundreds of times a year as the **Phillie Phanatic**!

Tom has a great presentation on "Finding Your Inner Phanatic" where he talks about landing his dream job as well as how the Phanatic can be an awesome model for inspiring customer loyalty.

We will be offering sponsorships for this event!

- **\$1000 Platinum Sponsorship** – You receive 4 tickets with the opportunity to sit at the head table with the guest speaker, a 3 minute commercial at the event, a 2x2 website ad, and a vendor table at the event.
- **\$500 Gold Sponsorship** – You receive 2 tickets, a vendor display (and a thank you!) at the event, and your logo will be included in the email sponsorship ads for that month.
- **\$250 Silver Sponsorship** – You receive 1 ticket and a vendor display at the event.
- **\$100 Table Sponsorship** – You will sponsor a table (8 or 10 seats) and bring your promotional items for that table – so bring a coupon, a notepad and pen, or some other gift for the guests at your table! Your name will go on a sign on the table and if you bring guests, they may sit with you at the table.

Sponsorships are open NOW and are limited! If you are interested in sponsoring this great event, please contact the Chamber office at 610-489-7200 or info@springfordchamber.com!

Photos from Limerick Community Day!



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REGIONAL CHAMBER ROUNDUP



PERKIOMEN VALLEY CHAMBER OF COMMERCE

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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

NEW!

Introducing the Lunch Series... **BUSINESS MATTERS!**

We're giving more time for expert presentations so you gain more valuable tips and knowledge. All registered guests will receive Network-To-Go, a contact list of attendees!



October 14, 2015

"Are You Wearing Too Many Hats?"
presented by Mark Steinke

Details visit www.PVchamber.net!

October 15, 2015 – Penn Liberty Bank Mixer

Penn Liberty Bank invites PV Chamber members to a mixer at the Oaks branch. We invite you to experience the advantages of local management, local knowledge, local decision making, and local service in helping you build your financial foundation. Bring plenty of business cards to exchange with members and guests! Food, refreshments and giveaways.

Time: 5:00-7:00 pm

Location: 1630 Egypt Road, Oaks, PA

This event is FREE for PV Chamber members; \$10 Guests

Call 610-489-6660 or email info@PVchamber.net to register

October 22, 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 issue. Limited to 18 attendees; PVCC members-only.

Can't make this one? Tentative Dates for Upcoming BOR:
Nov. 12th, 1/28/16, 2/25/16, 3/24/16, 4/28/16

Time: 11:30am – 1:00pm

Cost: \$25/pp (includes 1st course and entrée)

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

October 27, 2015 – Mixer at Swede Family Chiropractic

Back by popular demand...PV Chamber Mixer at Swede Family Chiropractic! Dr. Doug Swede and Dr. Margaret Hager are thrilled to welcome the PV Chamber to a Fall Mixer. We anticipate another large crowd for a great networking event, including free chair massages, fabulous door prizes, food and refreshments.

Swede Family Chiropractic

130 W. Main St., Trappe

4:00 p.m. – 6:00 p.m.

FREE for members; \$10 Guests

Call 610-489-6660 or email info@PVchamber.net to register

**There's still time to place an ad
in the online savings book!**

October 28, 2015 – New Member Orientation

sponsored by



Wednesday, October 28th,
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.

More details, contact Renee Blomstrom at 610-489-7822 or email renee@PVchamber.net. Register online www.PVchamber.net

Exclusive Member-Only Event...

PV CHAMBER BUSINESS EXPO AT PFIZER!



The PV Chamber **Annual Fall Business Expo at Pfizer** will be held on **Thursday, October 8, 2015**. Table/Attendee Registration has closed. However, all PV Chamber members (exhibitors/non-exhibitors)

are welcome to participate in Online Coupon Magazine to extend promotions beyond the Expo.

Hurry...place your order by 10/2/16 to participate in online coupon magazine advertisement \$50 (business card size with offer) \$200 (full page).

Visit www.PVchamber.net or email info@PVchamber.net or contact the Chamber office at 610-489-6660.

SAVE THE DATE!

PV Chamber Annual Holiday Party - December 9th

*Join us in celebration and gratitude
PVCC Honors our Community Leaders!*

Please help us to wholeheartedly say **"Thank You"** to our *Pastoral Leaders, Police and Fire Departments, Emergency Personnel, Non-Profit Organizations, Municipal Officials, School Board Directors, County Commissioners, United States and Pennsylvania Legislative Leaders.*

Two-Hour reception includes delicious stationed and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert. **Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!**

More details available online www.PVchamber.net or call the PV Chamber office at 610-489-6660 to provide a raffle prize (\$25+ value) or silent auction donation (\$value \$100+).

Spring Ford Country Club

48 Country Club Road, Royersford

5:00p.m. – 7:00p.m.

Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members

Sponsorship Levels from \$250 to \$1,100. (provides complimentary tickets for honored guest)

PV Stars
Best of the Valley
**2ND ANNUAL
AWARDS GALA**
NOW ACCEPTING NOMINATIONS

AWARD CATEGORIES

- EMERGING BUSINESS OF THE YEAR
- SMALL BUSINESS OF THE YEAR
- MEDIUM BUSINESS OF THE YEAR
- LARGE BUSINESS OF THE YEAR
- BUSINESS PERSON OF THE YEAR
- NON-PROFIT ORGANIZATION OF THE YEAR
- CHAMBER MEMBER OF THE YEAR
- HUMANITARIAN OF THE YEAR
- DISTINGUISHED SERVICE PERSON OF THE YEAR

To submit a nomination, please visit
www.PVChamber.net.

Self Nominations are welcome and encouraged.
Nominated businesses and individuals do not
need to be current PV Chamber members.

Award nominations deadline 12/1/2015. Winners will be
announced. Winners will be announced at the PV Stars -
Best of the Valley Awards Gala
February 2016 • Rivercrest Country Club



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RED, WHITE & "WHO KNEW?"



WE KNOW!

OUR STATE-LICENSED TECHNICIANS WILL ELIMINATE
YOUR CURRENT MOUSE POPULATIONS AND KEEP
FUTURE MICE FROM RE-ENTERING. PROPER INSPECTION
IS KEY TO DETERMINING THE TYPE OF TREATMENT TO
BE USED TO EFFECTIVELY CONTROL THE POPULATION.

IT'S OUR PATRIOTIC DUTY!

"Dane came to help with our mouse problem. He asked a few
questions, looked around the house, and knew exactly where to set
the traps. He was extremely polite and friendly and we got rid of
our mouse issue in no time. Great service, great
communication, would recommend Dane
and Patriot Pest Solutions to anyone."
—Lauren N., PA



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