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Cover Story: Tom and Kelly Heffner of *About All Floors*, which offers a wide variety of flooring products and related services, rank *SUPERIOR CUSTOMER SERVICE* as the key to the growth and success of their business.



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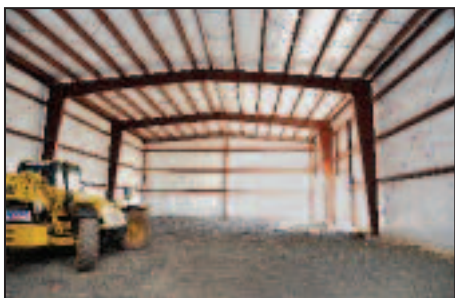
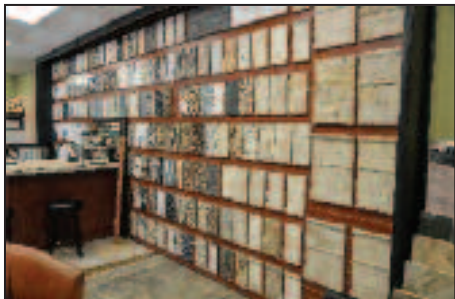
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ABOUT ALL FLOORS

AN ENTREPRENEURIAL SUCCESS STORY



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

Celebrating 10 Years in Business

Tom Heffner was making a comfortable living in 2005 when he decided to resign his position as National Franchise Director for the largest flooring franchise in the United States, and strike out on his own. He loved his job but the constant travel it required kept him from spending precious time with his wife and three young children, and he knew he needed to make a change.

"I had seen good retail and I'd seen bad retail," Heffner recalls. "I said to my wife Kelly, I know we can run a flooring business, and I know we can do it well." Armed with Kelly's approval, a fair amount of entrepreneurial optimism, considerable industry experience and connections, Tom and Kelly Heffner leased space at 519 Ben Franklin Hwy West Birdsboro, invested in inventory, and launched their own flooring business, About All Floors on November 10, 2005.

Featuring a wide variety of flooring products including, carpet, hardwood, laminate, luxury vinyl, ceramic and porcelain tile, and vinyl sheet goods, About All Floors also offered professional installation, carpet services, and numerous financing options. The business grew steadily, and in 2008, the Heffners purchased the showroom and warehouse property where their business was located. Soon afterward, the economy and housing markets took a tumble. Throughout the region, and the country, new construction and remodeling projects came to a halt. Related industries, including the flooring industry suffered. "We made it through that time when a lot of our competitors did not," Heffner recalls. "Everything was need-based during that period. We feel fortunate that we were able to survive those years. It definitely made us smarter as business owners. What doesn't break you makes you stronger."

As the economy slowly climbed out of recession, About All Floors has experienced steady growth in all three segments of their customer base. "We've grown residentially, commercially, and in our builder/contractor business," Tom Heffner says. "Our approach is to be diversified, have our finger on all parts of the flooring business, and never let any one of them become overly dominant in our business."

In March 2014, Tom and Kelly Heffner opened a second showroom at 1050 Berkshire Boulevard, Wyomissing. This month, as they celebrate their 10th Anniversary in business, they are near completion of a project that represents a major investment in the future of their company — a spacious new warehouse.

"We are so excited about the new warehouse," says Tom Heffner. "This expansion demonstrates that we are serious about growth in our Birdsboro and Wyomissing locations and further expansion of our business into Montgomery and Chester counties. Those are areas we can easily service out of this facility, and we're looking at opportunities in those markets," he said.

The Heffners are optimistic about the trend toward growth they see in the Western Montgomery County area and Northern Chester County, and, with the capacity of their new warehouse, they are well equipped to serve clients in those areas.

As they've grown over the past 10 years, in addition to serving homeowners and residential contractors, About All Floors has provided flooring for a variety commercial projects throughout the region by building a strong referral base from satisfied clients. "We do work with health care, assisted living centers, school districts, private businesses, municipalities, hospitals, and many other large scale projects," Tom Heffner says. "I always enjoy working with individual business owners. It is interesting to see where the focus lies in different industries. Some talk more about practicality, performance, and durability, whereas other environments are driven by design. Whether an entrepreneur tends to be more budget or style conscious, my staff and I are well versed in meeting their needs."

About All Floors offers a wide selection of carpet, ceramic tile, hardwood floors, and luxury vinyl tile for commercial projects.



"It's our personal service that keeps our customers coming back."

"We do welded vinyl specialty products for sterile areas. We have products that we can use for just about any type of application," Tom Heffner said. "We stock a fair amount of goods. We probably stock more hardwood than anyone in the area. By doing so, we're able to be competitive with price," he said. "With 20 plus years of experience in the industry, I know what products are available and in demand. I also know where we need to be. It is very important for customers to be able to come in, spread a product out, and design their space. We have a slideshow running in our showroom where we show photos of only jobs we've done. We use them to inspire people with design ideas. The ladies and gents in the showroom also do a great job with layout and design. That's one of the things that sets us apart," he said.

"We have an outstanding staff," concurs Kelly Heffner. "The people we work with are incredible. They bend over backwards for our customers. They do everything the way they would like it done in their own homes. That's how we look at everything we do. We build relationships with people."

Building relationships leads to referrals. "That's very strong for us" Tom Heffner emphasizes. "A large percentage of our

business is repeat customers. They will ask for a specific installer or sales person. We have collectively over a hundred of years of flooring experience."

"We spend a lot of time with our customers," said Kelly Heffner. "We want to make sure we're meeting their needs on all levels. Certainly we need to meet their style and budget, but we also need to make sure they have the right product for their lifestyle. We make sure when our customers leave they are happy with the choices they made. We want what works best for them on every level," she said.

The Heffners consider themselves to be a local family business helping their neighbors. "We sponsor local sports teams, fire companies, Lions clubs, all different kinds of community groups," Tom Heffner said. "We try to give back to the community and do things where we can to help out."

The Heffners keep their finger on the pulse of what is trending in the industry. "Trending right now, gray is the up and coming new neutral," says Kelly Heffner. "Ceramic tile in a wood look is hot in residential and commercial. It has become extremely popular because it is beautiful and durable and it allows for a wood look in areas not suited for wood.

(See "Cover Story" on page 22)

SHOWROOM AT 1050 BERKSHIRE BOULEVARD IN WYOMISSING



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FOCUS ON POTTSTOWN REVITALIZATION

New Investment Drives Economic Development in Pottstown



By Steve Bamford, Executive Director, PAID, Inc.

Public and private investment is flowing into Pottstown. How much? During 2014 and 2015, approximately \$3.5 million in Federal, State, and County grants were awarded to community and economic development projects throughout the Borough. Over the last 12 months alone, over \$4.3 million in private capital has been invested to acquire commercial buildings in just two blocks of the downtown. Additional private dollars are being put to work funding projects in other areas of town.

The grants from our government partners leverage private investment, fill funding gaps, and promote economic development. The diverse projects and funding sources include:

- \$400,000 from the U.S. Environmental Protection Agency awarded to the Montgomery County Redevelopment Authority for brownfield assessment grants to properly inventory, characterize, assess, and conduct reuse and cleanup planning for environmentally-impacted sites within the Borough of Pottstown;
- \$250,000 from Montgomery County and \$676,000 from the Commonwealth Financing Authority awarded to the Colebrookdale Railroad Preservation Trust for the establishment of a multi-modal station in Memorial Park to serve the tourist railroad;
- \$250,000 from Montgomery County awarded to the Carousel at Pottstown to complete the building improvements required to open the beautifully restored carousel to the public;
- \$200,000 from the Commonwealth Financing Authority and \$67,000 from the Montgomery

County Redevelopment Authority awarded to Pottstown Area Industrial Development, Inc. for the Keystone Employment & Economic Plan to encourage redevelopment of vacant and under-utilized parcels along Keystone Blvd. and westward into West Pottsgrove Township;

- \$1,525,000 awarded through the Delaware Valley Regional Planning Commission, Federal Transportation Alternatives Program, PA Department of Transportation, and Federal Safe Routes to School Program for the Walk and Bike Pottstown project. The public funds leverage \$582,000 in private investment from the Pottstown Area Health & Wellness Foundation; and
- \$50,000 awarded from the Downtown Business Incentive Grant Program to Sprogers Run Properties for improvements to 258 E. High Street and \$80,000 awarded to Armstrong Alehouse for improvements to 251 E. High Street. This Borough program funds capital improvements to previously vacant downtown commercial properties and was capitalized with funds received from Montgomery County.

(See "Focus on Pottstown Revitalization" on page 12)

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What Downtown Pottstown Merchants Are Saying . . .

"I see for the first time in a long time everybody's on the same page. The perception of Pottstown is changing with the purchases of all these buildings. There's a positive feel. It's changed the perspective of Pottstown. Everybody who has a business here is actually making an investment in the community. I've been seeing a lot of new faces in town.

I see the rise of new blood in the town. New people come in and remark about the beautiful architecture of this town. People from out of town think it's gorgeous." – **Gene Dugan, Co-Owner Grumpy's Handcarved Sandwiches, 137 E. High Street**

"There's definitely been an upswing in the cooperative effort in the community among business owners, PDIDA, the police, PAID, and the borough officials. It's definitely been an improvement, for sure. Things are headed in the right direction. We're getting a lot more positive feedback from our customers. More people are willing to come into town to patronize the local businesses. You base and judge your opinions a lot on what the customers say." – **Eric Leininger, Twice as Nice, 233 E. High Street**

"We are optimistic. We're looking forward to seeing the new businesses come in and hopefully help bring additional business into Pottstown. People want places to eat and they want nice places to shop when they come to see a play or attend an event like the Carousel of Flavor. That's what we're hearing from a lot of our customers." – **Nicole Leininger, Twice as Nice, 233 E. High Street**

"I do feel optimistic. PDIDA has done a lot of really good work trying to get people into town to know we're here, and to get us involved in the different events they have during the year, like Halloween and Christmas. The Colebrookdale Railroad from Boyertown will be a nice draw. You want to bring people in which brings business in, which brings more business in. That benefits everybody. It has a positive effect. I see all the businesses are trying to pull together to help each other out." – **Katie Lyster, Performance Auto Tags, LLC, 323 E. High Street**

"I'm very optimistic. I have a good niche here. I do see good things starting to happen. I've been here nine years and I have seen it turn around. It's good to see some investors with some independence. They have very successful operations, and vision. They are established business owners and they're going to cultivate the buildings they are buying. That's good stuff. I see more effort from PDIDA and more optimism. I definitely see a fresh outlook and optimism. It's been refreshing to see." – **John DiRenzo, Tri County Bicycles, 256 E. High Street**

"It think the town is moving in the right direction. There are not that many stores to shop in like mine in Pottstown. We are very blessed and fortunate to still be here and still make a living after 35 years. It's good to see new people coming into to town." – **Rich Ranieri, Rich Ranieri's Paint and Wallpaper, 218 E. High Street**

"I think there's a long-awaited move toward the positive here. The town is in better shape than it's been since I came here in 1999. I'm optimistic for the future. We are seeing some physical manifestation of revitalization and you can see the work going on. You can see a different character to the street. There's a new energy underneath of everything, and God willing it will work its way to the top and be contagious." – **Warren Holohan, Ink and Essence, 241 E. High Street**

"I am absolutely optimistic about what is going on in Pottstown. If you want to be a business owner in this town, not is the time to do it. You get yourself established now . . . Rents are still very low. I do see all the different groups working together. I'm seeing more effort from PDIDA to reach out to the merchants. Every opportunity is given for merchants to get recognized by PDIDA. I am kind of passionate about what's going on here in Pottstown." – **Burke Meyers, Meyers Automotive, 18 S. Hanover Street**

"Revitalization is a slow process. However, this is definitely the town to be in when it happens, and it's happening now. I'm 100 percent positive about where Pottstown is headed. I see good attitudes. Good police work. Now there is communication, leading to cooperation. Everywhere I go I hear all kinds of things about the Colebrookdale Railroad. The Carousel is finally going to open. It adds excitement." – **Cindy Brower, Cole Tobacco, 215 E. High Street**

"It makes me optimistic to see investors come into the town. It's good to have an investor like Scott Bentley leading by example. I think he's done an excellent job and he encourages his employees to get out in the town and do things at lunch. He's done a great job as a leader. So having him as one of the major investors I think is a good thing. I can't tell you how many people said they found us because they were here to see a play at Steel River Playhouse. I think that the town has a lot to offer. Sheila is out and about and she's always looking for ideas and will bounce ideas off of people. I think she's done a really good job getting people on board." – **James Hoffman, Laserworx, LLC, 236 E. High Street**

"The key to this investment is now we're dealing with people who can afford to sink some dollars into this town, and that's what's happening. It's not 30 different people owning buildings who live out of town. These people have enough money behind them to get things done. They are not here as absentee landlords. They are bringing their employees to town and making an investment to make the town better." – **Marc Weitzenkorn, A. Weitzenkorn's & Sons, Inc., 145 E. High Street**

"It's encouraging to see there is outside money coming in. That gives us a little bit of hope and optimism. It would be helpful for more investment to come in to the downtown." – **Kathy Reifke, Pottstown Florist, 300 E. High Street**

"I think they are making a big improvement. I'm optimistic about the future of Pottstown." – **Brian Clark, Sherwin-Williams, 52 S. Hanover Street**

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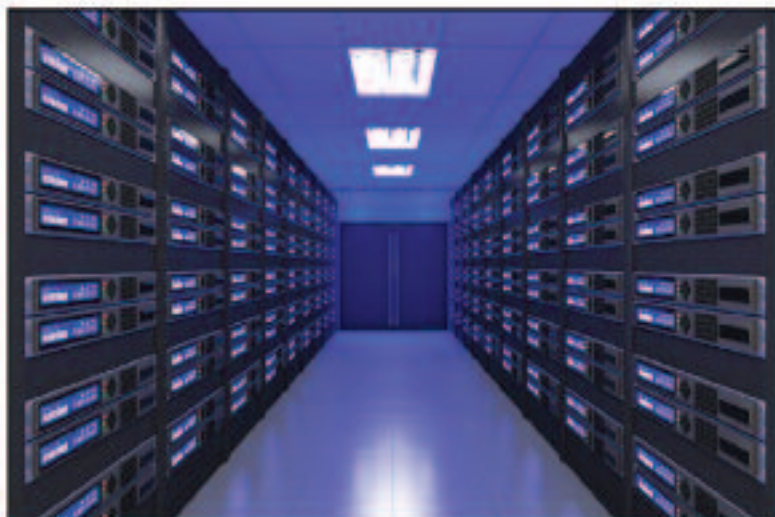
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FOCUS ON POTTSTOWN REVITALIZATION

(Continued from page 10)

The private sector is also investing significant capital in Pottstown. The investment of over \$4.3 million in private funds for the acquisition of downtown properties during the last 12 months is potentially transformative. Six buildings totaling 156,000 square feet of gross building area have changed hands in the 100 and 200 blocks of High Street. The properties are now owned by investors with the resources to improve and maintain the buildings. The transactions include:

- Montco Tech Center LLC's acquisition of the iconic New York Plaza Building at 238 High Street last November followed up with the acquisition of the Ellis Mills Building at 227 High Street this summer;
- Investors and restaurateurs Win and Sutida Somboonsong's acquisition of the five-story Security Trust Building located at High and Hanover streets in April of this year followed by their purchase of 254 High Street with plans to establish what will be their sixth Win Signature Restaurant;
- Adamerin Enterprises LLC's purchase of 251 High Street where restaurateur Adam Burke and craft brewer Steve Armstrong are working on plans to partner on a new brew pub; and,
- Most recently, the five-story office building that is home to Susquehanna Bank on the corner of High and Hanover streets was purchased by an affiliate of Redwood Real Estate Group.

These figures do not even include capital invested by private companies in various projects outside of the downtown during this period. Two projects are particularly noteworthy given how long the properties had previously remained undeveloped. Haggerty Steel constructed the first new building in the Airport Business Campus in at least 20 years and, just two months ago, 980 Glasgow LP purchased the former Snow King facility that had sat vacant and deteriorating for just as long.

Of course, there are quite a few long established Pottstown businesses that have continued to steadily grow and invest — too many to mention them all here. Precision Polymer Products is a great example. The medical device component manufacturer has been operating at its current Pottstown location since 1996. The company recently completed a \$4.2 million expansion project including renovations to its existing headquarters and plant as well as an adjacent building allowing it to increase capacity, improve workflow, and expand its workforce.

Why now? Why is public and private investor confidence so high on Pottstown? There are certainly many contributing factors. However, none may be more important than the unprecedented level of collaboration and cooperation among the leadership of Pottstown institutions committed to furthering community and economic development.

The Borough of Pottstown and Pottstown School District share more than common geography. The elected officials of both governing bodies share a commitment to working together to promote development within the 5.5 square miles that is Pottstown. And they are not alone. Our local elected officials are joined in this effort by Pottstown anchor institutions including The Hill School, Pottstown Memorial Medical Center, and Montgomery County Community College as well as the Pottstown Area Health and Wellness Foundation, TriCounty Area Chamber of Commerce, Pottstown Downtown Improvement District Authority, and Pottstown Area Industrial Development. These Partners for Success continue to work together to attract additional investment to an active, welcoming, and energized Pottstown community. 🏡



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A MOVE TOWARD REVITALIZATION IN POTTSTOWN

By Michael B. Murray, Jr.,
Attorney with OWM Law

Pottstown's success was once predicated on the steel industry. As the steel industry collapsed in the region so did the viability of such towns as Pottstown, Phoenixville and Coatesville. Phoenixville has seen a recent rebirth with the development of a town center district, with mixed use communities rising up from the foundations of the old steel plants and a core of dedicated people with vision leading the charge and investing in the community.

Pottstown has been attempting to light a spark for several years now and, as we come out of the worst recession any of us can remember, that spark is showing signs that it may be ready to ignite. Just a couple of years ago, we saw Sly Fox relocate its brewery operation to Pottstown. That facility incorporated a tasting room and, along with its brewery tours, Sly Fox has become one of the premiere gathering spots in the region. Manatawny Still Works took a page out of Sly Fox's book and opened its craft distillery-serving fine spirits across from Sly Fox in the Circle of Progress.

What Pottstown is really longing for is to bring people and businesses back to the

downtown area. Over the last year, Pottstown has seen the downtown commercial market heating up. Over 156,000 sq. ft. of gross building area have been acquired by private entities, with a value of over \$4,295,000 in acquisition costs. It is anticipated that over the next couple of years several additional craft brew pubs and high end restaurants will once again line High Street. Moreover, existing entertainment venues, such as Steel River Playhouse, are experiencing an increasing popularity.

Hopefully, more technologically-based businesses will start relocating to the downtown Pottstown area, just like Video Ray did three years ago. Scott Bentley, the founder and president of Video Ray (a company that manufactures underwater drones), moved his company into the former Levitz Furniture building on High Street and has since made additional investments in the New York Store Building and the Ellis Mills Department store buildings (both also located on High Street).

I am hopeful that business people and investors will continue to have vision as to what Pottstown can be with the right core of people willing to invest in the community. OWM Law has been part of the Pottstown community for over 60 years, working with

its clients (i.e. property owners, business owners, developers and investors) to bring their visions to life and navigating through the different regulations that need to be addressed (i.e. Zoning and Land Use regulations). Zoning and Land Use in Southeastern, PA can be quite complex as these municipalities strive for a balance of open space, historic preservation, and green living along with the needs of a growing population that requires housing, shopping, and manufacturing to sustain the community. OWM Law real estate attorneys have helped its clients with the sale, purchase and leasing of properties. OWM Law zoning and land use attorneys have successfully represented both national developers and local landowners in the preparation and submittal of applications before federal, state and local government bodies, municipal boards, planning commissioners and community groups to obtain the approvals necessary to make the revitalization of the community possible. 🗑️

Michael B. Murray, Jr., Esq., is a Principal Attorney of O'Donnell, Weiss & Mattei, P.C., and co-chair of OWM's Real Estate & Land Use Practice Groups. He has over nineteen years of diverse business law experience, including Real Estate, Municipal Law, Contracts and Project Management, with particular emphasis in Zoning and Land Use matters.

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MAIN STREET AS AN ECONOMIC DEVELOPMENT GENERATOR



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

"Back in the day they walked three or four abreast in the downtown on a Saturday night." That is a familiar quote from residents of a community as they talk about how the downtown has lost favor in the regional marketplace. Looking at the streets bare and without activity must mean that the town is no longer viable.

In some cases that is the truth, but in most cases, there are viable businesses in the downtown even though there is not a plethora of foot traffic. Most people are talking about the late 1940s to and throughout the 1950s when automobiles were a little different, and there was not an abundance of sprawl development. A lot of those people's memories will disappear when they die and we will only have current recollections.

Foot traffic is a good indicator of a revitalized downtown, but having a respectable downtown is the spark plug for other development in the town that could lead to a better situation for the town as a whole. In both Downingtown and Phoenixville, there was massive investment in the housing stock based upon the effort to revitalize the downtown that made both towns better.

In many cases, your downtown defines how your town is perceived. By having a run down central business district, it reflects negatively on the entire town. Most downtowns are not run down, but instead just not revitalized. There are always things that someone can point to as being an impediment. Broken Windows, lack of maintenance and perhaps some undesirable elements are normally the main culprits people will identify.

In many cases a little hard work and some paint will solve the problem. Let us say that a business wants to move into an area. They are from out of state and they look to the quality of life of the town. There is a little tract of land on the outskirts of town that would be perfect for the company, as it would provide the ability to build to suit and house all of their employees under one roof. Say this firm is from a small town in another state. One of the first

things they are going to take into consideration is, what is the quality of life? Where are they asking their employees to relocate?

The first impression about the town is made concerning what the commercial district looks like. If your town is thriving, your town is perceived as a thriving little community with the quaint this or that. If your town is struggling, the impression you make will be dependent of the nature of the struggle, and probably be compared to the town they are relocating from.

The "Main Street" approach to revitalization deals with four points — Promotion, Design, Economic Restructuring and Organization. These points identify the areas that people will look at when they decide to buy a house, locate a company or visit a downtown. A downtown is not just about the customers that it attracts, but stands more of a symbol of what the town represents.

(Continued on page 16)

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The Grille is the full-service restaurant at Spring Hollow. With its comfortable setting it is a great place to meet friends after work or to have a relaxing sit-down dinner. In the warmer months, you can dine outside on the covered deck or on the patio while overlooking the golf course.

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Please call us at 610.369.9778 to assist you with all of your material handling equipment needs. Whether you are purchasing new forklifts, maintaining an older fleet or renting forklifts on an as needed basis, PA Industrial Equipment has got you covered.

Decorating Den Interiors

Design is something that comes naturally to Barbara McInnis-Hayman. The award-winning interior designer has been dabbling in the field for over 20 years, opening her own franchise of Decorating Den Interiors five years ago, serving clients from Philadelphia to its suburbs, including Collegeville, Phoenixville, Reading (all along the 422 corridor), as well as Delaware, New Jersey and New York.

Barbara has a degree in Communications from Villanova University, and believes it is a vital asset in her ability to translate her clients' ideas into finalized projects. Her professional training from Decorating Den's Professional Design School has honed that innate ability to communicate her conceptual designs to a diverse group of clients, spanning from elevating professional spaces to creating beautiful roomscapes . . . Her Caribbean roots may have inspired her love of color, something she incorporates readily into her design. In her increasingly-scarce downtime, Barbara's hobbies include photography, painting, and — if she gets really lucky — she may find some rare minutes to check out other top designers on HGTV.

"I think there is a huge misconception that interior designers are expensive," says McInnis Hayman, adding, "but it absolutely doesn't have to be." According to her, a lot of people end up spending hundreds of dollars in retail stores, only to realize that their design vision does not work, and can ultimately end up spending more time and money rectifying those mistakes. She thinks hiring an interior designer from the onset would have eliminated those issues

And although a lot of work goes into developing good design, Barbara loves all aspects of the process — from meeting with clients, to spending hours pulling the right items, fabrics and accessories from her list of over 100 preferred suppliers while taking the colors, space, lighting and balance of each room into consideration. She loves how small details fill in the blanks and help make the room complete, and believes the right accessory can literally transform a room. "Accessorizing is such a very important but often overlooked part of design," she declares.

As an interior designer, Barbara doesn't put her personal style into a box, assuring that each client gets their own style — only enhanced and guided by her own. Whether her clients are most interested in contemporary or traditional, that is what they will get. "There's no question that good design can be life changing, and nothing beats witnessing clients' reactions after their room transformation is complete," she says.

The Jamaican native moved to the United States 15 years ago with a quick stint in New York before settling down in Pennsylvania. The past twelve months have been a very emotional ride for Barbara. But after recovering from a bout of cancer and experiencing a family tragedy, she still went on to win both an Inaugural and a Directors award from Decorating Den Interiors. A strong and professional woman for sure, as she has surmounted her obstacles and ended the year on a great note.



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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 14)

Promotions could include festivals, fairs and gatherings in the downtown as well as promotion of the town as a whole. Design could deal with the looks of the buildings and the historic nature of the town, and organization is the process by which the goals and objectives of the four points are attained.

It is the economic development that is always what people want in the end, after the revitalization process has run its course. In many cases, that cannot be quantified if there has been economic development, because the layperson will never know the opportunities that are missed by the town presenting a poor image.

I remember fielding a phone call after the Republican National Convention was held in Philadelphia. It was an investor looking to invest in Downingtown's downtown. He said that he was calling because on the way back to Michigan or some place like that, some of his friends decided to look at the landscape of Pennsylvania. Route 30 took them right

through downtown Downingtown and it was right after the first phase of streetscape.

The investor told me that when the politicians saw the newly minted streetscape they thought this is a great town to raise a child and others in the group termed it picturesque. He thought if they felt like that, he would come out and visit. He called me, made a visit, and talked about relocating his business to the town.

We were unable to make it work in terms of space, as I was trying to get him to buy the old mill where Stella Rosa is currently located, and we could not make a deal with the owner. However, whether we made the deal or not, whether it was a missed opportunity or not, the opportunity still existed because of the downtown and the way that the downtown presented itself.

This scenario or a similar scenario has probably been played out in each town in the commonwealth. Your town is judged by your downtown, and it is necessary to keep up appearances no matter what the current foot traffic may be. 🗑

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THE IMPORTANCE OF ECONOMIC DEVELOPMENT ORGANIZATIONS



GREATER READING ECONOMIC PARTNERSHIP

By Jon Scott, President & CEO, Greater Reading Economic Partnership

In order to ensure the current and future success of businesses in a particular area, many state and regional governments enlist the help of economic development organizations (or “agencies”). In most cases, these organizations work with businesses and/or local government to act in the interest of local businesses, seek new economic opportunities, and develop new partnerships to drive economic growth. The duties and services of these economic development organizations vary by region, and this month we’re covering some of the most important items for driving future growth.

Access to Business Properties

For businesses, location is everything. A proper business property should be in a favorable area as well as provide room for expansion should it become necessary. Various factors come into play when choosing among available properties, and this can pose a challenge for business owners who have more work to do than time in their days.

Economic development organizations often provide consultation and even useful online tools to find new properties throughout the region, making the process much more efficient.

Data, Demographics, and Research

Even before the right location is chosen, many companies need to determine whether a community is ideal for their business. From demographics data to

major industries and the latest publications, an economic development agency can truly be a comprehensive resource for any business, large or small.

As an example, Greater Reading Economic Partnership provides a host of reports and data from a variety of sources to both streamline site selection processes and showing the economic strengths and opportunities of our region.

Business Financial Resources and Incentives

Often, a significant factor that makes or breaks a new or expanding business is finances. The role of an economic development organization is often to be the sole point of contact for these businesses to ensure every aspect of their journey runs smoothly and efficiently.

(See “Greater Reading” on page 19)

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Univest Celebrates Grand Opening of Collegeville Financial Center

New Branch Model Focuses on Improved Customer Experience

On Friday, October 2, Univest Bank and Trust Co. celebrated the opening of its newest financial center located in Providence Town Center in Collegeville with a traditional ribbon cutting ceremony.

Local dignitaries including Senator Rafferty joined Upper Providence Township manager, Timothy Tieperman, and Univest executives for the event. Reverend Christopher Moriconi of St. Eleanor's Parish was also present to deliver a dedication prayer.

The 2,500 square-foot office is the second Univest branch to feature a redesigned banking experience that partners personal bankers with technology solutions. Through the staff of experienced Personal Bankers, customers will have the convenience of working with one person for their entire banking experience. Whether cashing a check, making a deposit or applying for a loan, the Personal Banker who greets a customer is equipped to help with every banking need.



In addition to banking, the Collegeville Financial Center also provides many other financial solutions including insurance, mortgage banking, investments and wealth management. For customers requiring in-person, more time-consuming banking transactions or consultative appointments, Personal Bankers will make arrangements for private meetings at the office after-hours to accommodate busy schedules.

"This is an exciting time for Univest and we're thrilled to open this office in the desirable

Providence Town Center. This is a major destination point for Collegeville and its surrounding communities and we are delighted to have the opportunity to bring nearly 140 years of financial expertise to serve the residents, businesses and nonprofit organizations living and working in this great place," said Louis Spinelli, president, Consumer Banking, Univest Bank and Trust Co. "This new branch design helps us evolve our brand and service model to better serve our customers and truly differentiate us from our local competitors." 📱



Rachel Morrison, executive director, Collegeville Economic Development Corporation; Timothy Tieperman, Upper Providence Township manager; Louis Spinelli, president, consumer banking, Univest Bank and Trust Co.; Christine Schmidt, Collegeville Financial Center Manager, Univest Bank and Trust Co.; Jeff Schweitzer, president and CEO, Univest Corporation; Renee Blomstrom, executive director, Perkiomen Valley Chamber of Commerce; Senator John Rafferty

About Univest Corporation of Pennsylvania: Univest Corporation of Pennsylvania (UVSP), including its wholly-owned subsidiary, Univest Bank and Trust Co., has \$2.8 billion in assets and more than \$3.0 billion in assets under management and supervision through its Wealth Management lines of business. Headquartered in Souderton, Pa. and founded in 1876, the Corporation and its subsidiaries provide a full range of financial solutions for individuals, businesses, municipalities and nonprofit organizations in the Mid-Atlantic Region. Univest delivers these services through a network of more than 50 offices in southeastern Pennsylvania extending to the Lehigh Valley, Maryland and online at www.univest.net.

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GREATER READING

(Continued from page 17)

In some cases, this role also includes connecting businesses to loans for land acquisition or working capital, grants and tax credits, as well as other incentives to which the business owners may be unaware. In this way, economic development organizations do more than advocate for a region; they partner with businesses directly to ensure success.

Workforce Training

Once the location is solidified and the finances are in order, next comes securing a trained, dedicated workforce. Economic development agencies often provide access to training programs and facilities as well as points of contact throughout the region's

technical training and/or higher education facilities. From the perspective of a business owner, it pays to have the ability to easily hire skilled workers as well as provide local training for existing employees.

Business to Business Relations

Once a business is fully established in an area, the ability to form partnerships and contacts becomes an important next step. Whether via networking events or through local organizations, the more connections a

business is able to make, the more profitable opportunities it will have in the long-term. An economic development organization's role in facilitating these relationships can range from hosted events to online business directories.

Greater Reading is unique in this realm due to our supportive business network. Combining events, activities with business development organizations and additional regional resources allows businesses to connect with major players in our community, forge new partnerships, and work together to drive fresh ideas and new profitable ventures. 📁

Greater Reading Economic Partnership

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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*Marilu Rodriguez, Esq.,
Founding Partner*

Merra Lee Moffitt Recognized as Entrepreneur of the Year for the Northeast Berks Chamber of Commerce

At the Second Annual Shining Star Award Dinner held on September 24, Merra Lee Moffitt was recognized among her peers as the 2015 Entrepreneur of the Year for the Northeast Berks Chamber of Commerce. When those who judged the event were asked what made her stand out from the other nominees for Entrepreneur of the Year, it was her support of small business owners.

Her podcast, "Passion to Thrive," showcases business professionals about their business and the experiences they can share to help educate and inspire other small business owners. These weekly podcasts have become favorites of many business owners as a way to learn more about those being interviewed. It's a great resource for networking and educating. "The business professionals she interviews come from a wide range of businesses, both service, business to business, and retail. It's great to be part of assisting Merra Lee in finding the business owners she can interview," shared Victoria Barrasso, Client Services Manager for Good Life Financial Group. In the past, Merra Lee makes it a point to surround herself with business owners who give of themselves beyond their businesses by giving of their time to charities and nonprofits. Merra Lee, herself, has been part of many charitable opportunities, even jumping into the frigid December waters of the Blue Marsh.

When asked what drives her to help small business owners, Merra Lee shared, "Our community's small business owners work long hours, strive for their families and fight for the well-being of their employees. They deserve our vigilant respect and support for providing our community with jobs and their dedication to their customers."

Merra Lee is Senior Partner, Wealth Strategist with Good Life Financial Group. Since 2002, Merra Lee professionally dedicates herself to financial planning for families and business owners. She helps her clients build a solid financial plan, while balancing short and long term goals. As an independent advisor, Merra Lee along with her team are committed to guiding clients through the wealth building and retirement planning process.

The Shining Star Award Dinner, which began in 2014, recognizes "the amazing members who dedicate their time and talents to developing thriving business within their community," Donofrio-Galley said.



"The awards are a celebration of members who have devoted their lives to growing a business and giving back to their community." Awards were presented to other deserving individuals in the small business, midsize business, large business, non-profit and advocate Shining Star categories. At the end, the member of the year was chosen from 17 finalists.

The Northeast Berks Chamber of Commerce focuses on economic and quality of life issues in the area it serves. "Northeast Berks is our service area," said Lori B. Donofrio-Galley, executive director of the organization. "Most of our members work in the East Penn Valley. Some are from other areas of Berks. All the nominees for the event are members of the chamber."

Merra Lee believes that financial planning is about your values, not just your money. It is important to develop the right retirement plan, future education savings plan and business plan for your situation using techniques to manage taxes, access to money, market volatility and your future financial independence. With sincere appreciation for how hard you work for your money. Interested in learning more about Merra Lee: Welcome2TheGoodLife.com/MerraLee, 610-628-2055, MerraLee.Moffitt@lpl.com.

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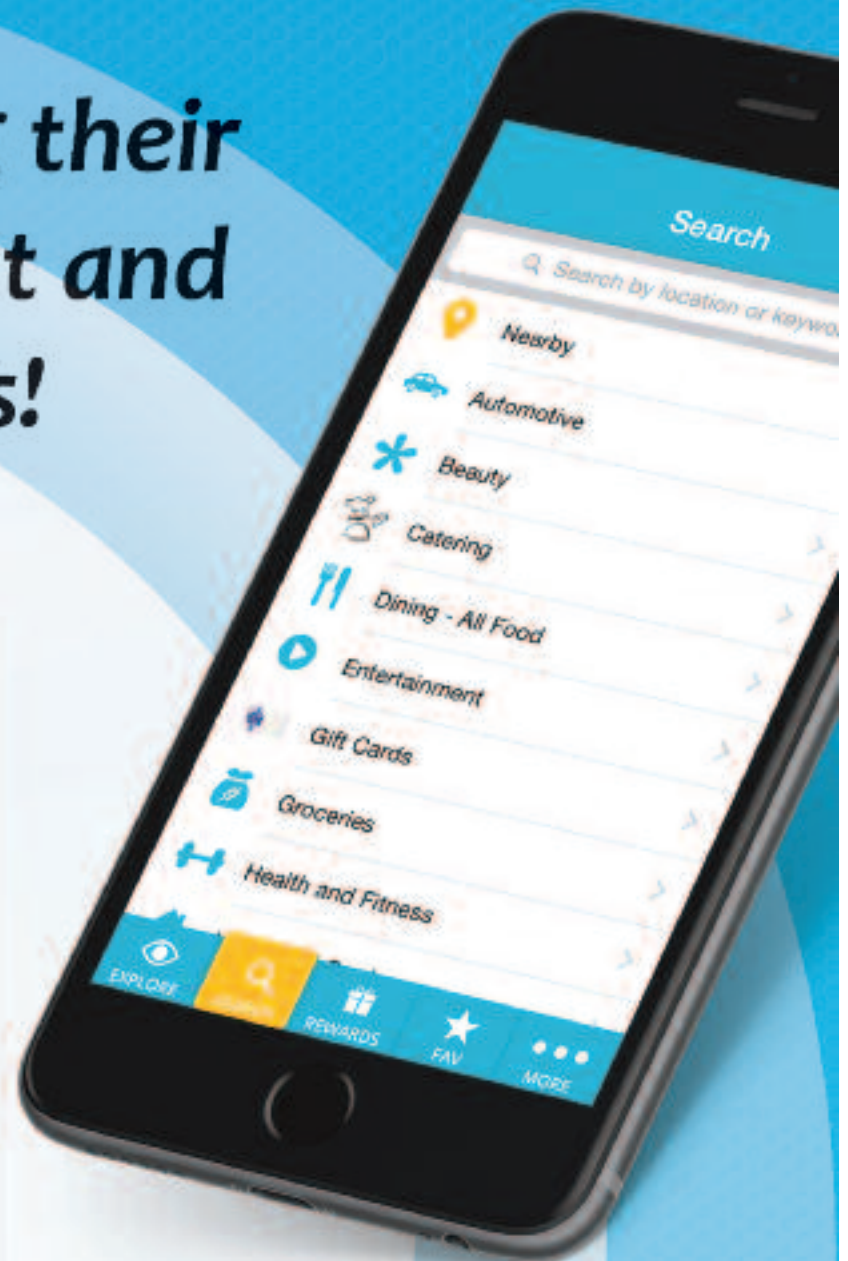
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COVER STORY

(Continued from page 7)

Many people would like wood in their master bathrooms, however, it's not practical in that application."

The Heffners attend "Surfaces," the flooring industry's biggest tradeshow each year where vendors from all over the world converge. Tom Heffner also serves on the Dealer Advisory Council for Mohawk, the world's largest flooring manufacturer. "The council is chosen to represent dealers and voice what is in demand for both the retailers and the consumers," he said, adding "It is interesting to see how design trends and color preferences start in California and filter east. It takes over a year to reach the East Coast customers."

For About All Floors, and the flooring industry, the immediate future looks promising. "I think there's a lot of pent-up demand for our product," Tom Heffner said. "Manufacturers and people in the industry kept talking about pent-up demand. We are now seeing many customers who feel it is time to remodel and update."

Of all the contributing factors to the growth and success of About All Floors

over the past ten years, the Heffners rank superior customer service at the top. "It's not difficult to do well in business," Tom Heffner says. "It's easier to do something and do it right the first time. The customer's always have a positive experience when everything goes according to plan, however, no matter how hard you try, that does not happen 100% of the time. Where I prefer someone measure us, is on a bad day, where everything doesn't go as planned. Through the ten years of business, well over 90 percent of the folks who were in that rare situation have returned to buy another floor from us. I always say, don't measure someone on his or her best day, measure them on a more difficult day."

By any measure, About All Floors has had a very successful first ten years in business, with many more to come. For additional information on About All Floors, please call 610.385.7847 and visit www.aboutallfloors.com. Visit the About All Floors showrooms at 519 Ben Franklin Highway W in Birdsboro, and 1050 Berkshire Boulevard in Wyomissing..

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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.

Weitzenkorn's

Back in 1864, when Abraham Weitzenkorn opened his first clothing store at 108 S. Hanover Street in Pottstown, there were as many as 30,000 men's clothing stores around the country. Today, Weitzenkorn's is one of about 1,000 remain stores. Weitzenkorn's survived and thrived for the last 151 years, through all the economic ups and downs and demographic and digital shifts in buying patterns, by emphasizing traditional value, quality, and service as they carry on a proud tradition of providing distinctive men's wear.

Now run by the fourth and fifth generations of the Weitzenkorn family, Weitzenkorn's is a notable exception to the prototypical cookie-cutter men's store found in strip malls and shopping centers today.

Weitzenkorn's offers fine lines of men's wear for all sized men and occasions, along with expert tailoring. Weitzenkorn's is a full-line men's store, with a wide selection of suits, sport coats, slacks, denim, sportswear, furnishings, ties, belts, hats, outerwear and shoes.

Over the years, Weitzenkorn's has diversified and put an emphasis on brand-name casual wear and added a big and tall shop, as well as contractual division providing shirts and blazers with customized logos for businesses and institutions. They also offer wash-

able restaurant formal wear and tuxedo rentals. Quality suits remain a fixture, with sizes ranging from 36 to 70.

For more information, please visit Weitzenkorn's at 145 E. High Street in Pottstown; call 610.323.8810; and visit www.weitzenkorns.com.

Christian Science Reading Room

Ever been to a Christian Science Reading Room? The one across from Borough Hall at 109-1/2 East High Street, Pottstown, is a great place to chat with staff members such as Kristen and Art, to get inspirational ideas about how to deal with challenges in your life. Challenges could be unemployment, grief, or understanding your relationship to God. There are study tools there along with Bibles, inspirational music CD's, and a very special healing book called *Science and Health with Key to the Scriptures* by Mary Baker Eddy. There are also books and magazines to help children learn the lessons of the Bible and apply them to their own lives.

Science and Health with Key to the Scriptures by Mary Baker Eddy is available to purchase or borrow from the Lending Library. It is published in 17 languages for spiritual growth and healing and is based on the King James Version of the Bible.

(Continued on page 24)

"The term **Science**, properly understood, refers only to the **laws of God** and to His government of the universe, inclusive of man. From this it follows that **business men** and cultured scholars have found that Christian Science **enhances** their **endurance** and mental powers, enlarges their **perception** of character, gives them **acuteness** and comprehensiveness and an **ability to exceed** their ordinary capacity."

— *Science and Health with Key to the Scriptures*



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GIFT AND SERVICES GUIDE

(Continued from page 23)

The international publication, The Christian Science Monitor Weekly is sold here. Free samples are displayed regularly in a dispenser on the sidewalk outside the Reading Room. It is also available Daily online at www.CSMONITOR.COM.

The Hours of the Reading Room are Monday, Wednesday, and Thursday from Noon until 4:00 PM except on major holidays. Phone: 610.323.7388. For information about Christian Science, click on www.christianscience.com.

Neiman Marcus Last Call

Neiman Marcus Last Call is your one-stop shop for Gifts Galore! There's something for everyone—don't forget your own wish list!

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Neiman Marcus Last Call is located at the Philadelphia Premium Outlets, 18 Lightcap Road, Suite 753, Pottstown, Pennsylvania 19464; 610.326.4230.

All Star Car Wash

If you are looking for a car wash that has excellent quality, reasonable prices, and a friendly staff who would treat your vehicle as their own, then look no

further! All Star Car Wash has everything that you need. Located on the corner of Route 724 and South Hanover Street in South Pottstown, All Star Car Wash is a stream-lined facility with a variety of services, specials, and wash packages. With five different types of exterior washes ranging from Basic for \$9.00, to Supreme for \$23 on the express washes, as well as Full Service options (Which include a quick vacuum, inside windows, wiping the dash/consoles, Tire Shine, and Wheel Brite); All Star Car Wash can accommodate multiple levels of service to fit your needs.

For those that want ease and convenience, the EZ Wash program is a great way to save! One easy payment on a credit card per month starting at \$20, and you can get your car washed every single day with no limit! Yearly options are also available, and there are discounts for multiple vehicles. Do you own a business with a fleet of vehicles that you'd like to keep clean all year round? Fleet accounts are available as well! If you need that extra attention to make your vehicle shine like it was new, Detailing services are available (by appointment). For more information, call 484.524.8520 or visit www.allstar-carwash.com.

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Betty's Original's provides baskets and gifts for all occasions. Great for corporate parties. Options include four different kinds of cracker snack baskets; fresh fruit baskets; spa baskets; baking baskets; three varieties of baby baskets; PA Dutch baskets; and balloons. Special baskets are made to order for any occasion. No order is too large or too small. Order six or more baskets for a special discount. Delivery and shipping services are available. Call 610.287.9010 to place your order.

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GIFT AND SERVICES GUIDE

(Continued from page 25)

Shoppers can easily outfit their entire home in modern and traditional styles at great prices. Some of the many brands you will find include Broyhill, Bassett, Ashley, Flexsteel and Klaussner.

Lastick Furniture also sells accessories and accents to give your home that perfect final touch. Lastick added that some of the store's best sellers are leather upholstery and sectionals. However, shoppers can find numerous other furniture options at the store. One thing Lastick said has contributed to the store's longevity is the one-on-one service they offer to customers throughout the entire sale process and even after the sale is complete.

"We have always strived to give the friendly, knowledgeable service before and most importantly after the sale. We achieve this in a no pressure family atmosphere. The secret to our success is simple. We sell great products with the lowest possible pricing and offer personalized service after the sale," he said.

Lastick Furniture is more than just a furniture store, offering a large flooring store, which was recently updated. The flooring store is located across the street from Lastick Furniture and is located in a 5,000-square-foot showroom.

The flooring store offers a wide-range of options, like ceramic tile and hardwood, including Brazilian mahogany, cherry, hickory and lyptus, among many others. The flooring store offers other coverings, including laminates, carpets and vinyl. In addition to the actual purchase, Lastick's offers installation and will see customers through the entire flooring purchase.

Lastick added that another secret to the success of Lastick Furniture is its pricing and special offers, allowing customers to

furnish their homes affordably. The store offers an email list for customers, which provides them with email subscriber specials. Customers also have the option to finance their purchases with a wide-array of special financing terms. Lastick said that Lastick Furniture offers interest free financing for up to four years, during special sales.

Over the years, Lastick Furniture has received recognition from the community for the sales experience offered to customers. In 2015, the store received The Mercury's Readers' Choice Award for the fourteenth consecutive year. Lastick Furniture has also received the "Harry C. Kahn Memorial Retailer of the Year Award," presented by the Tri-State Home Furnishings Association.

For those who are unsure about how they would like to furnish and decorate their home, Lastick Furniture offers a design center on its Web site (www.lastickfurniture.com). Shoppers can go online and customize items before deciding what to buy — including sofas, sectionals, chairs and more. For more information about Lastick Furniture call 610.323.4000 or visit their website at www.lastickfurniture.com.

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Pottstown Dance Theatre Repertory Ensemble Mixes Contemporary with Classics

The Pottstown Dance Theatre Repertory Ensemble will once again perform the timeless classic "The Nutcracker Suite" at the Hill School Center for the Arts on December 5 at 7:30pm and December 6 at 3pm. This work is set by Kirov Principal dancers Andrei Ustinov and Elena Martinson. Also, two world renowned musicians, Jeff Nations and Randy Thompson, will perform live music and international choreographer Michelle Jones Wurtz has contemporary works to enhance the performance. There is something for everyone's taste in this "Christmas Extravaganza".

Jeff Nations is a world class pianist and he will perform various Christmas pieces, one where semi-professional dancers Jenna Balog, Aimee Kulp, Melanie Ludy, and Raeanna Woodall perform the work of Ms. Wurtz introduced by the choral sounds of famous Philadelphia tenor, Randy Thompson. For those who prefer folk dance, the first act closes out with the Irish dancing of nine students including soloist and graduating senior Alessandra Ondey.

The second act brings the traditional Nutcracker to life with Tchaikovsky's score enhanced by the great work of Shubert in

"Ave Maria". Anna Amalfitano will perform the coveted role of the Sugar Plum Fairy while over thirty more dancers support the performance in various pieces. According to Artistic Director Michelle Jones Wurtz, a person does not have to be a dance connoisseur to enjoy this performance. The eclectic mix and Holiday spirit make it a show the entire family can appreciate.

The Hill School Center for the Arts is located at Beech and Sheridan Streets in Pottstown. Advanced tickets are \$14 for students and seniors (age 60 and older) and \$18 for adults. Also, this year Pottstown Dance Theatre is a proud supporter of PHILABUNDANCE! Bring a non-perishable food good for a dollar off your ticket the week of Nov. 2. At the box office, student and senior tickets are \$17 and \$21 for adults. They can be purchased at the Pottstown Dance Theatre (72 West Main St.), by calling the Ensemble at 610-323-2569, or online at www.pottstowndance.com.

See this performance before this same Ensemble travels to New York in January to perform at the world famous Carnegie Hall. It will brighten your spirit and prepare you for the Holiday Season! 🍷



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

PROVIDING SAFE AND RELIABLE POWER

Limerick provides and relieves Tri-County of power of electricity to the region power grid. According to a Center for Economics report that analyzed 2010 data, Limerick reduces wholesale energy costs in the region by approximately \$690 million per year which means significant consumer savings.

SUPPORTING OUR COMMUNITY

Limerick provides more than 600 well-paying jobs and contributes approximately \$400,000 to community organizations each year. More of our employees live and work in the Tri-County area. Limerick contributes \$113 million annually in taxes, donations and contributions to Pennsylvania, including \$10 million in employee wages and salaries, \$20 million in purchases of goods and services from other Pennsylvania businesses and \$2.9 million in property tax payments.

PROTECTING OUR ENVIRONMENT

Limerick generates clean and safe electricity to deliver more than five million kilowatts. According to the Center for Economics report, if Limerick were retired from service, annual electricity costs in the region would increase by 33.7 million kilowatts, resulting in an additional 25 million kilowatts of electricity.

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



 **Exelon Generation.**

Failure to Carry Workers' Comp Insurance – A Serious Mistake

LEGAL PERSPECTIVES

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



It is surprising in this day and age how many employers fail to carry workers' compensation coverage for their employees. The consequences of not having workers' compensation coverage are serious, and can be severe. Because of these consequences, employers should take a moment to double check their coverage.

All employers in Pennsylvania are required to cover their employees with workers' compensation insurance. Even if an employee is hurt in her first hour on the job, workers' compensation law applies. Devastating injuries can and do occur even before a person is properly trained on machinery, or simply by slipping on ice on the first day at work. Workers who are hurt on their first day on the job are entitled to the same protections as workers who have been on the job for many years.

Because injured workers' rights are significantly limited by the *Workers' Compensation Act* (i.e. they cannot sue their employers for negligence if they are properly covered by workers' comp), the legislature was serious about making sure that employers comply with the Act. For instance, 77 P.S. § 501(b) is a section of the Act which provides that if an injured employee is entitled to an award of compensation, any employer who fails to cover the employee with appropriate workers'

compensation insurance can be found guilty of a misdemeanor of the third degree, carrying a potential \$2,500 fine and up to a year in jail. If the failure to comply is found by the court to be intentional, the employer can be guilty of a felony of the third degree, carrying a potential \$15,000 fine and up to seven years in jail. Each day of failing to carry the proper insurance can be an additional criminal count, adding to the potential fines, penalties, and jail time.

Not only can an employer be held criminally liable for violating the Act by failing to carry appropriate insurance, but the employer can be required to pay hefty expenses by having to deal with the claim. If an injured worker files a Claim Petition with the Bureau of Workers' Compensation, and the employee is not covered by workers' comp insurance, the employer may have to pay much more than the wage loss and medical benefits normally associated with paying on the claim.

(See "Legal Perspectives" on page 30)

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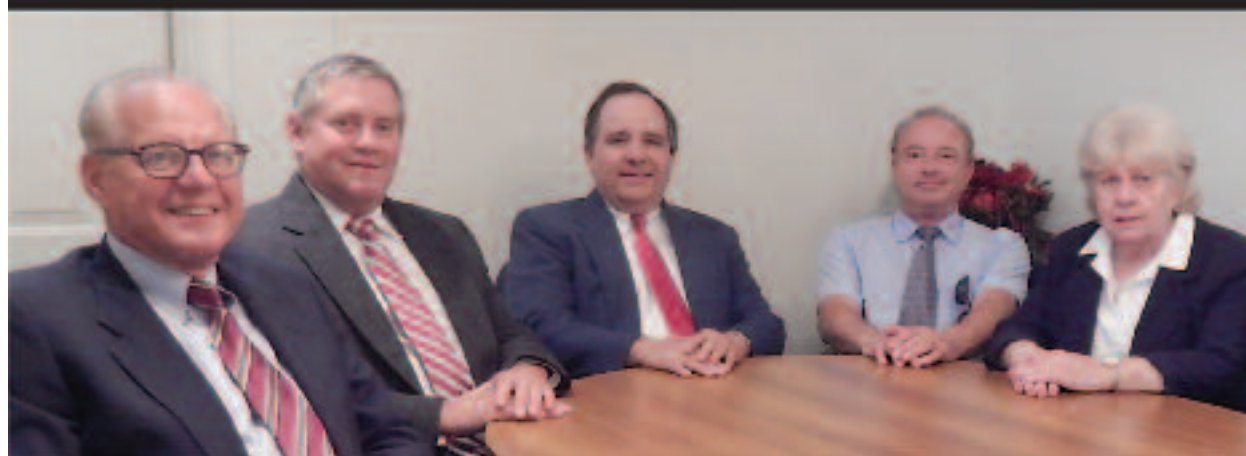
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SOLD (202125) 24 HEN POND ROAD, NEW YORK-

SOLD (202126) 1001 ROUTE 41, NEWTON-MASS-

SOLD (202127) 20 NORTH PINE STREET, POTTSTOWN-

SOLD (202128) 1717 N. FRANKLIN ST., POTTSTOWN-

FOR SALE- (202122) 124 N. CHESTNUT STREET, BOYERTOWN- 3,825SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. LOWER LEVEL (BASEMENT) CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **\$148,000**

FOR SALE- (202162) BERKS CO. APPROVED 10 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

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FOR SALE- (202182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$149,000**

FOR SALE- (202188) CAMP SWATARA ROAD, MYERSTOWN- 112 ACRES OF PRIME DEVELOPMENT LAND- 1.8 MILE FROM I-78, NEW BERKS PARK 78 AND NEW PET SMART & DOLLAR GENERAL DIST. WAREHOUSES. **\$1,999,000**

FOR SALE- (202212) 521-523 NUHLEMBERG AVENUE, NUHLEMBERG TOWNSHIP- 3,000SF BUILDING 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. **REAL ESTATE ONLY CAN BE PURCHASED FOR: \$125,000 (OWNER FINANCING AVAILABLE)**

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SOLD (202130) 101 E. PHILADELPHIA AVE., POTTSTOWN-

FOR SALE- (202221) 113 REHRSBURG RD., REHRSBURG- 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**

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FOR SALE- (202226) 35 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. **\$168,000**

FOR SALE- (202230) 1063 ROUTE 100, BECHTELSTOWN- PROPERTY SITUATED ON HEAVILY TRAVELED ROAD. RESTAURANT w/HOTEL LIQUOR LICENSE APPROX. 15,000SF. 1ST FLOOR CONTAINS U SHAPED BAR-SEATING FOR 35. RESTAURANT SEATING UPSTAIRS-160 PEOPLE. ALSO HAS DECK AREA. 2ND FLOOR CONSISTS OF 7 ROOMS & BATH. BANQUET FACILITIES ON LOWER LEVEL-150 SEATING CAPACITY. ALSO HAS PATIO AREA. SEPARATE INCOME PRODUCING PROPERTY CONTAINS 2 COMMERCIAL RENTALS & 2 (2) BR APT RENTALS. GROSS RENT OF \$3,000/MONTH. LARGE PARKING LOT ALL SITUATED ON 13.99 ACRES w/PUBLIC SEWER. **\$975,000**

FOR SALE- (202231) 909 FRITZTOWN ROAD, SINKING SPRING- 17,000SF COMMERCIAL BUILDING ON 2.00 ACRES IN SPRING TOWNSHIP. ZONED PBR (PLANNED BUSINESS RESIDENTIAL). CURRENTLY A FURNITURE STORE. OWNER WILL CONSIDER LIQUIDATION OF INVENTORY. "MAJOR NEW CONSTRUCTION EXPANDED AND REPLACED ABOUT 75% OF THE BUILDING STRUCTURE INCLUDING NEW MECHANICALS AND ELECTRICAL SERVICE DURING 1993-1994 PERIOD." **REDUCED TO \$250,000**

FOR SALE- (202236) 16 S. KEIM ST., POTTSTOWN- PROPERTY IS CURRENTLY OPERATING AND CONTAINS A CONVENIENCE STORE, WORKING AND RUNNING HOT AND COLD DELL SELLER IS SELLING FUNCTIONING BUILDING, OWNED EQUIPMENT AND INVENTORY TO INTERESTED BUYER. CALL FOR DETAILS. **\$132,000**

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(2021012) 1200 East High Street, Office Building, Pottstown- Suites from 200-1,200SF. \$13/SF includes all utilities.

(2021070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PMMC. Handicapped accessible, elevator, ample parking and various size suites from 200-900SF. Competitive rates and flexible terms. All utilities are included. NO COMMON AREA MAINTENANCE charges. Call for more details!

(2021080) 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.

(2021098) 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.

(2021146) 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.

(2021149) 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 RENT

(2021150) 143 North Walnut Street, Barn of Boyertown- 324SF, (2) rooms and powder room. \$325/Month + Utilities. Additional space available.

(2021156) 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.

(2021159) 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.

(2021160) 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.

(2021161) 120 N. Charlotte Street, Pottstown- Various possibilities. Zoned Traditional Town Neighborhood. Rear area up to 5,000SF can be used as Office/Closet Retail/Direct Service combination or separate possibilities. Front of building has 1,000SF office space which can be split. For all permits or zoning, it is the responsibility of the Lessee.

(2021162) 1304 E. High St., Pottstown- 1st floor office space includes 3 offices, kitchenette and powder room. Total space is 615SF. **includes heat.**

(2021163) 24 South Hanover Street, Pottstown- Approximately 1500SF total. 1200SF Retail Space/300SF Storage Space. \$1,000/Month includes heat.

(2021164) 412 Laurel Street SUITES, Pottstown- **Suite 4- 18,000SF has been LEASED. AVAILABLE SUITES:** Suite 1- 1,750-3,500SF, Suite 2- 1,625-3,650SF, Suite 3- 2,400-4800SF, gas, utilities, public water and sewer. Call for details.

(2021165) 16 N. York Street, Pottstown- Very nice opportunity for office space. Comes with powder room, water, sewer and trash. With regards to Direct Service interest, Owner will take care of the conditional use fee, if applicable. Sits 1/2 block off of High Street. 1st floor. \$425/Month.

(2021166) 32 Wells Rd., Suite #3, Parkerford- Office/retail space situated along busy Rt. 724. 565SF former financial services office with offstreet parking. Available immediately. Signage on Rt. 724. Call for details.

(2021167) 800 Industrial Hwy., Pottstown- 11,000SF Warehouse and 800SF Office, loading docks and drive in door, plus off street storage. \$5,500/Month plus all fees.

(2021168) 3325 Main Street, Margantown- (1) 400SF Office Space. Lease for \$500/Month. Tenant pays only Electric. Offstreet parking & private bath.

LEASED (2021154) 127 E. Philadelphia Avenue, Boyertown-

LEASED (2021158) 1240 E. Schuylkill Road, Pottstown-

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LEGAL PERSPECTIVES

(Continued from page 28)

For starters, they will have to pay their own private attorney to represent them in court rather than have an attorney assigned by the insurance company. A smart claimant's attorney will also file a Petition for Penalties against the employer, seeking up to a 50 percent penalty based on the amounts owed to the claimant, for the employer's violation of the *Workers' Compensation Act* by failing to carry the required insurance.

Employees today are somewhat protected by the Uninsured Employers Guaranty Fund, which provides benefits to injured workers whose employers did not carry workers' comp insurance. But when the Guarantee Fund pays out benefits to those workers, it aggressively seeks reimbursement from the employers who shirked their responsibilities, including costs of litigation, interest, penalties, and attorney fees.

Lastly, employers who fail to carry workers' comp coverage do not have the protections of the *Workers' Compensation Act* as a shield against negligence liability. Injured employees can sue uninsured employers under civil tort law, exposing

employers not only to wage loss and medical claims but also pain and suffering damages.

All of these potential penalties and risks certainly justify employers taking a few minutes to double check their workers' compensation coverage. An ounce of prevention is indeed worth a pound of cure.

Workers' compensation law is complex and challenging, even to experienced practitioners. Employers should contact their insurance carriers with questions. Injured workers who fear that their employers are not covered by workers' comp insurance should contact a Pennsylvania certified workers' compensation attorney right away, so that all of their rights are properly preserved. 🗑️

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, and West Chester. He is certified as a specialist in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court, and focuses his practice on workers' compensation law and family law. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lwolf@wolfbaldwin.com.

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HUMAN CAPITAL MANAGEMENT

By William Kreider, CEO of HR FUTURE GROUP

Two-thirds of CEOs do not receive any outside advice on their leadership skills, and yet almost all would be receptive to suggestions from a coach. These stats are from a Stanford University/The Miles Group survey, which asked 200 CEOs, board directors, and other senior executives about how they receive and view leadership advice. The survey's co-authors, Stanford Graduate School of Business' David Larcker and The Miles Group CEO Stephen Miles answered questions about what they found and how it applies to CEO coaching specifically. An edited version of the discussion is below. (*Harvard Business Review*, 2013).

Why is getting coaching from outside the company important?

Blind spots are less obvious when things are going well. It is very easy for executives to become almost strictly inward looking, especially when they have been very successful. However, these blind spots can become devastating when performance moves in the other direction. A good, neutral third party assessment is a clear reality check for executives.

Additionally, every single person inside the company has an agenda of some sort. This makes the coaching environment a rare and safe place to think through various topics against the framework of what is in the CEO's best interest. The coach is only concerned with the CEO's success as the leader of the company.

CEOs say the area they most want to develop is in conflict resolution. Conflict management is critical in the CEO role — just about anything, that gets to the CEO's desk has an element of pleasing someone

and making someone else unhappy. When the CEO avoids conflict, it can shut down the whole organization: decisions are not made and problems fester, creating a domino effect of unproductive behaviors down the ladder. A CEO who can manage and channel conflict in a constructive way can get to the root of issues, apply rigor to the team's thinking, and, ultimately drive the best outcomes. So cultivating this skill can be a powerful tool to help the entire organization.

The survey also reveals that nearly two-thirds of CEOs do not receive coaching or leadership advice from outside consultants.

There is still some residual stigma that coaching is somehow "remedial," as opposed to something that enhances high performance, similar to how an elite athlete uses a coach. But there really is not a single top athlete who does not have a coach. CEOs should not be insecure about this issue, and instead see coaching as a tool for improving their already high performance.

(See "Human Capital Management" on page 37)



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As a CFP® (Certified Financial Planner™ Professional), much of my time is spent helping people pursue a very comfortable retirement as well as addressing their other lifetime goals. A comfortable retirement means having enough money to pay all your bills sustainably plus money for the fun things once you no longer need, want or are able to work. Goals along the way typically include paying for college and getting rid of all debts and sometimes second homes, gifting or other personal desires.

Develop a financial plan.

A good financial plan gives you actionable tasks toward financial freedom and a very comfortable retirement. A great plan does it in writing. A comprehensive plan is one you revise with the stages of your life and your situations change.

To explain, I'll provide a hypothetical example based on insights from my client's families. These clients have been with me for 10 years and are now on the fifth version of their comprehensive financial plan. Their goals include early retirement at age 55, paying for children's college and a wedding, as well as, paying off a high-end home mortgage very early. Those goals changed and re-prioritized over the last 10 years, as I will explain.

We started together creating our first written plan when they were a few years out of college and owed enormous student loan debt. Our short-term goal was to pay down their student loan debt balancing serious progress on possible early retirement. We also created allocations for their company's retirement

plan, maximized their contributions and discussed living/spending plans.

The second version came about when their high student debt was almost paid down. We planned and implemented to use those monthly payments towards early retirement wealth accumulation. We allocated money for projects and for early retirement (what to live on if you retire before 59 ½ and don't want to take early withdrawals).

When the spouse was diagnosed with a long-health issue, we revised the plan again to create a spending plan for living on one income should that spouse need to prematurely leave their job. We also reevaluated our life insurance choices, albeit not too late because we had discussed and started with the first financial plan.

Then came the birth of a baby instigating further plan refinement to include her eventual college and wedding expenses. Some of my clients plan this even before pregnancy so their savings don't need rebalanced. This couple was focusing on student loans in their first plan.

(See "The Good Life" on page 38)



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Part of this stigma comes from board members themselves, many of whom grew up in an era when coaching was truly remedial and not something in which a CEO would ever voluntarily engage. So even CEOs who believe in coaching and want to engage have to ensure that they bring these board members in particular along with them on the journey.

How does the tension between boards and executive teams manifest itself, when it comes to coaching?

Again, when things are going well, there can be a tendency on the part of some CEOs to be less open to feedback and a corresponding "If it ain't broke..." attitude from the board. If things are going well, boards often feel as if they don't need to have this difficult conversation with the CEO. Both of these attitudes/approaches are a problem and certainly do happen.

It is probably not surprising, then, that 79 percent of CEOs said it was their idea to receive coaching.

Fundamentally, it is a responsibility of both the executive and the board of directors, while a trusted Chief Human Resources Officer can also play an important role. If some of a CEO's behaviors are truly dysfunctional, these need to be identified and worked on. If the CEO is introspective, he or she will recognize their weaknesses without prodding from the board. However, there are also times when the board says to the CEO: "It might be good to do some personal development on X." This is a key part of CEO performance evaluation: What things need to be improved?

The CHRO can also be instrumental in setting the stage for CEO coaching, as they are often the ones who originate the idea with the CEO.

Is there any evidence that the areas in which CEOs want to be coached, really are not areas they need help in?

I think that we should look at the "gaps" between what is being worked on and what weaknesses are highlighted. For example, 23 percent of CEOs are working on their team-building skills, but only 13 percent of directors believe this is an area that needs improvement.

Comparatively, there's a reluctance to be coached on so-called "soft skills" like motivation, compassion, and persuasion. "Soft skills" have an important place in the CEO toolkit. Skills such as motivation and being able to coach and develop people allow a CEO to build a "complementary leadership structure" at the top of the organization. This kind of organizational design allows the top team members to work more effectively together and on their own, but relies on a CEO who can motivate, inspire, and coach those below him.

(See "Human Capital Management" on page 39)



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When they changed jobs and move to another state, which came about pretty quickly, we needed to use their wealth accumulation/early retirement bucket to purchase a new house until the old one finished staging and ultimately sold. The sale of the old house provided the means to quickly make great progress towards paying off the new loan despite the new house being more expensive. A low mortgage furthers our plan of living on one salary, should it be necessary.

Most recently, we redid the plan based on the new salaries and new house loan. Plus, the state taxes are different in their new state. We reviewed and fine-tuned our investments seeking to take advantage of the differences. The goal of the wealth accumulation bucket was to use the continued savings from that student loan payment (remember back from plan number two) and refocus towards wealth accumulation and pay increased attention to the short-term (in addition to long-term tax implications) of their investments.

Looking back over the last ten years of planning, we have planned for many life changes. Together, we have created a

comprehensive financial plan for this family, which they have implemented faithfully, yet flexibly.

Got a financial planning story to tell? Like me on <https://www.facebook.com/MerraLeeMoffittGoodLifeFinancial> and share your own story. This is a hypothetical example and is to representative of any specific situation and this article is not intended to provide specific advice or recommendations for any individual

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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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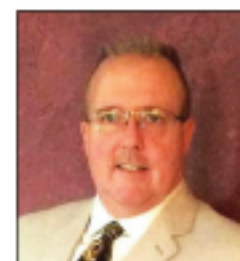
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Is there an internal risk for company employees if their CEO or a senior executive is open about getting coaching?

This will be influenced most importantly by the culture of the organization and the delivery of the message. The employees that you want to keep will probably be grateful to hear that a problem is being addressed. However, it is certainly possible that the admission of a need for coaching might be interpreted as a personal weakness of the CEO. This happens all the time in political settings. Matching the message to the employees is essential.

It is also important not to only view coaching through the singular lens that there is a "problem." Many times, you are not focused on a problem when coaching someone. Rather, you are advising them on the issues they face — such as the expansion of the leadership team or transforming the culture — and helping them be even more effective.

Ultimately, is there a relationship between coaching and getting to the top?

This is fairly common in tech firms, where coaches/advisors have been brought in to help young CEOs. Alternatively, Jack Welch, is a very prominent example of a top business leader who worked with an advisor for many years.

In general, where there is a relationship between coaching and getting to the top is when an executive believes in continuous learning and development. The saying "It's what you learn after you know it all" resonates here. These kinds of chief executives seek out a number of different coaches/advisors who help frame topics for them and play a point of challenge and reflection. CEOs that do this are also triangulating information,

and their set of coaches/advisors help frame, challenge, and assimilate all of the information/data.

How should CEOs choose the right outside coaches or advisors?

You need coaches who are very smart, intuitive about business and interpersonal dynamics, most preferably experienced as an executive, neutral in their assessment (i.e., not captured by their client), and can tailor the training to the individual needs (not a canned approach).

A good coach does not make someone feel badly about themselves, but will engage in training so that the CEO gets up the next morning and is excited about trying something new or doing something in a different way.

What did you find most surprising in the report, and what is the actionable takeaway for CEOs and boards?

We were very surprised to learn the low percentage of CEOs who have coaches. The key takeaway for CEOs and boards is that seeking out a coach or advisor is not a sign of a fundamental problem or weakness, but instead a key attribute of being a superior leader. For boards and other stakeholders, they should understand that it could help make the difference between a good organization and a visionary one. 📌

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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VOLUNTARY/ SUPPLEMENTAL INSURANCE BENEFITS



By Bryan Nester, Cisick Nester Insurance and Financial Services

Supplemental insurance plans are gaining more popularity every day due to rising health costs and out-of-pocket expenses. These plans are designed to pay cash benefits to policyholders in the event of injury or illness and create little or no cost for employers.

Additionally, employers are starting to use these programs to help counteract deductibles and co-payments in major medical. Some offer them to help replace key benefits that were once fully funded, such as life and disability. While others find that the addition of catastrophic programs, like cancer and critical illness, are great value adds to their company benefit menus.

Companies, with three or more employees, are embracing these benefits more and more and will continue to do so as the need rises. ■

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c: 610.585.7278 f: 501.325.7570

cisickandnester.com



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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CHAIR ELECT

Richard Graver, President, The Victory Bank

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Peggy Lee-Clark, Montgomery County
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Dave Lewis, Exelon Corporation

Rick Lewis, Lewis Environmental, Inc.

Rick Newell, Pottstown Memorial
Medical Center

Frank Strunk, National Penn

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricountyareachamber.com

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

Jennifer O'Donnell, Member Relations
Director, jennifer@tricountyareachamber.com

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

Melissa Shainline, Administrative Assistant,
melissa@tricountyareachamber.com

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

Times Are A Changin' (Or Are They?)



By Jeff Dentler, VP of Finance

I came to the Chamber in 1998 after answering an ad in the paper for a book-keeper. Like many people I had no idea what a chamber of commerce was, but

I would soon learn that the Chamber is an integral part to the local business community.

Over the years my job has not wavered much, although I did see us adopt this weird communication system called e-mail and the birth of our first website – on dial-up Internet, no less! I still handle the day-to-day financial transactions for the Chamber and related entities as well as manage the database of our membership as I did my very first day. But that certainly doesn't mean there hasn't been change.

In my 17 years with the TriCounty Area Chamber of Commerce I have worked for 3 different Chamber presidents and many board members, and worked alongside several different co-workers and interns. I have seen businesses come and go, yet I still see familiar faces from when I began my tenure. Although change is inevitable, one thing I can say for certain is that each one of those relationships, no matter how significant or fleeting they might have been, has influenced me both personally and professionally. You see, not only am I an employee of the Chamber, I am also a Member!

I have had a life-long passion for dogs and in 2013 I started Dentler's Dog Training, LLC. From my experiences working here I was able to see first-hand how this organization helps businesses grow and I knew my business needed to be a Member too. What I learned by working here is that membership in a chamber of commerce isn't about sales – it's about building relationships. For instance, I know that not everyone I talk to is a dog owner but I am pretty sure that they know someone who owns a dog, and people that have dogs love to talk about them. Sooner or later a conversation will turn to training and, if my relationships have been built, my name will get passed along to the person who needs it. Your business is no different. Think about it. Most people you meet don't need your product or service right then and there, but that doesn't mean that Membership Breakfast or Business Card Exchange was a failure. It's about building those relationships so when the need arises you are who they turn to.

Yes, the Chamber is constantly changing. We are continuously searching for new events and ideas to help your business succeed. As the saying goes – the more things change, the more they stay the same – and the TriCounty Area Chamber of Commerce will always be an integral part of the local business community, cultivating those relationships to help businesses grow.

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



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 October 21

*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!***

Patrick J. Murphy & Associates
300 Old Reading Pike, Suite 1-D
Stowe, PA 19464
610.970.9817
www.pjmorgans.com

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All things pipe organ - Providing new instruments, rebuilding and historical restorations, voicing, tuning and service, consoles, additions and consulting. They are a full service Pipe Organ Builder. Established in 1987, Patrick J. Murphy & Associates is one of the largest, full service, pipe organ builders in the Northeast. Since then the primary goal of Patrick J. Murphy & Associates has been to professionally envision and construct new pipe organs and restore existing instruments that transcend the aesthetic and artistic vision of their clients in a personable, knowledgeable, and practical manner.

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933 N. Charlotte St., Suite 3B
Pottstown, PA 19464
610.850.9036
www.ricklinn.com

Attorneys

They are a neighborhood general practice law firm serving both individuals and their local businesses. They provide legal services in nearly every area of the law throughout Montgomery, Berks, and Chester counties as well as various other surrounding counties.

Ruehle Bookkeeping & Accounting Services dba Your CPA Alternative
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Stowe, PA 19464
484.624.4994
www.your-cpa-alternative.com

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Your CPA Alternative provides an affordable option for all your Accounting needs. With 35 years of Accounting experience we can assist you with, tax preparation, accounting services, payroll, and bookkeeping just to name a few.

Tompkins Vist Bank
350 W. Main Street
Birdsboro, PA 19508
610.582.7036
www.vistbank.com
Banks / Credit Unions

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.



Need a referral for a business?

**Visit our Business Directory on our website,
www.tricountyareachamber.com.**

CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

36 YEARS

Waste Management of PA

28 YEARS

Penn Airways

21 YEARS

Sigel Insurance Group

16 YEARS

J&T Technologies, Inc.
Valley Forge Casino Resort

12 YEARS

Independence Planning Group

6 YEARS

Clothes to Home, LLC
C. Raymond Davis & Sons, Inc.
FASTSIGNS
Philadelphia Mortgage Advisors



1 YEAR

Anytime Fitness – Gilbertsville
DataCeutics, Inc.
Fred Beans Ford of Boyertown, Inc.
Gerhart, Hartman & Ritner Insurance Agency
Happy Paws Pet Sitting
Interlace Communications

Kulp Car Rentals
Limerick Automotive
Morgan Financial
The Rotelle Companies
RTC Direct Mailing, Inc.
Suburban Water Technology, Inc.
Sunnybrook Village
Supreme Safety, Inc.
Vlahos Dunn Insurance

Member Renewals

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

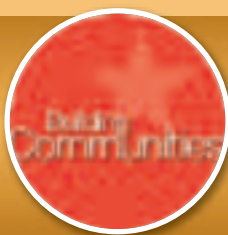
Americas Best Value Inn
Beacon Container Corp.
Boenning & Scattergood, Inc.
Buch Group, dba Fresh Metered Concrete
James M. Capinski and Associates
Cardno BCM
Betsy Chapman, Harpist
Colorworks Graphic Services, Inc.
Copperfield Inn at Lakeside
Delaware Valley Christian Camp
Evans, Hauseman & Richard, Inc.
Hickory Valley Golf Club
Hollenbach Construction, Inc.
Independence Blue Cross
Interstate Energy Company
Keystone Villa at Douglassville
Landis Creek Golf Club
Lower Pottsgrove Township
Metro Bank

Miller Restoration, Inc.
Montgomery County Community College
New Hanover Township
Orlando Law Offices, P.C.
Owen J. Roberts Education Foundation
PeopleShare, Inc.
PermaBond
Pottstown School District
Pottstown YMCA, a branch of Philadelphia Freedom Valley YMCA
Romanik Communications
SEI
Steel River Playhouse
Tornetta Realty Corp.
Tri-County Emergency Physicians, LLC
TriCounty Community Network, Inc.
Universal Machining Co.
VideoRay LLC
Visiting Angels
Visiting Nurse Association of Pottstown & Vicinity

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.

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., Nov. 12
7-9 AM

MEMBERSHIP BREAKFAST – The State of Higher Education
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 presentations 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; Coventry Christian Schools**

Tues., Nov. 18
5-7 PM

BUSINESS CARD EXCHANGE
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
11:30 AM – 1 PM

WOW LUNCHEON – "PASSION TO PAYCHECK"
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
4:30 – 6:30 PM

HOLIDAY MIXER & BUSINESS TO BUSINESS EXPO
Norco Fire Company, 144 W. Schuylkill Rd., Pottstown, 19465
This year, our annual Holiday Mixer will offer you a unique opportunity to **gain exposure for your business and make connections** with other Chamber Members while enjoying refreshments donated by our Member restaurants and caterers.
Holiday Wreath Auction – Businesses can donate a decorated wreath for Members to bid on, or provide a door prize for a business card drawing.
Members Only; \$50 for Expo Table; No Charge to attend Mixer; Table Reservation Required (First Come, First Serve); Only 10 tables available.
Co-Hosts: First Niagara Bank; Pottstown Area Rapid Transit, Inc. (PART)
Additional Co-Host Sponsorship Opportunities Available

JANUARY SAVE THE DATES

Thurs., Jan. 7
5-8 PM

WOMEN'S ROUNDTABLE
Spring Hollow Golf Club, 3350 Schuylkill Rd., Spring City, 19475
Join fellow women in the tri-county area for an evening of empowerment and encouragement. More details to come.
\$35 per person (includes dinner); \$250 per table of 8
Sponsorship Opportunities Available

Thurs., Jan. 14
7-9 AM

MEMBERSHIP BREAKFAST
The Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown, 19464
More details to come.
\$26 per Member (prepaid by 1/11); \$32 per Member (invoiced or after 1/11); \$50 per non-member
Sponsorship Opportunities Available

Weds., Jan. 20

BOYERTOWN AREA PROGRESS DINNER
La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, 19525
Social Hour
Dinner & Program
Highlighting business & community with the presentation of the **James K. Boyer "Quality of Life" Award** and a video by Boyertown Area High School Students showcasing progress in the Boyertown Area over the last year.
\$75 per Member; \$100 per non-member; \$700 per table of 10; \$800 per non-member table of 10
Sponsorship Opportunities Available
Inclement Weather Date: Wednesday, January 27

Tues., Jan. 26
4-6 PM

BUSINESS CARD EXCHANGE
Gianni's Catering and Events, 1445 E. Schuylkill Rd., Pottstown, 19465
Join fellow Chamber Members for an evening of networking and hors d'oeuvres.
Members Only; No Charge; Reservation Appreciated
Sponsored by: **Gianni's Catering and Events**

SAVE THE DATE

**2016 Annual Dinner –
Thursday, April 21, 2016**
See page 49 for more information.

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



**REMINDER –
the Chamber Office
will be closed Thursday,
November 26 and Friday,
November 27 for
Thanksgiving.**

Welcome New Members!

1: Bryan Nester of Cisick and Nester Insurance and Financial Services

In last month's issue of *Route 422 Business Advisor*, incorrect captions were published under the New Member photos. The captions should have read:

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

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



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.



Kimberly Taylor, Associate Dean of Students and Director of Campus Safety at Ursinus College, speaks at the October WOW Luncheon.

The October WOW Luncheon focused on "Personal Protection – Back to Basics" and featured guest speaker **Kimberly Taylor**, Associate Dean of Students and Director of Campus Safety at Ursinus College. Taylor talked about how we can encounter dangerous situations anywhere and provided attendees with the following safety tips:



- **Be aware of your surroundings.** Know where exits are even in places you might go frequently.
- **Look confident.** Stop looking at your phone. Look up and walk tall.
- **Hold your keys in your hand as if you were about to start your car.**
- **Don't sit in your car with it running and unlocked to check emails, etc.** Get in and leave.

THE NEXT WOW LUNCHEON:

"Passion to Paycheck": Enrich your work life! Follow the journey of business professionals **Tracy McKay**, Artemis Design; **Christine Elliott**, Whitegate Contracting Co., Inc., and **Stacy Gerhart**, Independent Beauty Consultant with Mary Kay as they share their stories of how they turned their passion into the successful enterprises they have today.

- **Wednesday, December 2**
- **11:30 AM- 1 PM**
- **Brookside Country Club:**
850 N. Adams St.,
Pottstown, PA 19464

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

Sponsored by:



THANK YOU

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



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



PA CONFERENCE FOR WOMEN

TriCounty Area Chamber of Commerce is a supporting organization of the 12th annual **Pennsylvania Conference for Women**. This year's conference will be **November 19, 2015**, at the Pennsylvania Convention Center in Philadelphia.

This conference is the state's largest professional and personal development event with nationally recognized keynote speakers, a full day of breakout sessions, panel experts and much more!

Keynote speakers confirmed to date include:

Jessica Alba - founder The Honest Company, actress

Rachel Ray - syndicated talk show host, New York Times best-selling author of more than twenty cookbooks, founder of lifestyle magazine, Every Day with Rachael Ray and founder of the Yum-o! organization

Leymah Gbowee - 2011 Nobel Peace Laureate and women's rights activist

John Jacobs - Co-founder of The Life is Good Company

Carli Lloyd - Professional soccer player for the U.S. Women's National Soccer Team

Gloria Steinem - writer, lecturer, editor and feminist activist

Check out the full range of opportunities the conference has to offer at paconferenceforwomen.org.

BUSINESS CARD EXCHANGE

In September, Members enjoyed networking during our Business Card Exchange at KenCrest EmployNet.



Sponsored by:



From left to right: Liz Peters, Tri County Area Federal Credit Union; Rod Gabel, Yucha Chiropractic & Massage and Andrea Sawchuk, Diamond Credit Union

THE NEXT BUSINESS CARD EXCHANGE

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

- **Wednesday, November 18**
- **5 – 7 PM**
- **The Victory Bank,**
548 N. Lewis Road,
Limerick, PA 19468

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

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

MARKETING WITH THE CHAMBER

ENGAGEMENT – BUILDING COMMUNITY



By Heather Tyrrell

At times I meet someone who does not know exactly what a chamber of commerce does. Every chamber is different, but I want you to know all about what makes TriCounty Area Chamber of Commerce a one-of-a-kind organization and where you can find your niche. The Chamber is known for its networking opportunities, but we are about more than just networking. Our vision is Affecting Change to Create a Thriving Region.

In my next series of articles, I will explain our focus of Building Communities, Creating Connections and Supporting Commerce.

Today I want to tell you about the many ways we are Building Communities. You may find your niche in this part of our focus if you are interested in providing pro-business leadership to enhance economic opportunity and quality of life in the region through strategic partnerships.

Leadership is an important part of business and by being involved with the Chamber, you can receive professional development and

resources to enhance your business' leadership in the following ways:

- Pro Business Council meets each month at the Chamber office, 152 East High Street, Suite 360, Pottstown. The council discusses legislative issues impacting the tri-county area.
- Leadercast is an opportunity for leadership development. The Chamber hosts this one-day event each year that features a simulcast of world renowned leaders speaking live from Atlanta. We offer the opportunity to participate by broadcasting via simulcast at a host site in the tri-county area.
- Be a leader of a healthy working environment. Participate in the Tri-County Area Worksite Wellness Initiative. Employers with 50 or less employees can get involved with the initiative.
- Give back through Leadership Tri-County. Members participate in the 10-month program where they make contacts and gain access to resources in the tri-county area. They agree to serve on the board of a non-profit, if elected, after graduation.

The Chamber also showcases leadership visibility in the community with the following events:

- The Economic Development Luncheon recognizes Members making an impact on economic growth in the tri-county area.
- The Tri-County Area Women's Roundtable features a panel of women working in business and discussing issues affecting the working woman.

- Membership Breakfasts provide you with the opportunity to have face to face time with other leaders, business owners and key community members.
- The Boyertown Area Progress Dinner brings leaders of the school district, local government and businesses together to honor the accomplishments made in the Boyertown area.
- The Annual Dinner celebrates our success and the success of our Members. We showcase leaders in the community with our Annual Dinner Awards. The James K. Boyer Quality of Life Award is presented.
- Take Our Daughters & Sons to Work Day Luncheon provides an opportunity for Members and their children to learn about community initiatives and businesses in the tri-county area.

The Chamber also offers a variety of ways to promote your business or organization's success:

- Share your news of new hires, awards and other articles of interest by logging onto the Members Only section of our website: www.tricountyareachamber.com.
- Post your job openings on our website.
- Always Buy Chamber – We only refer Chamber Members and all of them can be found in our online Business Directory on our website.

For more information about
TriCounty Area Chamber of Commerce,
call 610.326.2900 or visit
www.tricountyareachamber.com.

CURRENT BUDGET MOVES AND FIGHT OVER HB283

With the budget impasse still affecting our state, each side of the aisle is trying to come up with answers to fix the issue, yet those answers are immensely different. Republicans have recently been pushing for a stop-gap budget to temporarily fund for services that will soon run out of money. It could prevent layoffs, service shutdowns and closures. The Republican majorities in the state House and Senate passed a short term spending plan of \$11 billion. Wolf vetoed this shortly after on September 29th. This bill was intended to retroactively cover four months of funds up until October 31st. The bill also would have released \$24 billion from the federal funds. Democrats called this a near-sighted answer to a larger problem and want Republicans to compromise on the elephant in the room.

On Wednesday, October 8, 2015, the House of Representatives brought HB283 to the floor for second day consideration and discussion. This discussion lasted hours as many representatives took part of commenting on support or opposition of the proposed bill by Democratic Governor Tom Wolf. The bill focused on raising billions of dollars through new tax hikes in the upcoming years. Income tax and a new extraction tax on Marcellus Shale natural gas production would be raised through this proposal, to which Republican representatives were not in favor of. Republicans don't agree with adding taxes on our middle and lower class working families to raise the money needed for Wolf's budget proposal.

In this latest proposal by Wolf, he sidelined his previous call to raise the sales tax from 6 percent to 6.6 percent by instead raising the personal income tax from 3.07 percent to 3.57 percent. Along with the increase income tax would be a 3.5 percent tax hike on natural gas drillers in addition to a per-cubic-foot fee on gas, to which they already pay now. Over the next two years, this bill would have raised 2.1 billion in new revenue.

House members defeated the bill on Wednesday, 127 to 73, with all Republicans and 9 Democrats in opposition.

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

TDM, THE TOOLBOX TO REDUCING CONGESTION

Traffic congestion is something that we all experience, especially if we travel along the 422 corridor. According to the Texas Transportation Institute, congestion cost the average commuter about \$21 per hour in wasted time and fuel. Nationwide, congestion annually adds 5.5 billion hours of time commuting and wastes 2.9 billion gallons in fuel.

In the Philadelphia region from 1982 to 2011, the number of commuters on the road has increased from about 1.3 million to just fewer than 2.5 million. At the same time, the annual number of hours of delay per commuter has increased from 14 to 48. In the Philadelphia region alone, the Texas A&M Transportation Institute estimates that the cost of congestion is over 3.6 billion dollars.

Congestion is created when the capacity of the roadway system cannot handle the demand. Roughly 60% of congestion occurs during peak period rush hours between Monday and Friday. Other factors that influence congestion are bottlenecks, traffic incidents, bad weather, work zones, poor traffic signal timing, and special events.

What can we do to improve congestion? A logical solution might seem to be adding

capacity to meet demand. Adding capacity in the form of highway expansion is extremely expensive and often does not solve the congestion problem. Transportation Demand Management (TDM) is a collection of strategies that help to reduce congestion by reducing demand through maximizing the efficiency of the existing transportation system by utilizing the latest technologies and innovative strategies. Some of the most effective TDM strategies include:

- **Flextime, Compressed Work Week (CWW), and staggered shifts**
- **Improved cycling amenities and infrastructure**
- **Carsharing**
- **Park and ride facilities**
- **Pedestrian safety and accessibility improvements**
- **Shuttle services**
- **Carpooling and vanpooling**
- **Public transit improvements**
- **High Occupancy Vehicle (HOV) lanes**
- **Transit Oriented Development (TOD)**
- **Intelligent Transportation Systems (ITS)**

This past year, GVF partnered with Temple University's Center for Sustainable Communities and CFA Consultants to develop a TDM Policy Brief for Southeast

Pennsylvania's US 422 Corridor. Examining best practices throughout the nation, recommendations were made by the team on how TDM should and can be implemented in the corridor to help reduce congestion. A downloadable version of the report can be found here: https://www.temple.edu/ambler/csc/documents/TDM_Policy_Brief_2014.pdf.

The US 422 Policy Brief has been well received by municipalities, businesses and the public and with the guidance of GVF the recommendations outlined will be pursued in the corridor. Recently, GVF received the TriCounty Area Chamber of Commerce's 2015 Regional Planning Award for the 422 TDM Study. Additionally, GVF and Temple University were selected to present their findings during a session at the Annual American Planning Association Pennsylvania Chapter Conference this past October.

If you or your organization would like to know more about TDM or the study, visit our TDM website at www.wearetdm.com or contact Ashley Nuckles, project coordinator at GVF.anuckles@gvftma.com or 610-354-8899.

Article provided by Ashley Nuckles, Project Coordinator at GVF, a Transportation Management Association. 610.354.8899; www.gvftma.com.

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LEADERSHIP TRI-COUNTY

LEADERSHIP UPDATE

Leadership Tri-County Class of 2016's October session focused on the justice system in the tri-county area.

Class members traveled to the Berks County Jail in Leesport where they received a tour. They learned that the jail houses 1,138 inmates and most of the cases are related to sex offenders and anger management.

Next class members traveled to the Berks County Services Center Building where they visited with Criminal Motions Judge John A. Boccabella. They had the opportunity to watch hearings taking place that were mostly DUI cases. The judge then spoke to the class about what was taking place in his court.

The group spent lunch at "Outside In" where they talked with Gail Landis, VP of Government Affairs and Community Outreach, Greater Reading Chamber of Commerce & Industry. Landis provided a history about projects and events in the Reading area.

Upon returning to Pottstown, the class toured the Pottstown Police Department and watched a police K9 demonstration. The class learned that the average cost of the dogs is about \$15,000 and they are purchased from the Czech Republic. With added training etc., the total cost can reach approximately \$40,000.

At the end of the October session, the class was able to walk away with a better understanding of the strengths and weaknesses of the justice system in the tri-county area.

Leadership
TRI-COUNTY

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

John Middleton
an Altria Company

Meet the Class



Sally Giacherio

Sally Giacherio is the Customer Service / Inside Sales Rep at Sealstrip Corporation. She has worked for Sealstrip for 11 years, and previously at West Coast Video Boyertown for 14 years. She is married to her husband Troy and has three daughters – Alyssa, Jordan, and Erica. She also has two granddaughters – Layla and Harper. Sally enjoys spending time with her family and hiking.

Sally studied at Kutztown University and the PA Business Institute. She believes that *our strongest asset in business is the ability to be a productive, helpful, honest member of the team. Working together towards a common goal, always doing what is right, not easiest, and appreciating the value that every person brings to the table is what helps make a team successful.* Being kind, respectful and open minded are all things Sally strives to be every day at work and at home.

Other than participating in the Leadership Class of 2016, Sally also attends the Chamber's WOW Luncheons. She feels that it is important to participate in the Leadership class because of "being part of the community we live in, learning where our community needs support, and being part of that support is what this program is helping to develop." Sally is looking forward to getting to know others in the community who share the same ideals and visions.



Marley Kasper

Marley Kasper, Accounting Administrator of the Borough of Pottstown, has worked in the tri-county area for 2 years. She is married to her husband, Walter Boone II. Marley enjoys running, hiking, biking, kayaking – anything outdoors! She also enjoys traveling to new places and sightseeing. Her business role models include Bill & Melinda Gates, Oprah Winfrey, Walt Disney, and Sara Blakely.

Marley received her Bachelors of Accounting at Shippensburg University. Other than participating in the Leadership Class of 2016, Marley also is treasurer for the Pottstown Parks & Recreation Foundation, Inc. She believes that *in business, there is always opportunity to learn, grow and improve.*

She feels it is important to participate in the Leadership Class because it will help to develop and improve her skills and knowledge as a leader for the Borough of Pottstown. Marley is looking forward to networking and learning about new opportunities in the tri-county area.

Education Sponsor:



Above: The Leadership Tri-County Class of 2016 is ready to tour Berks County Jail.



Left: The class spent time with Criminal Motions Judge John A. Boccabella and sat in on some of the hearings in his courtroom.

Right: Pottstown Police Department conducts a K9 demonstration for the group.



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

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CELEBRATE SUCCESS



Annual Dinner
Save the Date
 Thursday, April 21, 2016

Our Annual Dinner speaker



- Is a New York Times Best Selling Author
- Is a media expert for NBC's Today Show, 20/20 and CNN
- Has worked with AOL, Coca-Cola

Stay tuned next month for the answer!

TriCounty Area Chamber of Commerce hosts Manufacturing Roundtable

The tri-county area is full of manufacturers and several are Members of TriCounty Area Chamber of Commerce. In September, the Chamber hosted a Manufacturing Roundtable that served as a forum for businesses in the same industry to discuss their challenges. Through the discussion it was determined that the majority of manufacturers in attendance have workforce development as their main challenge. The skilled, experienced employees are at the retiring age and the companies need trainable workers to take over their responsibilities.

The Chamber wanted to host this discussion to hear the challenges faced and how each individual company is impacted. It is crucial to the tri-county region that the tri-county businesses that are located here stay here, but also grow here. The TriCounty Area Chamber of Commerce recognizes the importance of

business retention and expansion in the tri-county region and wants to be a resource for these manufacturers to help make sure this happens.

The roundtable was also an opportunity to share best practices and what each facility is experiencing that they are benefiting from. The group in attendance discussed expanding the "best practices" conversation to include employers within their companies and providing them with the opportunity to network with other individuals in their same position at another company. The Chamber will work on creating a schedule to possibly include a grouping of HR professionals, safety and environment personnel, plant managers, etc.

The Chamber is a resource for all of its Members to help them grow their business and will be looking at future opportunities for roundtable events.

FEATURED MEMBER BENEFIT OF THE MONTH

Additionally, if needed, the Chamber has:

- LCD Projector
- Laptop
- Screen
- TV & DVD/VCR
- Phone
- Multiple Phone Jacks
- Wi-Fi
- White Boards available in two rooms
- Flipchart / Easel

No space to hold a seminar, meeting, or training?
Work out of your home and need a professional location to meet clients?

**Save Time, Save Money...
 With Room Rentals at the Chamber Office!**

Take advantage of the Chamber's easily accessible space, located conveniently in the heart of downtown Pottstown! The Chamber will set up the layout and amount of space you need – rent one room (approximately 8 people); two rooms (9-20), or all three conference rooms (20+)! The Chamber has a kitchen on site with coffee pots, refrigerator, microwave, and a Keurig.

Rates start out at just \$25 (one room – up to 3 hours). For additional rates and room rental availability, please contact Kitty at the Chamber Office at 610.326.2900 or kitty@tricountyareachamber.com.



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.

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.

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:

- **Barry Isett & Associates, Inc.** – Engineers, Surveyors, Inspectors
- **Liberty Environmental, Inc.** – Environmental Scientist

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MADE IN THE TRI-COUNTY AREA TOUR

On September 30, Members toured CEI-Douglassville, a manufacturer of Kiwi shoe products, toilet care products and gel air fresheners.

From left to right: Russell Lowe, Frazer Advanced Information Systems; Frank Stankus and Harry Cappa, Sealstrip Corporation; Judi Himes, KenCrest EmployNet; Kirsten Deysher, Liberty Environmental, Inc.; Aaron Gantz, Greater Reading Economic Partnership; Alycia and Doris Wertman, Visiting Angels; Beverly Kline and Jeff Graber, Graber Letterin' Sign Co.; Michelle Hanson, Diamond Credit Union; Paula Kamp, Community Health & Dental Care; Rachel Conrad, Sealstrip Corporation; Chantelle Stankiewicz, Diamond Credit Union; and Eileen Dautrich, TriCounty Area Chamber of Commerce. Not pictured: Mitchell Burack, Burack Environmental Law Offices; Ed Graef, My Dad's Flooring America.

CHAMBER HOSTS 28TH ANNUAL COLLEGE FAIR

High school students had the opportunity to learn more about colleges, universities and institutions of higher education during the Chamber's 28th Annual College Fair on October 1, 2015, at Gilbertsville Fire Company.

70+ institutions of higher education exhibited at the College Fair and supplied valuable information to help students in making the right choices for their futures.



Students from the tri-county area talk with representatives from colleges and universities during the Chamber's 28th Annual College Fair in October.

BUSINESS EQUIPMENT RECYCLING DAY

On October 6, the Chamber hosted Business Equipment Recycling Day at the Pottstown Industrial Complex. Members were able to drop off their old electronics and business equipment at no charge as a benefit of being a Member of TriCounty Area Chamber of Commerce.

This year the Chamber collected 9,700 pounds of miscellaneous electronic and computer equipment.



Thank you to our sponsors for helping us with this event:

Beacon Container
Lewis Environmental
Industrial Investments

Thank you to our volunteers for the day:

Rick Lewis, Dennis Kern,
Joe Carter and Jim Gould,
Lewis Environmental, Inc.

Patty Barthel,
Waste Management of PA
Zach Keeley,
Mayer Pollock Steel Corporation





Boyertown Area Progress Dinner

Wednesday, January 20, 2016

5-6:30 PM Social Hour

6:30-8:30 PM Dinner & Program

La Massaria at Bella Vista Golf Course

2901 Fagleyville Road, Gilbertsville

\$75 per Member; \$700 per Member table of 10

\$100 per Non-member;

\$800 per Non-member table of 10

Sponsorship Opportunities Available

Register by scanning QR code or call 610.326.2900



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MIX & EXHIBIT

**At the
Annual Holiday Mixer AND Business to Business Expo**

December 8 , 2015

4:30 to 6:30 PM

Norco Fire Co.

144 W. Schuylkill Rd., Pottstown, PA 19465

**Only 10 tables
are left!**

3 Options!

1

Difficult to host your own event at your location?

Be a Co-Host—\$500

2

Exposure For Your Business—\$50 to exhibit

3

NEW - Donate a Wreath for the Holiday Wreath Auction



The mixer is free for members to attend - scan the QR code to register!

Co-Host Sponsors:



SHOW US YOURS!

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

**Connections on High, Inc.,
238 E. High St., Pottstown, PA 19464**



NEXT MONTH

In next month's issue read about our Economic Development Luncheon that focused on The State of the Counties and featured a panel including Christian Leinbach, Berks County; Michelle Kichline, Chester County and Valerie Arkoosh, Montgomery County.



RIBBON CUTTINGS

**Patricia Keith Music Studio,
10 S. Reading Ave., Boyertown, PA 19512**



**N.E. Fisher and Associates,
315 E. Second St., Boyertown, PA 19512**

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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. November's Business of the Month was chosen from Members who provided testimonials during Chamber of Commerce Month.

A Widow's Journey to Honoring the Memory of Her Husband

Have you ever felt overwhelmed by a situation that you've faced? Mary felt this way after her husband of 40 years passed away leaving behind a complex assortment of investments. She had never handled the finances and had no knowledge of her husband's investments. Mary needed income and she wanted simplicity.

This is when her pastor called The Life Financial Group asking for help. With the help of her children, The Life Financial Group was able to organize and simplify their investments. A plan was put in place to make sure she had income each month while giving generously to ministries that she cared about. Today, Mary feels confident that she's able to honor her husband's memory while also being able to understand her finances with the help of her family and a trusted advisor from The Life Financial Group.

With nearly forty years of experience, The Life Group provides wealth management, tax services, and estate planning from a Biblical worldview for clients all across the country. Just like Mary's story, The Life Financial Group can help you make wise financial decisions so you can better provide for your family and leave a legacy of significance.

You can visit our website at www.TheLifeGroup.org or call us at (610) 385-4500 for more information about our services, or download our free helpful report, 10 Rules for Thriving & Surviving in Market Downturns, by scanning the QR code.

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10 Rules for Thriving & Surviving
in Market Downturns.**



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WORKSITE WELLNESS

Chamber Wellness Warrior's October Update



On September 28, the Chamber staff celebrated their Worksite Wellness Kick Off. After eating a healthy lunch, the staff took a walk down High Street and enjoyed friendly competition at Manatawny Green Mini Golf in Pottstown as part of their Worksite Wellness program. Congratulations to Jeff for winning the round of Mini Golf!



The Chamber staff also had a Minute to Win It Competition on October 19. Check out next month's issue for a recap of the competition!



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.

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BUILD RIGHT! DRIP AND POST OFTEN!



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

When Paul Fair, with Paul Fair Associates LLC, met with me the first time, he had an adequate website but it wasn't producing the traffic he was looking to reach.

He also had an email engagement in place but was lacking in the engagement part of it. His social media presence was nonexistent.

Build Your Website Right for Marketing...

As we built his site it was apparent he had a great product which could be turned into a fillable, downloadable document that people could complete online. We also identified several key topics that could be created into videos. While working on the videos, Paul discovered a way he wanted to introduce the fillable document. We went to work on all the pieces of the site. While working on creating a gateway system where people would come

onto the site and view a whiteboard introducing the document, we began to build an email drip program to help engage with those downloading the document.

Create An Email Drip Program...

The email drip program began 24 hours after they signed up for the document; two weeks later another email to see how they were doing; one month later a stronger email to check on their progress and provide more details about Paul.

(See "Mastering Social Media" on page 54)

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- Water Testing, Bacteria

MASTERING SOCIAL MEDIA

(Continued from page 53)

Along with the specific emails there were also ways to drip relevant information to educate them about other products and topics.

Let's Get Busy About Those Posts ...

With the website and email drip program in place, we moved onto choosing the right social network to promote the business. Paul's potential clients were identified to be between the ages of 35 to 60; within 25 miles of his location; male and female; employed with retirement accounts. No need to concern ourselves with talking about business. We began to work on building our presence on Facebook by creating a business page. We built the interest to the page from inviting those he knew on Facebook, through his email engagement, as well as, having others within his circle invite friends as well.

Then it was the message we wanted to send. With our arsenal of videos and content, it was easy to create a variety of engaging posts and boosts. Yes, boosts. Our goal is to reach out and build an ini-

tial following of 200 fans. With the right message, our videos, and interesting content we will create a buzz and get them into the sales funnel.

With this online triad in place, it will become your online marketing arm to help drive new and current business to you. Once built it is important to continue to make changes on the regular basis to your website in the form of blogs and relevant information, send out email drips on a regular basis, and become involved with your social media audience on a daily basis.

The team of Interlace Communications works with small to mid-size businesses through online and print marketing. Give them a call at 484.709.6564 or www.gomaava.com to help your business grow. 📧

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.

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FOCUS ON ENGINEERING

Thomas L. Zeigler, P.E.

Thomas L. Zeigler, P.E. was founded in 1991 by owner Tom Zeigler. We provide structural engineering, design, and drafting services for industrial, manufacturing, commercial, and residential clients. Work is provided for structural steel, cold formed metal framing, aluminum, reinforced concrete, masonry and wood. Engineering and analysis can include design of new buildings from the ground up, or renovations and adaptive re-use, as well as finding solutions to structural problems. Such projects could include roof and floor load studies, foundations for building and equipment supports, and material handling supports. We can provide a structural condition assessment for your building. In addition, support services for preliminary engineering, option studies, specifications, scopes of work, bid proposal evaluations and recommendations can be provided. We work with various contractors, developers, owners, architects and other engineers.

We have worked on a wide variety of projects in the tri-county area including work with Montgomery County Community College, Steel River Playhouse, 152 High St. and the renovations to the TCACC's deck, Sunnybrook Ballroom, The Hill School, Pottstown School District, Sanatoga Fire Company, Sassamansville Fire Co., Norco Fire Co., Hopewell Community Church, Coventry Church, Christ Episcopal Church, Blommer Chocolate, Pottstown Borough, Bally Borough, New Hanover Township and North Coventry Township to name a few.

Presently we are preparing designs for renovations for the Pottstown Public Library, a Porte Cochere for Coventry Church of the Brethren, a glass walled gazebo, fall protection measures for a

pharmaceutical facility, a parking lot retaining wall for a church in Allentown, and various residential addition projects.

Recently we have had numerous requests, and are working on studies, for local companies to bring catwalks and mezzanines up to present OSHA loading standards.

More municipalities are requiring drawings for permits and construction to be signed and sealed by a licensed design professional. We are able to help contractors, businesses, and homeowners with new work and alterations to move through this process in a timely and efficient matter.

No job is too big or too small. We can do most anything from looking at a simple crack, to preparing recommendations for major repairs, design of additions and alterations, and new structures from the ground up.

Thomas L. Zeigler, P.E. is registered in PA, DE, NJ, MD, KS, GA and OH and is a member of the American Society of Civil Engineers, American Steel Construction, Tri-County Area Chamber of Commerce, and the local NARI-BIE Chapter. **Contact us at 610-327-3805 or Requestinfo@TomZEngineering.com.**

Our new website is
www.TomZEngineering.com. Check it out!

Earth Engineering Incorporated

Earth Engineering Incorporated (EEL) is a full-service geotechnical/environmental engineering consulting firm composed of a group of engineers and geologists dedicated to providing the swift, cost-effective, professional service needed to meet the demands of today's development projects.

(See "Focus on Engineering" on page 56)

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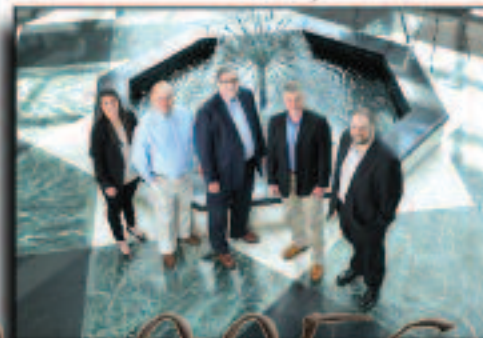
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FOCUS ON ENGINEERING

(Continued from page 55)

With offices located in East Norriton, Lehigh Valley and Mechanicsburg, Pennsylvania as well as South Jersey, EEI is well equipped to service the entire 422 corridor.

EEI has specific expertise in Geotechnical Consulting, Subsurface Investigations, Infiltration Testing, Construction Inspection & Testing, Geotechnical Specialty Design Services, Environmental Site Assessments, and Clean Fill Analysis. Items such as cost-effectiveness of foundation alternatives are evaluated along with site development issues and geotechnical data to establish recommendations. This approach has enabled EEI to contribute to the successful development of many large-scale projects by adding true value to the planning process.

At EEI, our goal is to combine quality consulting and investigative work with on-time, on-budget performance. We're committed to providing our clients with the higher level of service and experience they have come to expect from EEI.

For additional information, please call 610.277.0880 and visit www.eearthengineering.com.

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Gilmore & Associates Inc. (G&A) has emerged as one of the Mid-Atlantic region's most dynamic civil engineering firms, offering a diverse yet complimentary portfolio of professional consulting services. Across a range of civil engineering, surveying, landscape architecture, and environmental disciplines we are inspired to innovate while recognizing the value of fundamentals executed to perfection.

As a comprehensive full-service engineering firm we are able to provide our clients with innovative and cost-conscious site civil design, responsive to the project program. We design projects, prepare construction drawings, arrange bid documents, and manage a construction project through completion.

To keep pace with the advances in design technology, we offer 3D Building Information Modeling (BIM) to our clients as an option for their engineering projects. 3D BIM ensures quick data turnaround and a systematic approach for preparation of final record drawings and engineering certification documentation.

(See "Focus on Engineering" on page 58)

EFFECTIVE EMPLOYEE COMMUNICATIONS IS A LEADING INDICATOR OF A COMPANY'S FINANCIAL PERFORMANCE



**By Jeanette Juryea,
President, QubComm**

Companies with highly effective employee communications show an average of 47 percent higher total returns to shareholders than companies with the least effective communications.

It's easy to see how communicating effectively to employees translates to better earnings. After all, employees are the backbone – as well as a major expense – of most companies. Effective communications can help:

- Reduce employee turnover and keep them engaged on the job
- Improve manager-employee trust
- Ensure a smooth transition/change
- Reduce your health care costs
- Improve your wellness program's ROI
- Inspire positive buzz about the company, and more

The operative here is "effective." This is the age of information. You need to rise above the white noise of junk mail, email, texts, pop-ups and other unnecessary, but in-your-face content that threatens to steal your readers' attention. Simply put, if your communication is not effective, it will not be read. And if it isn't read, then there's little point to communicating.

Here's how you can improve your communications' effectiveness:

- Ask and listen — Survey your employees on: how well they feel you communicate now; whether they read what you send them and why (or why not); how you might best reach them in the future; and what topics your employees want to hear about.
- Create a communications plan — A recorded plan helps you stay on track. Be sure to apply your survey results to your communications plan. You

can have a plan for staying in touch regularly, as well as a separate plan for major events – such as layoffs, introducing a new product line or production method, starting a workplace wellness program, or switching your health plan.

- Apply metrics — Look for ways to measure what works and what doesn't work. You can count heads in a meeting, emails opened or links accessed. You can measure time spent on a web page or follow through with a task. Or you can measure impact, such as percent improvement or change to a communicated issue. Before you can capture this kind of data, you'll need to prepare for it in your communications plan.

- Be innovative — Consider your diverse audience's needs and create communication avenues that have the ability to reach everyone, such as face-to-face meetings, email, newsletters, social media, etc. Choose the right media for the right message types. Then employ them consistently.

- Train the communicator — There are proven techniques that help draw a reader in and guide them through the message for better comprehension. You can send supervisors and managers to classes or seminars to learn those techniques. If you have a trained corporate communications staff, arrange an approval process for internal communications just as you would for external communications.

- Ask and listen — Survey your employees again. Create an annual scorecard so you can track your progress and improve every year. An annual survey will also help you to stay in touch with the latest technology trends and delivery methods.

Employees are a major investment for your company. Communicating effectively can help increase the value of that investment. Make employee communications an important part of your overall corporate communications strategy. 📧

Jeanette Juryea is President of QubComm, your Corporate Communications department in the virtual Qubicle next door. Send an email to Jeanette@qubcomm.com for professional writing, editing and design services from award-winning writers. You can also ask about writer training, brand/style guide development, existing communications analysis and more.

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(Continued from page 56)

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Our Staff has experienced it all; from a Bridge Replacement in Berks County to Site Planning and Design of a Township Park in Montgomery County. This vast knowledge allows us to respond successfully to the needs of our clients.

For more information please contact: John P. Sartor, P.E. at jsartor@gilmore-assoc.com

Two Berks County Engineering Firms Join Forces Creating Comprehensive Engineering Solutions

On January 30, 2015 two engineering and consulting firms – McCarthy Engineering Associates, Inc. in Wyomissing, and N.E. Fisher & Associates in Boyertown – joined forces. Owners – Neal Fisher and Jim McCarthy – believe that the merging of these two firms under one umbrella will create employee growth, technological advancements, improved business planning and development, and new opportunities for both companies and their employees.

Established in 1987, N.E. Fisher & Associates is a full-service Mechanical / Electrical Engineering firm that provides HVAC, plumbing, electrical, and fire pro-

tection engineering design services for commercial, institutional, industrial, educational, hospital/medical, retail, residential, and religious facilities. With its broad base of experience, N.E. Fisher has worked on everything from small studies and simple renovations to multimillion dollar high-tech construction, such as clean rooms, research labs, theaters, and energy conservation projects.

McCarthy Engineering Associates, Inc., established in 2000, is an award-winning civil engineering, land surveying, and land-planning firm that specializes in land and site development. From civil engineering, subdivision, and land development to structural design and land surveying, McCarthy Engineering provides all the services needed for commercial and industrial development, wastewater, structural design, and water resource. With a focus on recruiting the best talent in the industry and providing ongoing specialized training, state-of-the-art equipment, and cutting edge technologies, McCarthy has also been named one of the Top 25 Civil Engineering Firms to work for in the country by *Civil Engineering News Magazine* five times.

As each company had a similar vision, it became clear to both owners that combining their approaches on ethics and business philosophies would create an overall solid future. Offering a broader scale of solutions for multiple engineering disciplines, the merging of these two long-standing and successful engineering firms will bring a multi-value level of service to a bigger and wider community while helping to preserve jobs.

(See "Focus on Engineering" on page 60)

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FREE ESTIMATE OR BUDGET: HOW DESIGN BUILD COSTS ARE REALLY DETERMINED

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

Remember the days of five estimates per project?
Doesn't happen any longer. Here's why.

"Out of my league!" or an "arm and a leg" or "sky high" are all terms we have heard when inquiring about the cost of a products and services. We contractors often hear these and other phrases. Generally it is just plain sticker shock talking and can be avoided by pre-construction planning and consultations. Usually, while the estimates are correct, the client usually has an out-of-date sense of the cost and value of the work to be done and materials needed. The pricing and estimates are about planning and refining. The questions posed to our nationally award winning contractors were, "...what is the difference to the contractor and the client when a company offers a "FREE" estimate?" "Are consumers less likely to go forward if they must pay for the estimate?" and "are the estimate fees credited back most of the time?" "Do many clients offer a stated budget or allowance?" "How does all of this work these days?"

With Jenn and Bob McCarty of Valley Lock and Door the process is to price the product and size, and then measure the targeted replacement area before offering a final estimate of costs. When asked about complications that might be a factor after the start of construction, Jenn pointed out that "good contractors have a clause in their contract to deal with surprise situations that might cost the homeowner more money." The important key is the contract. Good contractors use them.

Greg Harth of Harth Builders stated that while they do not offer free estimates, they do offer free initial consultations to discover the breadth and expectations of the project. Along with any known problems that might be encountered, the time and materials are factored into a projection. Once the client determines that the project is going forward, Harth, along with many others, charges a reasonable fee to identify material costs and define all aspects of the project to come.

Brian Martin of Masters Design does credit back costs in the process, and they offer consultations along the way in the building process to keep the clients informed of the progress. Brian admitted to enjoying the attention when a client visits the site to review progress — an obvious sign of pride in workmanship.

But what about a client with a budget? The builders all remarked on how few times any prospective client has ever stated a budget during an initial meeting. Gehman Design Remodeling is a company famous for their beautiful kitchens, baths and recreational spaces. When asked about a stated budget, Dennis Gehman chuckled and replied that, "very few people will disclose their "budget" for fear that the builder might actually spend all of it." He went on with the explanation that most projects seen in the mind's eye, have a very different cost reality when you sit with pencil and paper to plan the estimate contracts.

(See "NARI-BIE" on page 61)



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FOCUS ON ENGINEERING

(Continued from page 58)

McCarthy Engineering Associates, Inc. and N.E. Fisher & Associates will continue to focus on delivering excellence, taking pride in completing projects on time, within budget, and without changes; integrating a broad range of services within the firm to provide clients with a one-stop solution. For additional information, please call 610.373.8001, and visit www.McCarthy-Engineering.com.

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CEC is continuously recognized as one of the Top 25 Engineering Firms in the prestigious *Philadelphia Business Journal Book of Lists*. To learn more about CEC, please visit our website at www.carrollengineering.com or contact Joel H. Ardman, Vice President at 215.343.5700 ext. 243, or by email at jardman@carrollengineering.com.

Carroll Engineering Corporation

Carroll Engineering Corporation (CEC), one the largest civil engineering firms in the Greater Philadelphia area, providing quality engineering and surveying services to clients throughout the Pennsylvania and New Jersey area. The company provides highly recognized professional services to a wide range of municipal, authority, public and private clients in the region. Services include: Water/Wastewater Engineering; Municipal Engineering; Civil Engineering; Traffic/Transportation Engineering; Structural Engineering; Surveying; Landscape Architecture; Construction Management; and Geographic Information Systems. Our corporate office is in Warrington, Bucks County. We also have offices in Malvern, Chester County, King of Prussia, Montgomery County and Hillsborough, Somerset County, New Jersey. In Pennsylvania, we serve clients in Bucks, Montgomery and Chester Counties as well as the Lehigh Valley, Area.

CEC has a staff of approximately 90 individuals, of which over 40 are professionals with state or national registrations and certifications in engineering, planning, surveying, landscape architecture and geology. In addition to professional registrations, many of our staff have supplemental certificates in specialties such as sewage enforcement, hazardous material

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NARI-BIE

(Continued from page 59)

With most of the bath remodels in the \$28k - \$32k range, Dennis mentioned a chart in *Remodeler* magazine that compares cost with value in regional markets. All make-over clients should take this into consideration; whether you will recoup your expenses on the sale of your home, does it matter as long as you are happy, and do you care if you get exactly the décor and comfort that you have in mind for the duration of your residency?

The bottom line is that a good remodeler or builder will work through all of the steps of a building project and fully explain as they go all of the factors involved. NARI prides themselves on their training program and certification for Project Management, also known as a NARI CRPM. Ultimately, the universal opinion is if a client is ready to remodel or expand, they do not balk at paying a fair price for all of the consulting and estimating time going into their project.

It is a collaborative effort and the greater the collaboration and client input, the more successful the project.

Members of NARI-BIE (Building Industries Exchange) 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 lat-

est 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. Always Hire a Professional! 🏠




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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.

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

Call Bill Wellen at 484.886.5396 to learn more!



www.pottstownrotary.org

ROTARIAN PERSPECTIVES

Why I Joined Rotary



By Jean Spotts

I joined Rotary in May 2001. My late husband had been a member, and after he passed, I was asked to join. In fact, I was the first female in the Pottstown club.

It's all about doing something for the community, and giving back to the community. That's what Rotary is all about: "Service Above Self."

I've been involved with the Rotary Duck Race in Pottstown starting when my husband was chairman back in 1991. I've had the opportunity to talk with many of the non-profits over the

years about selling duck tickets. Each one is very appreciative of what Rotary is doing for them. We have given back more than \$315,000 to local non-profits since 1991.

It makes me feel so good to know I belong and am involved in a club helping others not only locally, but worldwide.

Rotary is international. When a disaster happens in different parts of the world, Rotary is there. With the earthquake in Nepal, Rotary was there helping by distributing Shelter Boxes for them to survive. *What an organization to belong to!* I am glad to be part of it. 🏠

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REGIONAL CHAMBER ROUNDUP



PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660 • info@PVchamber.net • www.PVchamber.net

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!**



Business Matters is a Perkiomen Valley Chamber luncheon series designed to educate our members in business-related issues including sales and marketing, finance, employee relations, growth and development, technology and more. All attendees receive contact list for post-event outreach. Feed your knowledge!

December 1, 2015

Networking @ 11:30am

Presentation/Lunch: Noon – 1pm

Details visit www.PVchamber.net!

November 11, 2015 – Fox & Hound Multi-Group Networking Mixer

Members of the PV Chamber are invited to attend PBN's Multi-Group Networking & Card Exchange at Fox & Hound, King of Prussia. Make new connections, enjoy complimentary hors d'oeuvres, cash bar, great networking, and chance to win fabulous giveaways.

Time: 4:30pm – 7:30pm.

Location: Fox and Hound,
160 N. Gulph Road, King of Prussia

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

Drink Specials, Hot & Cold Appetizers, CASH bar.

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

November 12, 2015 – Brandywine Senior Living Mixer

The new Brandywine Senior Living in Upper Providence is the host for the PV Chamber's November Mixer. Just a few of the amenities at Brandywine Senior Living Community include a Wine Bar and Tap Room, Therapy Pool, Movie Theater, Music Room and Library. Meet the team of caring professionals at Brandywine, network with fellow chamber members and enjoy delicious food, refreshments and giveaways.

Time: 4:30pm – 6:30pm.

Location: 1133 Blackrock Road, Phoenixville,
PA (corner of BlackRock Road and Rt 29).

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

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

November 19, 2015 – PV WIN Network Luncheon and Concert

Join us for a Ladies Luncheon and Piano Concert at Community Music School on Thursday, November 19th. PV Chamber members and guests are invited to network from 11:30 – Noon. Enjoy a delicious lunch and piano concert from 12:10 – 12:50pm. Musical Entertainment by pianist, Sang Mi Chung. Receive a raffle ticket for each non-member guest you bring to the event.

Time: 11:30am – 12:50pm.

Location: Community Music School,
775 W. Main Street, Trappe, PA

Cost: \$25/pp.

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

December 3, 2015 – Univest Mixer

Join us for a business card exchange at the new Univest branch located in the Providence Town Center, Collegeville. The 2,500 square foot office is the second Univest branch to feature a redesigned banking experience that partners personal bankers with technology solutions. Meet the team at the Collegeville location, network with fellow PV chamber members and guest and enjoy delicious food and drinks!

Time: 5:00pm – 7:00pm.

Location: Univest, Providence Town Center, 380 Water Loop Lane, Collegeville

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

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

SAVE THE DATE!

January 26, 2016 - PV WIN Dinner at Kinetic Physical Therapy !

FEATURED EVENT



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.

New Member "IceBreaker" Orientation from 4:00-5:00 pm.

If you are a new 2015 members, please join us an hour before the Holiday Party to meet Board Directors, Ambassador Committee Members, Chamber staff and fellow new-members. Ambassador Chairman, Bruce Zanar, will share tips for successful networking. RSVP 610-489-6660.

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Best of the Valley

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- 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

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• 171 East Bridge Street, Phoenixville, PA 19460 • 610.933.3070 • fax 610.917.0503
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The Phoenixville Regional Chamber of Commerce is an independent organization serving the business interests of Northern Chester, Western Montgomery and parts of Delaware Counties.

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

UPCOMING & RECENT EVENTS

November Membership Meeting – Breakfast – November 10

Join us as Congressman Costello presents his perspective on issues before Congress, as well as for networking, and to keep up-to-date with all that is happening in your Chamber of Commerce.

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

Networking at Nine with Biztract – November 11

Come to BizTract bright and early to kick-start your day with an hour of networking! Bring plenty of business cards and a colleague for this morning event.

Time: 9:00 am; Cost: Free!

Location: 255 Great Valley Parkway #140, Malvern, PA 19355

Phoenixville Cultural Investment Project Business Card Exchange and Information Session – November 12

The Phoenixville Cultural Investment Project is made up of local leaders who want to begin projects to improve Phoenixville's artistic streetscape, including restoring current installations and creating new ones. At this event, find out more about their current, upcoming, and proposed projects, and see how you can get involved with this great group.

Time: 6:00 pm; Cost: Free!

Location: Phoenixville Foundry, 2 N. Main Street, Phoenixville, PA 19460

Young Professionals Networking Event – November 17

This event has been formed for business minded people aged 21 to 40 to gather in a relaxed atmosphere to network with like-minded individuals. Join us to mix and mingle with other young professionals. Refreshments will be provided with a cash bar; be sure to bring plenty of business cards!

Time: 6:00 pm; Cost: Free!

Location: Stable 12 Brewing Company, 368 Bridge Street, Phoenixville, PA 19460

Small Business Saturday – November 28

In conjunction with other members of Phoenixville First, the Chamber is celebrating Small Business Saturday on November 28. At the Main and Bridge parking lot, Phoenixville First will be providing hot chocolate and snacks, and giving away 50 free tickets to a Phoenixville First-sponsored screening of "The Incredible Mr. Fox" at the Colonial Theater.

Annual Charity Gala

It's finally here! 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.

Ribbon Cutting Spotlight

Warm congratulations to the Antique Addict on their recent Ribbon-Cutting with the Chamber! An autumnal event was enjoyed by all of those that attended.

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!

UPCOMING EVENTS

November 4, 2015 – Mixer at Bryn Mawr Trust

Join us for a mixer at Bryn Mawr Trust. Catering will be provided by Phamous Phils. Food, beer, and wine will be provided. Register Now.

Time: 5:00 PM - 7:00 PM EST

November 18, 2015 – Mixer at Rental World

Join us for a mixer at Rental World. Catering provided by Margines Catering. Food, beer, and wine will be provided. Register Now.

Time: 5:00 PM - 7:00 PM EST

ROYERSFORD HALLOWEEN PARADE!



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 Carla at the Chamber office at 610-489-7200 or info@springfordchamber.com!



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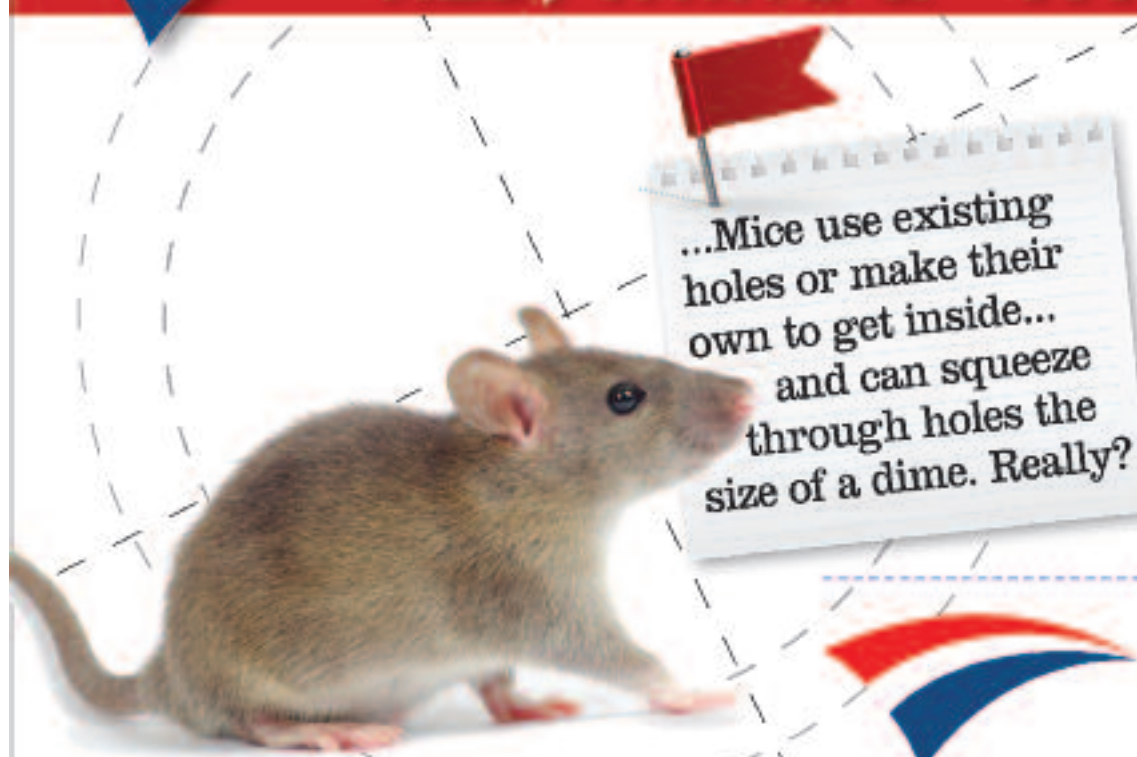
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-Lauren N., PA



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