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Business & Commercial Law Practice: The practice of business and commercial law encompasses everything from the creation and dissolution of business entities (for example: corporations, partnerships, and LLCs) to contract law, intellectual property, employment relations, mergers and acquisitions, counseling involving dispute avoidance or resolution, negotiations and agreements, assisting businesses and individuals with administrative procedures. Our firm was created with the goal of giving companies access to the kind of legal expertise that only their larger competitors usually provide. Our attorneys have extensive experience both working in private law firms and serving as in-house counsel. This gives us a depth of perspective few other law practitioners can provide. We take the time to familiarize ourselves with every aspect of our clients' businesses and do our best to help them maximize opportunities to add value to their business. The result is personalized legal service combined with 'big firm' expertise with a focus on identifying and addressing potential problems before they develop. RB Legal Counsel is an IP & business law firm focused on servicing the business community. We pride ourselves on building strong relationships with every client. Contact our office to arrange a consultation and discover how we can help.



MARILU RODRIGUEZ, ESQ



CHRISTIAN BAUER, ESQ

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- Orientation regarding legal compliance requirements applicable to client's entity

BUSINESS OPERATIONS LEGAL SUPPORT:

- Preparation/review of documents including
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 - Sale agreements
 - Preservation & protection of intellectual property and know-how
 - Assistance in developing and implementing corporate guidelines & litigation strategies
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 - Due diligence support
 - Counseling on contractual rights and negotiations
- Preparation and review of Employment documentation, policies, agreements and counseling regarding Employer's compliance with labor laws

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- Counseling and implementation of proper guidelines for protection of proprietary and confidential information
- Management of intellectual property portfolios

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2010 Households:	15,529
2010 Average HH Income:	\$405,493

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Cover Story: *An innovative partnership between Valley Forge Tourism & Convention Board (VFTCB) and Google offers virtual 360-degree tours of attractions in Montgomery County at www.MontCo360.net*



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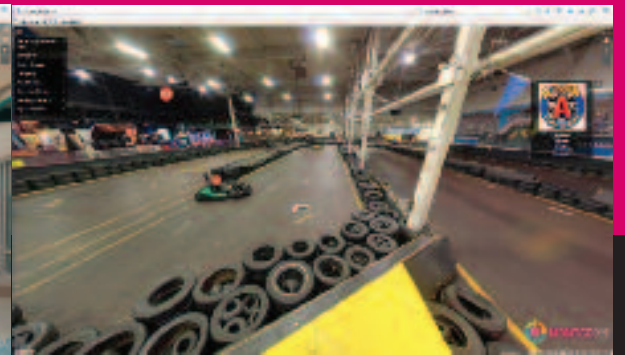
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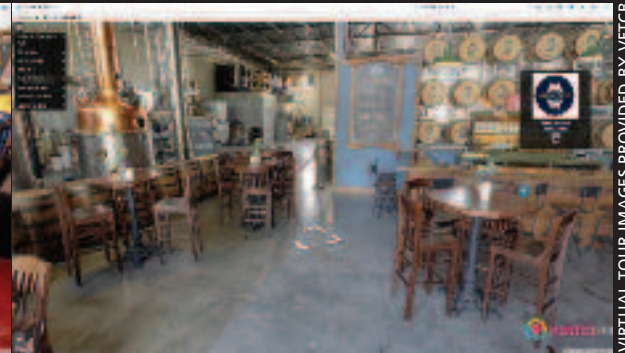
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VIRTUAL TOUR IMAGES PROVIDED BY VFTCB

VFTCB Brings Virtual Technology to Montgomery County with MontCo 360



Edward Harris, Vice President of Marketing and Communications, VFTCB

PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

Virtual reality will be the next great media platform. **Comcast Corp.**, **Time Warner** and **Walt Disney Company** are all currently working behind the scenes to produce and broadcast virtual reality content. Soon, you will be able to pop on a digital headset made by **Sony Corp.**, **HTC Corp.**, or **Samsung Electronics**, and virtually experience being “on the field” at a professional ball game, or “in the room” at a presidential debate, in real time, without actually being there.

When it comes to learning about what there is to see and do in Montgomery County, PA, the “virtual” arena is already a “reality.” Virtual 360-degree tours of attractions in Montgomery County are available right now at MontCo 360 (www.MontCo360.net), thanks to an innovative partnership between **Valley Forge Tourism & Convention Board (VFTCB)** and **Google**.

The creative VFTCB team behind MontCo 360



(Standing left to right) Joe Tacyne, Creative Content & Social Media Manager; Dan Weckerly, Communications Manager; John Golden, Director of Communications. (Seated left to right) Taylor Tropea, Marketing Associate; Zach Brown, Online Marketing/Research Manager; Edward Harris, Vice President, Marketing & Communications.



MontCo 360 ingeniously combines Google technologies like *Street View* (used for Google Maps) and advanced cameras to give visitors the ability to explore 360-degree views of parks, museums, hotels, restaurants, malls and other unique attractions in Montgomery County.

A little over a year ago, **Edward Harris**, Vice President of Marketing and Communications at VFTCB, and his talented team, were brainstorming for a new way to showcase Montgomery County attractions for a new generation of visitors who prefer to access information on the go, through smart phones and tablets. Harris recalled how at his previous place of employment, **eBay**, they would talk about how virtual reality is the next frontier in retail, real estate, medicine, and entertainment. Now directing a creative marketing team at VFTCB, Harris thought, why not apply virtual reality to tourism as well?

"When Google asked if we would be willing to test *Street View* technology *inside* attractions, we said, 'Absolutely'" Harris recounts. "Thirteen months later, we've launched MontCo 360, featuring 32 virtual tours that provide an immersive interactive experience — surround sound for the eyes. Ideally we'd like to post 100 tours by next July when we have delegates visiting the region from all 50 states for the Democratic National Convention," he said. "That might be really ambitious, but that's my goal. We feel great about it right now, but we think it can be much more robust, as we add more and more restaurants, hotels, parks, and family fun things to do in Montgomery County."

The VFTCB is the first in the region to use Google's services to this extent. "The 360-degree view is what makes this unique," Harris explains. "Other counties and desti-

nations have experimented with this technology in the outdoors. They've shown off their parks and trails. We're the first destination to show the inside of ballrooms at hotels. We feel like we are a pioneer in terms of the emerging digital marketing landscape," he said, adding, "The new generation of visitors and people who want to travel are attached to their phones, are interested in being in control, and they are used to communicating in a very visual way. What we're trying to do here is bring that exciting technical wave to tourism and try to be a pioneer in that space," he said.

"I'm really lucky that the team I work with is an award-winning team," Harris says appreciatively. "They've won awards for everything from blogging to advertising to website design. They are all very creative, smart people. And they're also very flexible and positive, which is important for this project. They knew we were on to something and we think this has lots of potential to evolve, because we're one of the first groups to do this. We anticipate seeing other counties and cities starting to test and try this, because we see it taking off," he said.

You can access MontCo 360 wherever you are — on your laptop, your tablet, your phone, or your desktop computer. "In the tourism world, when you're thinking of going to a different destination, you want to see it," Harris explains. "In the old world, a picture was worth a thousand words. Now, a virtual tour is worth a million words, because you can be here before you get here, and really get a sense for, is this the type of restaurant I want to go to this coming weekend, or not? Or, do I want to take my family to this amazing park, because they have kayaking? Or, do I want to go to this zoo because you can feed the giraffes? Those are things we feature on MontCo 360," he said.

(See "Cover Story" on page 10)

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COVER STORY

(Continued from page 7)

Using MontCo 360, residents and potential visitors can walk through interior rooms as well as outdoor landscapes. For the first time, users of the site can now be in total control of viewing where they want to go, and what they want to see before they step foot in Montgomery County.

A nontraditional vantage point created by drones brings users above the rooftops of the Elmwood Park Zoo in Norristown, Peter Wentz Farmstead in Worcester and the Philadelphia Premium Outlets in Limerick. The county's magnificent open spaces are also presented from great heights, with views of Green Lane Park and the Germantown Academy athletic fields.

For history buffs, MontCo 360 showcases places like Valley Forge National Historical Park. Clicking your mouse or using your finger over the screen whirls the landscape and opens the viewer to the beautiful trees, fields of waving grass, statuary and honorifics associated with a key Revolutionary War location. One of the highlights of touring the park using MontCo 360 is the opportunity to navigate the museum of Continental Army artifacts within the Visitor Center, which displays the treasures in an interactive way.

When exploring the King of Prussia Mall on MontCo 360, visitors can step inside the tech-savvy Tesla Motors store and experience what it's like to sit in the driver's seat of one of their premium electric cars. "Knowing this was going to be high tech, we wanted to feature somewhere in the King of Prussia Mall that represents technology," Harris said. "Tesla Motors let us go around the store and inside a car so you can feel what it's like to be inside one of these electric cars. It really syncs up well with the fact that this is a technical cutting-edge product. It made sense to feature Tesla Motors as well as other unique places like Arnold's Family Fun Center located in Oaks. It's part of the heart of the 422 corridor."

Parents looking for a place to take their kids to unwind can click on Arnold's Family Fun Center to walk through the massive arcade and see the bowling alley and indoor

go-kart tracks, and visually experience what it like to ride on the track. "What's nice about MontCo360.net is we can put layers (of video) on top of it," Harris said. "Arnold's created a video of what it's like to do the go-kart experience from a driver's perspective. The driver has a helmet camera and you can see what the driving experience is like."

There are also plenty of hotels and restaurants to explore on MontCo 360, as well as Manatawny Still Works, a popular distillery located in Pottstown, that you can tour virtually before you arrive. "You're able to go right inside, tour the facility, see how everything's made," Harris said. "You can get a sense for the place, and maybe have your next corporate luncheon there, or get a sense for how you can use the space."

"It was important for Valley Forge Casino to be on MontCo 360 as well," Harris said, "because they offer that nightlife piece. They love this. They had Google come back two or three times to continue to do more photography. You can spend all kinds of time looking around. Next month, we're going to be filming a virtual tour at the Expo Center in Oaks," Harris said. "That's a really key draw for people around the country looking for a great place to have their next convention. So we can show off that space with these virtual tours."

Next spring VFTCB will launch MontCo Golf on MontCo360. "The intent is to show off our 59 golf courses in Montgomery County, using drone cameras for views of some of the beautiful holes, get inside the clubhouses, show off some of the restaurants, at both private and public courses," he said. "We think there will be a real appetite for that. We're going to put a stake in the ground in May 2016 that we are a serious golfing destination."

VFTCB members can arrange to have their business or location featured in a virtual tour on MontCo 360 for a minimal investment. The opening package consists of five 360-degree photos for — appropriately — \$360.00.

(See "Cover Story" on page 12)



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Residents can choose from a variety of unique floor plans, which include Studios, One Bedroom, One Bedroom with Den, Two and Three bedroom layouts. All apartment homes come with designer kitchens including stainless steel appliances and granite countertops, pendant lighting with kitchen islands in select apartments, 10 foot ceilings, generous closets and full size washers and dryers in every apartment home.

The plan for this community was to provide luxury living with all the conveniences of home. Residents can enjoy all of this without the hassle and stress of driveways to shovel or lawns to mow. Phoenix Village is professionally managed by JAG Management and provides 24-hour emergency service so that residents can enjoy the lifestyle of luxury living. Phoenix Village is also a pet friendly community. Residents can walk out of the building and enjoy the natural beauty offered by French Creek and the Schuylkill River trail located directly behind the community. They can also browse the numerous boutique retail shops located steps from our front door and then spend their evening enjoying dinner at one of the many local restaurants and breweries that have opened recently on Bridge Street.

The elegance of this community doesn't stop at the beautifully designed apartment homes. Amenities at the property include: a resident lounge with billiard table, fireplace



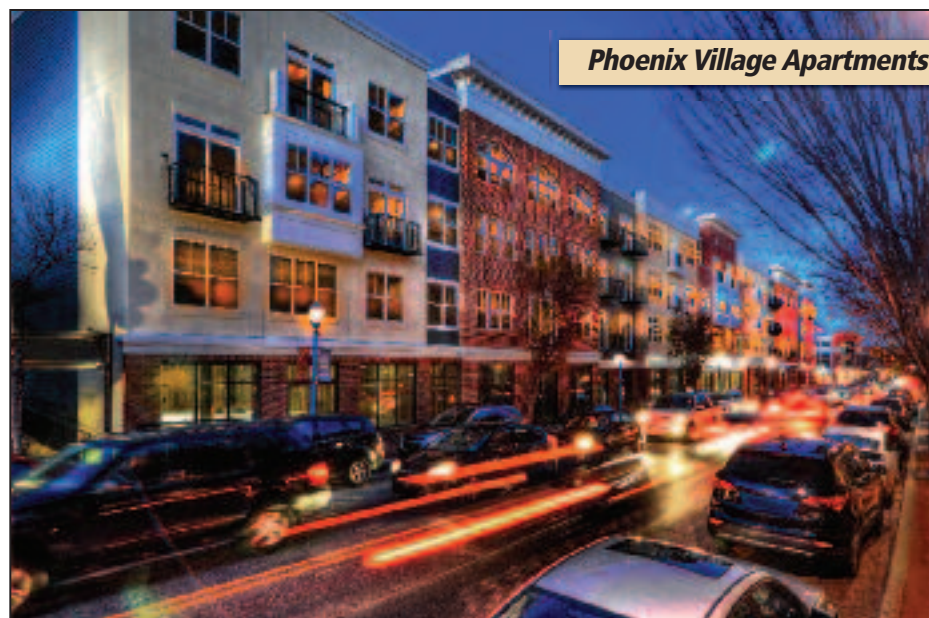
and conversational seating, a fully equipped theatre room, business center, outdoor salt water pool, executive dining room and state of the art fitness center. The property offers all of the comfort of a luxury hotel without leaving the building. Adjacent to the resident lounge, you'll find the outdoor amenity deck with fire pit, bocce court, outdoor grilling area and lounge space. This community has 24 hour controlled access and when finished, will add another 20,000 square feet of retail space to add to the town's already eclectic options for food and entertainment.

Additionally, the community is partnering with the Phoenixville Art Gallery to display local artist's work in the common areas of the building. In the spring, the property will also partner with CSA (Community Sponsored Agriculture) to provide gardens on the property. These partnerships help to foster the long standing reputation that the town has of "keeping a hometown feel."

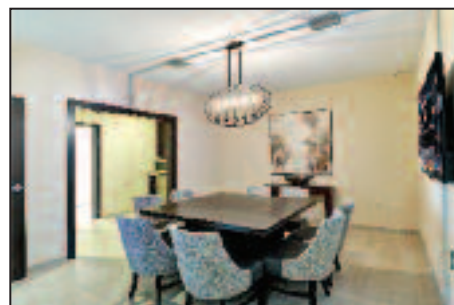
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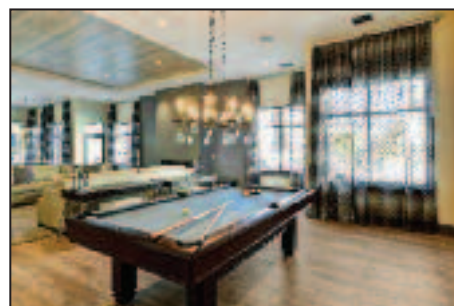
(See "Focus on Phoenixville Revitalization" on page 13)



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COVER STORY

(Continued from page 10)

As a non-profit, VFTCB arranges for Google to come down once a month from New York, and coordinates the best time for the business to allow Google to come in and set up 360-degree cameras. If an aerial shot is requested, they'll bring their drone camera.

Photography on the MontCo 360 site is constantly being refreshed and new attractions are being uploaded. "I think when people discover the value of being able to see their business through a virtual tour, they'll want to then add it to their own website, which is part of this project," Harris said. "After we upload their virtual tour onto our MontCo 360 site, they can then have their tour embedded on their own site."

MontCo 360 has turned out to be a great tool for VFTCB to utilize in its efforts to attract visitors and conventions from around the country and the world to Montgomery County. "We have a sales organization that does extensive traveling to other states to talk to meeting planners about things like the fact that we have more than 75 hotels here in Montgomery County," Harris said. "We have more than 500 restaurants. We have 60 miles of trails. We have the best shopping on the East

Coast, when you think about the Premium Outlets, our malls in King of Prussia, Willow Grove, Plymouth Meeting, and Montgomeryville. There's so much we have to offer, and to have the ability to be at a trade show or convention and pull up on your phone and give those virtual tours to prospects who are deciding between Montgomery County PA and somewhere in Ohio or New Jersey or any other state they may be thinking about, we feel as though this is something in our toolbox that our sales team can use to really showcase our area, and our members," he said.

The Valley Forge Tourism & Convention Board is a nonprofit, membership-based sales and marketing organization with nearly 400 members, with plans to continue to grow its membership base and the number of virtual tours on MontCo 360. "At the end of the day, we want to make sure that people in general are all aware of the wide variety of assets that we have here in Montgomery County to experience, and for us to do that, it means having great relationships and partnerships with the business community, our members, so that they can be part of that story," Harris said.

(See "Cover Story" on page 14)

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FOCUS ON PHOENIXVILLE REVITALIZATION

(Continued from page 11)

Phoenixville's Colonial Theatre: The Core of Revitalization



By Barry Cassidy

People talk about all of the revitalization of the downtown Phoenixville and how things have changed over the past 12 years. I remember when I got there in December of 2003 there was a bright spot through all of the nonsense that was happening and that was the Colonial Theatre.

Besides showing excellent films and its beautifully restored building, the Colonial Theatre offered something more to Phoenixville. It stood as the beacon of hope and channel for spirit in the town. The town was a little down on its luck since the steel mill had closed, and aside from valiant efforts by the Phoenixville Area Economic Development Corporation (PAEDCO), not much else was happening in Phoenixville other than the Colonial.

The Phoenixville Area Economic Development Corporation (PAEDCO) had purchased the Colonial Theatre. In 1997 the Association for the Colonial Theatre (ACT) signed an agreement with PAEDCO to purchase the theatre, and for the next year they organized a board, developed a business plan, and did market research. The Theatre opened in 1999 showing Independent films.

In December of 2003, coming from Philadelphia's South Street to Phoenixville, I was aware of the power that a performing arts venue had for the street. The Theatre for the Living Arts (TLA) made South Street happen during my time there. I was anxious to get started when I knew that

such a critical part of the revitalization puzzle was already completed.

I had known Mary Foote, the staff person for the Colonial Theatre, through her participation in the Pennsylvania Downtown Center conferences. It was through her leadership that the theater became a viable entity in the downtown. But it was more than being a viable entity that made the Colonial Theatre stand out. It was the community base that recognized it was a treasure.

The community base included many artists, and became the basis for the arts and entertainment economic development strategy, which included First Friday, Summer Music Series, Firebird Festival and a plethora of smaller events. The volunteers, artists and musicians became the participant in staging any number of events. In fact, the Colonial had its own event, Blobfest.

Aside from people's physical talents, it was their ideas, thoughts and creative efforts that set the tone for the downtown revitalization. Innovative ideas flowed, and the spirit of the revitalization spread throughout the community.

(See "Focus on Phoenixville Revitalization" on page 15)



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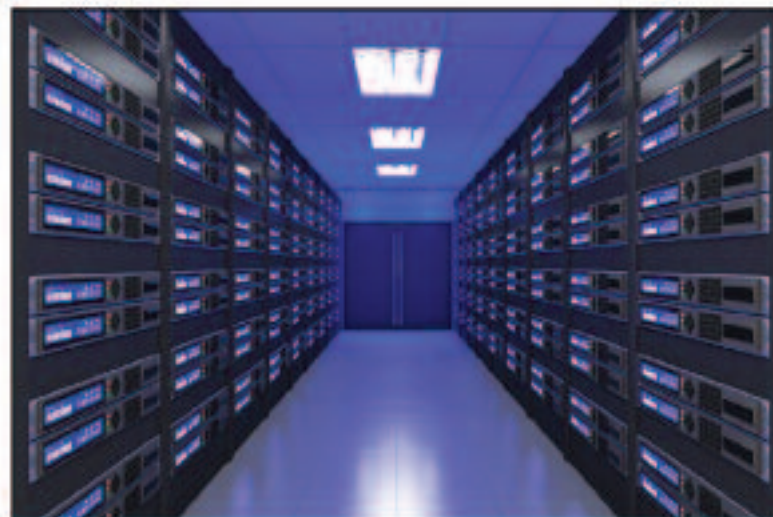
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City Rhythm Orchestra - Holiday Style | Dec 13-7pm

Eric Mintel Quartet - Charlie Brown Jazz | Dec 17-7:30pm

Point Entertainment presents:

Wendy Liebman & Dan Naturman | Dec 11—8pm

Holy Holy | Jan 15—8pm

Gaelic Storm | Mar 4—8pm

Nils Lofgren | Mar 31—8pm

The Royal Opera House Ballet on Screen:

The Nutcracker | Dec 20 — 5:30pm

9th Annual Whisky Tasting Benefit | Jan 29—6pm

COVER STORY

(Continued from page 12)

"The more members and more businesses that join MontCo 360, the better the experience is going to be for those delegates who descend here next summer, so they will go back to where they are from and say, 'I had this amazing experience in the Philadelphia region and check out this MontCo 360! I checked out some of these attractions when I was there, and I want to go back because there's so much more that I didn't get to. And you should too.'"

"Our task is to promote all things tourism," Harris emphasizes. "When we talk about tourism in Montgomery County, we're talking about over 20,000 jobs, close to \$1.6 billion in economic impact. So tourism is a big deal. We serve to stimulate the economy here in Montgomery County, Pennsylvania, and also promote the area as a place where you

can come and spend the night," he said. "Our organization is funded in part by the hotel tax from Montgomery County, so we want to make sure visitors are aware of all the amazing attractions we have throughout Montgomery County and give them enough reasons why they should make it a long weekend or a week-long vacation. And we're fortunate because we have some incredible assets."

"So far the feedback's been great," Harris said. "We debuted MontCo 360 at our annual luncheon last month, and we're getting all kinds of calls from businesses interested in being featured because they want to be part of the club so to speak. There's something for everybody on here, and the goal is to just build this out. We feel like there's tons of opportunity here." 🗑️

Montco 360 is available at www.MontCo360.net. To learn more about the many benefits of membership in VCTCB, and about Valley Forge Tourism & Convention Board's ongoing efforts to promote Valley Forge area and Montgomery County as a convention site and leisure visitor destination by encouraging patronage of its member hotels, restaurants, attractions and services, please visit www.valleyforge.org; call 610.834.7961; or email info@valleyforge.org.

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FOCUS ON PHOENIXVILLE REVITALIZATION

(Continued from page 13)

From the Main Street Community Development Corporation's (CDC) point of view, the Colonial Theatre became a focal point for grant funding. We were able to craft an Anchor Building grant for the Commonwealth to fix the balcony, and ensure that it was structurally sound. The Main Street CDC was also able to secure some community development block grant (CDBG) dollars to provide handicapped access to the upper floors.

Today the Colonial Theatre is a good position, with the increased foot traffic in the downtown, and continues to act as a catalyst for development in the downtown. They recently bought the old bank building located next to the theatre, and are renovating the building.

The expansion plan is to add two additional screening rooms to show films in after they are debuted at the Colonial. One of the screening rooms will accommodate about 160 people, and the other will accommodate about 60 people. The single screen is limited to what ACT is able to offer to the community. The rules

concerning showing films have some time length restrictions, and they can restrict flexibility in booking other entertainment or events. Changes at the theatre will also create opportunities for additional live entertainment at the main stage, such as concerts. There will be improvements to the lobby of the Colonial. Through the planned renovations, the current lobby will connect to a larger lobby that has a concession stand.

As the town grows in the regional marketplace, exercising market domination in dining and entertainment, many of the towns up and down the river look to Phoenixville as it continues to grow. There are 275 apartments now in the process of being rented in the downtown, and plans for additional apartments on the steel site. The apartment market in Phoenixville is for a reason, and that reason resides in the heart of the revitalized downtown that everyone wants to visit. It is the Colonial Theatre. 🏠

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

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THE TOP RESOURCES FOR STARTUPS



GREATER READING ECONOMIC PARTNERSHIP

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

In today's globally accessible market, developing a startup takes much more than a great idea. To be truly successful, it's important to take advantage of the wealth of resources available to you. Various organizations, publications, and influential people are certainly out there to point you in the right direction. This month, we've broken down the necessities to get your small business started down a profitable path.

Funding

Even the best ideas need capital to grow and thrive. That said, finances are often the biggest concern when the focus of discussion becomes your business, rather than just your idea. Some important questions to ask during this time include:

- What incentives are available where I plan to do business?
- What type of loans or grants will I need to fund various aspects of the business?
- To whom should I reach out to facilitate this process?

Chances are, there will be a host of financing opportunities available. Your job will be to

understand what's best for your venture and connect with the people and organizations that can be the most help. After that, no financial burden will stand in the way of your startup's success.

Location

Choosing a location for your business is a process that's discussed ad nauseam online. A little bit of searching will yield numerous online guides discussing the nuances of demographic overviews and competitive analyses. While these factors should certainly be taken into consideration, there are a few key factors that your new business location should have:

- Support for your financial plan mentioned above
- Access to business support networks and training
- A diverse community with a high quality of life

When it comes to covering all your bases, it's important that your business location supports what you hope to achieve now and in the future. That means the right competitive advantages, an active business community, and room for growth.

(See "Greater Reading" on page 19)



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Environmental Issues

Welcome to the World of Scientific
Uncertainty, Public Health Fear, Propaganda,
Politics, and Heavy Regulation

**By Mitchell Burack, Esq.,
Burack Environmental Law**

Scientific uncertainty permeates environmental issues and management. We rely on laboratory animal tests and statistical extrapolation to determine "safe" exposure levels to hundreds of chemicals. These conclusions become the basis for pollution control standards and regulations for "How Clean is Clean?" We see apparent climate change and suddenly focus on reduction of our carbon footprint, while really still unsure of either the need or the solution. Nevertheless, people expect scientists to have answers, and for government to protect us from unreasonable risks of cancer and other disease. People also believe in fighting for compensation if they believe that they or their property have suffered impact by chemicals or petroleum. However, disillusionment often sets in during the first half of private party litigation, as well as administrative appeals of permits and regulatory approval decisions. Prolonged factual probing and expert evaluation lead to exposure of regulatory mythology, and the reality that experts can always disagree on which direction groundwater is moving and how long ago some particular contamination likely occurred. The result is often more questions than answers.

EXAMPLE 1 — PADEP sets a surface water quality standard for zinc at two parts per billion (ppb) to protect fish. Local sewage treatment authorities must pass a conforming ordinance that does the same for industrial users, or be subject to EPA enforcement. A manufacturer has four ppb zinc in the effluent, event though all they do is purify their water for product use. The sewage authority sues them. It turns out that the incoming municipal water supply has an average zinc level of 3 ppb to begin with. The Judge said: "Rules are rules" and the fine has to be paid. The company eventually moved out of state. The lesson here is that many water regulations are aimed at the health of fish, and regulatory compliance arguments focused on human health will be irrelevant. This list includes storm water runoff control during building construction, to minimize discharge of sediment to storm sewers (and ultimately to streams).

EXAMPLE 2 — DEP sets the surface quality standard for chemical ABC at two ppb—because it is believed to be highly carcinogenic. To avoid exceedance of the standard, DEP put a one ppb effluent standard in the permit of a discharger.

(See "Environmental Issues" on page 20)

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GREATER READING

(Continued from page 17)

Workforce

The right employees can mean the difference between success and struggle for a small business. The question is, "How can you discern whether the area you've chosen to do business has the skilled, passionate workforce your business needs?" A great place to start is by researching the professional and higher education facilities in the area. How diverse are the programs? Do they offer a range of specialties? Are there career development services that work with local businesses?

At the same time, it's important to consider training for your existing employees. Depending upon your industry, new technologies might demand ongoing education with the newest processes or technologies.

Other Business Opportunities

When the time comes to expand your operations or transition toward a new market segment, knowledge of local development resources can help you build stronger connections to your community. The most important key resources to consider include:

- Business assistance, such as small business development associations
- Community advocacy services, such as chambers of commerce
- Workforce development and training facilities
- "Main Street" preservation and revitalization programs

Being involved in a community that's both diverse and connected to unique business resources is a recipe for long-term growth and success. When the right financial opportunities, a strategic location, and skilled workforce work together, you'll have no problem taking your startup to the next level. 📦

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.



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



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ENVIRONMENTAL ISSUES

(Continued from page 18)

Compliance with the standard would cost millions of dollars. During the course of a legal appeal, we learned that the agency was using a primitive generic computer program to determine the appropriate effluent standard to match up to the ambient standard. We also learned that the drinking water standard for ABC was 40 times higher because the federal law allowed public utility financial burden to be considered in setting standard for "how clean is clean?" So — is the stream over-regulated? Is our tap water under-regulated? Do Congress, EPA, and DEP sometimes just throw numbers up there and never look back?

EXAMPLE 3 — Government sometimes listens and gets it right. EPA and American industry spent billions of dollars in the 1980s and 1990s trying to remediate soil and groundwater to meet stringent cleanup standards. People eventually realized that "cleaning" old industrial sites is often neither feasible nor necessary. EPA and state agencies pivoted away from a rigid paradigm and toward a focus on remediating key source areas and utilizing

land use limitations and surface capping to prevent human exposure and allow redevelopment for productive use. Because of this "Brownfield" model, thousands of properties have been redeveloped. It can still be expensive to collect the necessary site data, perform necessary modeling, and install and maintain engineering controls. In some instances, the costs may still overwhelm property market value. Nevertheless, many environmentally impacted properties can be productively bought and sold in conjunction with agreements which allocate costs and future liability risks. State programs such as PA ACT 2 also provide statutory releases of liability which can be essential to both buyers and lenders. Parties successfully navigating the complex process of impacted property sale, are those who assemble real estate counsel, environmental counsel, and a thoughtful environmental consultant, and promote productive collaboration on due diligence and contract negotiation. 📧

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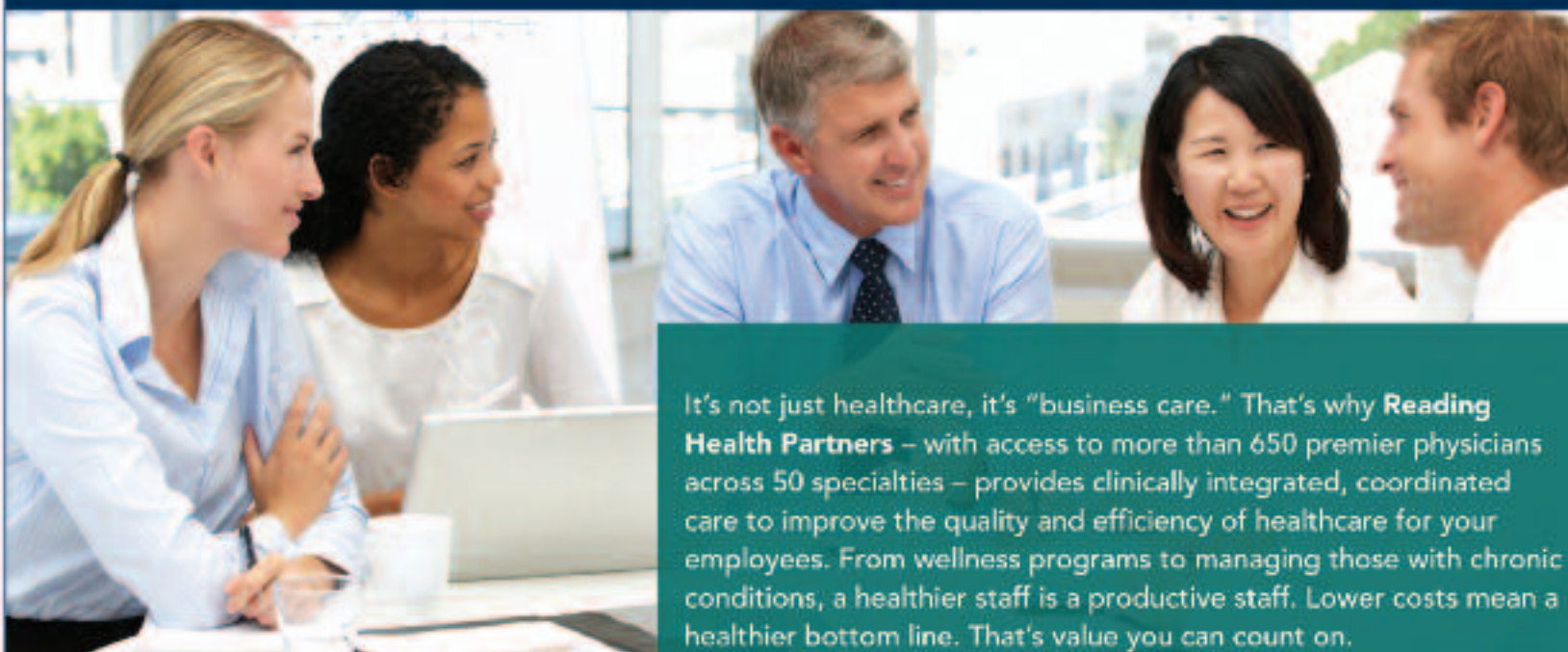
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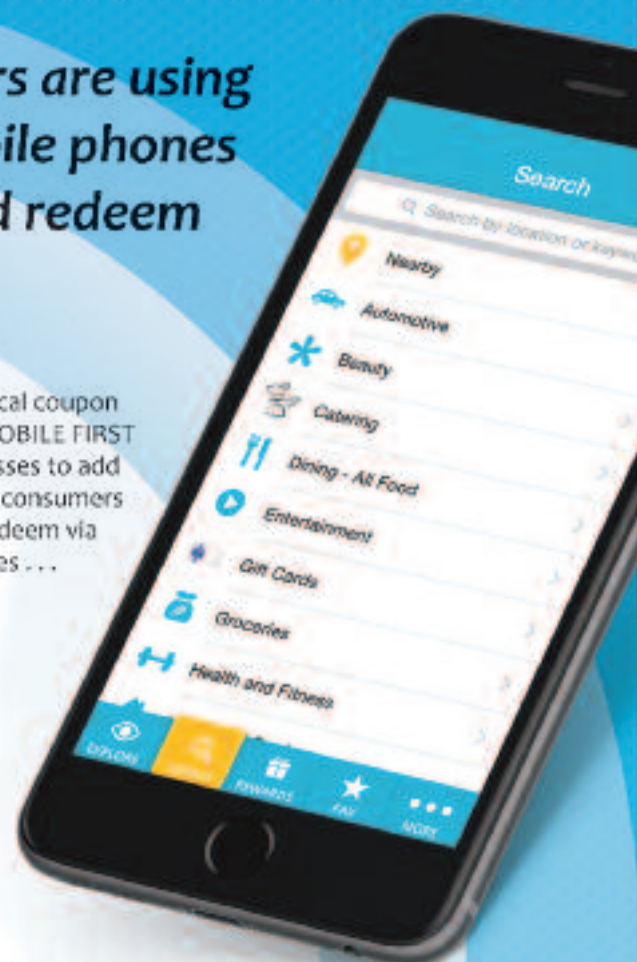
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TAX PLANNING AND PREPARATION

Take Advantage of Tax Deductions

Getting an early start on collecting records that support your tax deductions is a great way to prevent panic and stress closer to tax time. We've compiled a list of common deductions to keep in mind as you prepare for tax time.

Charity — Donations to charity are a common tax deduction, but remember that not just cash donations are deductible. Donating goods, such as clothing, household items, furniture or even your used automobile can get you a deduction as long as you have the proper valuation and receipts. Also, don't forget about the deduction for mileage for charitable purposes.

Medical Expenses — If the cost of your medical expenses is above 10 percent of your adjusted gross income, you may be able to deduct the costs of medical practitioners, prescriptions, durable medical equipment (such as hearing aids or braces), medical mileage, etc. To be deductible, medication must be prescribed by a licensed physician. Over the counter vitamins and treatments are not deductible. For business owners, you may be able to deduct your health insurance premiums in full.

Gambling Losses — If you have gambled money this past year and you have a record of your losses, you may be able to deduct these losses to the extent of your winnings. Most casinos and racetracks will provide you a summary of your annual gaming activity to help.

Teaching Supplies — If you are a K-12 teacher and you have spent your own money supporting your classroom's constantly dwindling supplies, you can receive a tax deduction even without itemizing.

Babysitters — If you had volunteered to work without being paid and you had to leave your children with a babysitter, this deduction applies to you. As long as you have records of your volunteer work being at the same time as your babysitter was with your children, you can put this down as a charitable contribution.

Searching for a Job — If you lost your job and you are searching for a new job in a similar field, you can get deductions for things such as gas used getting to interviews and the cost of printing résumés. This is only applicable if the cost of your job-search exceeds two percent of your adjusted gross income.

Taking advantage of some or all of these tax deductions will help you reduce your tax burden at year-end! If you have any tax questions, don't hesitate to contact Ryder & Company at 610.670.6170. Ryder & Company offers tax preparation for individuals as well as businesses, partnerships and nonprofit entities. Ryder and Company also offers accounting services, part-time CFO services, payroll preparation, and much more!

(Continued on page 26)

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TAX PLANNING AND PREPARATION

(Continued from page 25)

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Etchberger. Now, in our 45th year, the firm offers computer consulting, estate planning, tax planning and preparation, financial services and business valuations services. More than anything else the firm and what it does has been about our clients and employees. Indeed, it's the experience of the Long, Barrell team that sets the firm apart from the competition, with everyone having worked in the field of public accounting for at least a decade.

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HELP BALANCE YOUR BENEFITS BUDGET WITH BETTER WORKPLACE WELLNESS COMMUNICATIONS



EFFECTIVE CORPORATE COMMUNICATIONS

By Jeanette Juryea, President, QubComm

It's no secret that healthy employees can mean a healthier benefits budget. Study after study shows that employers who create and sustain a culture of wellness in the workplace really can spend less on health benefits. They also see less absenteeism and fewer disability claims. And let's not forget their employees are more productive on the job. If you've ever been to an HR convention, you already know this. If not, go ahead and Google it. We'll wait.

Convinced? So, you hear a lot about workplace wellness, but you get little guidance for making it successful. The fact is, you can't just toss a program on the table and expect employees to pick it up, let alone embrace it. Wellness must become a way of life, deeply embedded in your company's mission and values, policies and procedures, and your health benefits. But, if you want to truly maximize the return on your investment, your employees have to want it too. You need to motivate them and keep them engaged. Communication is a key ingredient to achieving this.

Explain to employees the reasons, goals and benefits of the program

In a Fidelity Investments survey, employers' top three gauges for program success were participation, engagement and employee feedback. Where health improvement programs were not working well, employers chose most often to re-evaluate their overall strategy and/or increase communications. Employees,

their families and supervisors need to know what you're doing and why with consistent messaging about the value and direction of the program. Employers should communicate early and often, but with a long-term communications strategy.

Use a variety of communication media

For example, some successful organizations use posters and bulletin boards to deliver information and reminders. Others use health and wellness themed newsletters, while still others hold 'lunch-n-learn' presentations to raise understanding of the overall program.

Common communication methods for employers include emails, intranet and websites; face-to-face presentations; and posters, flyers, and print publications to engage employees. Some also use virtual meetings, social media, videos and podcasts, more so today as technology improves and becomes more prevalent.

(See "Effective Corporate Communications" on page 28)



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EFFECTIVE CORPORATE COMMUNICATIONS

(Continued from page 27)

Independent branding also helps to create recognition of wellness information. Give the program a name, mascot or theme. For example, you can create a wellness program logo that complements the company's logo.

Create a communication timeline

Many wellness programs kick off with strong messaging and management support, but then the task of creating and sending communications falls to the bottom of the "to do" list. Employee engagement can fizzle out along with it.

It helps to include a communications plan with the overall strategy of the wellness program. You can get outside help for this if needed.

At kickoff, provide clear, motivating information about wellness programs, how they work, and any incentives for participation.

Throughout the year, provide health and wellness tips and incentive or program reminders to keep employees engaged. Remember to include family members who are also members of the health insurance plan because they, too, contribute to the cost of your health benefits.

Refresh your materials each year. Communicate successes and program changes to re-motivate employees and families.

Remember that a "culture" is an ongoing and consistent practice

It takes several years to realize full return on investment and, once achieved, continuation of programs and communications is key to maintaining cost savings. 🗑️

Jeanette Jurysa 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.

CORRECTION TO NOVEMBER ARTICLE:

Citation for the following statement was omitted due to space allowance. "Companies with highly effective employee communications showed an average of 47 percent higher total returns to shareholders than companies with the least effective communications." The citation is as follows: Towers Watson. 2010. Capitalizing on Effective Communications: How Courage, Innovation and Discipline Drive Business Results in Challenging Times.

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FOCUS ON COMMERCIAL LENDING

Five Key Elements of a Small Business Marketing Plan

Provided by Diamond Credit Union,
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Marketing is an important process for all small businesses, whether you're trying to cultivate new customers or aiming to stay top-of-mind with your existing customers. It encompasses everything from the products and services you offer, to what you charge for those products and services, to how you promote them to your audience and how they are delivered.

As a small business owner, that can seem like quite a lot. But, we're outlining the five key elements of a small business marketing plan, to help you organize all that information into a solid plan that your company can build from.

1. STRATEGY: Your marketing strategy will establish the foundation for setting the goals and objectives of your marketing program, identifying your audience and developing your narrative.

What do you want your marketing plan to do? Build brand awareness, generate sales leads, grow revenue or bring more traffic to your website or physical location?

Who is your audience? Are they professionals, young moms or millennials? Are they highly educated? What is their annual income?

What will your messages be based on? Will you be providing potential customers with useful information? Positioning your business as an expert in the industry or focusing on quality customer service?

These are all questions that should be considered and outlined in your marketing strategy.

2. CAPACITY: Once you have your overall business strategy in place, you need to develop the talent, processes and resources to consistently deliver on your goals. It's tempting, when starting your own business, to be a jack-of-all-trades. But to effectively run a business, you'll need a team made up of professionals with different areas of expertise. Someone who has a head for analytics may not have the detail-oriented mindset to run a multi-faceted marketing campaign. And neither of those professionals may possess the skills it takes to develop and nurture customer leads that your marketing generates for your business.

Hire smart, dedicated people and then let them do what they do best! If you find you don't need a "full-time staff," search out dedicated resources who you can hire on a temporary or project basis.

3. CONTENT: Have you heard the phrase "Content is King?" Content delivery may seem like a trending tactic, but fledgling companies like John Deere, Jell-o and Procter & Gamble are credited with some of the earliest examples of content creation, dating back to the early 1900s.

(See "Focus on Commercial Lending" on page 30)



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FOCUS ON COMMERCIAL LENDING

(Continued from page 29)

Do you want to establish your business as upscale, budget-minded, or middle-of-the-road? This is your chance to set the groundwork for your "business brand." Your brand identity is how you want to be known. It's how you present your business to consumers. Then, how it is perceived by the consumer, what they feel your company stands for, and what perceptions your customers develop in their minds about your company, is the brand image.

You should strive to educate and engage your various audiences. It's tough to stand out from the crowd so be sure you have something original to offer, or at least be able to communicate your business in a new, interesting and engaging manner. Make it part of your "brand."

4. PLATFORM: Now that you know what your message will be, you need to identify the best platforms for delivering your content out to your audience. For this step, it's crucial to know and understand your audience. But you have to go beyond demographics like gender, level of education, age and location.

You need to know how they spend their free time. Are they online? What TV programs are they interested in? What social media channels are popular with this group? What publications do they read? Do they read online or hard copies?

In the past, traditional marketing platforms were the ideal way to reach potential customers. Traditional marketing is what you recognize as newspaper or magazine advertising, radio advertising, billboards, or direct mail. And while these can still be important tools in your marketing plan, it's necessary for you to also branch out into digital marketing platforms. Digital marketing channels include your company's website, email marketing campaigns, blogs and social media marketing.

5. EVALUATION: Finally, you'll need to develop metrics to evaluate the efficiency and impact of your marketing plan. By determining whether the messages or platforms you've chosen are resonating with potential customers, you'll be able to determine if your marketing dollars are being utilized properly.

One way to determine which marketing platforms are working and which are not, is to track each marketing piece. Adding a unique, "vanity" phone number or website address in your print or radio advertising allows you to pinpoint exactly how many leads have called or visited based on that marketing channel. You can also add special tracking codes to email marketing or social media links that help you identify where website visitors originated from. Use unique promo codes on different promotional pieces to track which campaigns brought in the most sales.

Final words: Don't feel that your marketing plan or budget is set in stone. Based on the information you gather and through evaluation, over time you should be shifting and changing strategies and budgets as deemed necessary.

Starting a business has its challenges but can reap great rewards when done properly. The Business Services Division at Diamond Credit Union can help you every step of the way. Contact Diamond Business Services today at 800.593.1000 to speak with our business professionals!

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(See "Focus on Commercial Lending" on page 32)

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

Listings For SALE

SOLD (20211) 121 N. MAIN STREET, POTTSTOWN-
SOLD (20210) 141 E. HIGH STREET, POTTSTOWN-
SOLD (20211) 146 NORTH 1ST STREET, READING-
SOLD (20211) 101 PENN. HIGHWAY, READING-
SOLD (20210) 301 NORTH 1ST STREET, POTTSTOWN-
SOLD (20210) 21 NORTH PRINCE STREET, POTTSTOWN-
SOLD (20210) 97-101 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-\$2,600 PLUS UTILITIES. **\$149,900**

FOR SALE (202162) BERKS CO. APPROVED 19 LOT SUBDIVISION- SIZE OF LOTS RANGE FROM 1 ACRE TO 7 ACRES. CALL FOR DETAILS. **\$775,000**

FOR SALE (202164) 4 ASH ST., W. POTTSBORO- .96 ACRE COMMERCIAL LOT SITUATED CONVENIENTLY ON RTS 422, 724 AND 100. BRING YOUR BIDDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. **\$124,500**

FOR SALE (202179) 50 N. FRANKLIN STREET, POTTSTOWN- GARAGE AND AUTO REPAIR BUSINESS. THIS BUSINESS HAS BEEN ESTABLISHED ALREADY AND VERY SUCCESSFUL. THE PRICE INCLUDES BUILDING AND BUSINESS. THIS GARAGE HAS BEEN UPDATED AND MAINTAINED WITH NEW OFFICE, TILE FLOORS, NEW WINDOW & DOOR, REFRESHLY PAINTED AND CLEAN. NEW ALUMINUM FENCING SURROUNDING THE ENTIRE PARKING LOT. LOT HOLDS UP TO 50 CARS. 2 LARGE BAYS WITH LIFTS. **\$129,900**

FOR SALE (202182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$100,000**

FOR SALE (202188) CAMP SWATARA ROAD, MYERSTOWN- 112 ACRES OF PRIME DEVELOPMENT LAND- 1/8 MILE FROM I-76, NEW BERKS PARK 76 AND NEW PET SMART & DOLLAR GENERAL DIST. WAREHOUSES. **\$1,000,000**

FOR SALE (202212) 521-523 MUEHLENBERG AVENUE, MUEHLENBERG 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: \$129,900 (OWNER FINANCING AVAILABLE)**

SOLD (20211) 101 N. MAIN ST., POTTSTOWN- 3,825SF

SOLD (20210) 141 E. HIGH STREET, POTTSTOWN-

FOR SALE (202221) 113 REHRERSBURG RD., REHRERSBURG- UNIQUE PROPERTY w/1 RESIDENTIAL UNIT and 2 LARGE COMMERCIAL FACILITIES CONVENIENTLY LOCATED BETWEEN I-76 & 422. SELLER FINANCING AVAILABLE FOR UP TO 15 YEARS. **\$1,100,000**

FOR SALE (202222) 148 STRAUSSER RD., BECHTELSVILLE- (MILLER EQUIPMENT CO.) BOYERTOWN AREA 9,148SF. (3) BEDROOM HOUSE w/PUBLIC SEWER. VARIOUS POSSIBILITIES. CALL FOR DETAILS. **MAKE AN OFFER. \$1,100,000**

FOR SALE (202225) 47 PENN RD., LIMERICK- THIS AWESOME LEVEL RURAL PROPERTY CONSISTS OF 2 PARCELS. FRONT PARCEL CONTAINS A COZY 1440SF 3BR, 2 BA HOME WHICH IS CURRENTLY RENTED. THERE ARE SEVERAL OUTBUILDINGS. A NEW WELL WAS INSTALLED RECENTLY BY THE OWNERS. ZONING ALLOWS FOR 5 HORSES ON 6 ACRES. THE OTHER LOT IS UNDEVELOPED LAND. TAX ID'S ARE 37-03-00434-001, 2.21 ACRES AND 37-00-00436-103, 3.85 ACRES, TOTALING 6.07 ACRES. BOTH ARE TO BE SOLD TOGETHER. BOTH PARCELS ARE ZONED OFFICE LIGHT INDUSTRIAL (OLI) - SEE DOCS FOR PERMITTED USES. VALUE IS IN THE LAND. ONLY 4 MINUTES AWAY FROM PHILADELPHIA PREMIUM OUTLET MALL IN LIMERICK TWP & 1 MINUTE AWAY FROM RT. 422. **\$1,100,000**

FOR SALE (202226) 36 E. PHILADELPHIA AVENUE, BOYERTOWN- COMMERCIAL UNIT ON FIRST FLOOR. 3BR APARTMENT ON 2ND FLOOR. 2 CAR DETACHED GARAGE LOCATED IN MIDDLE OF BOYERTOWN. VARIOUS POSSIBILITIES. **\$160,000**

FOR SALE (202230) 1003 ROUTE 100, BECHTELSVILLE- PROPERTY SITUATED ON HEAVILY TRAVELED ROAD. RESTAURANT w/HOTEL LIQUOR LICENSE, APPROX. 15,000SF. 1ST FLOOR CONTAINS U-SHAPED BAR-SEATING FOR 35. RESTAURANT SEATING UPSTAIRS-160 PEOPLE. ALSO HAS DECK AREA. 2ND FLOOR CONSISTS OF 7 ROOMS & BATH. BANQUET FACILITIES ON LOWER LEVEL-150 SEATING CAPACITY. ALSO HAS PATIO AREA. SEPARATE INCOME PRODUCING PROPERTY CONTAINS 2 COMMERCIAL RENTALS & 2 (2) BR APT RENTALS. GROSS RENT OF \$3,800/MONTH. LARGE PARKING LOT ALL SITUATED ON 13.99 ACRES w/PUBLIC SEWER. **\$499,000**

FOR SALE (202231) 969 FRITZTOWN ROAD, SINKING SPRING- 17,000SF COMMERCIAL BUILDING ON 2.59 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 \$139,900**

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

FOR SALE (202237) 2741 N. 5TH STREET HIGHWAY, READING- 1104SF COMMERCIAL BUILDING ON BUSY 6TH STREET HIGHWAY. GREAT CONDITION. MANY POSSIBLE USES. **\$150,000 ALSO FOR LEASE AT \$1500/MONTH + PROPANE AND ELECTRIC. LEASE TO PURCHASE WILL ALSO BE CONSIDERED.**

Listings For LEASE

(201012) 1200 East High Street, Office Building, Pottstown- Suites from 200-1,200SF. \$13/SF includes all utilities.

(201070) 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!

(201080) Lamon Street, West Pottsgrove- 800SF +/- to 4,000SF former machine shoe space with loading dock and second story storage area. \$5.00/SF + gas heat and elec.

(201098) 261 High Street, Pottstown- 2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, electric and 1/2 water invoice.

(201146) 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 included. NO CAM. Call for Details.

(201149) 4 Ash St., Pottstown- 10,000SF Warehouse to be built to specifications is situated conveniently on Route 422, 724 & 100. \$3,750/Month - \$4,500/MON

(201150) 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.

(201159) 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.

(201160) 2103 East High Street, Lower Pottsgrove- First floor situated on E. High St. 2450SF totally refurbished inside and outside by new owner. Ample parking, convenient to 422 exchange and medical center. Call for details.

(201162) 1304 E. High St., Pottstown- 1st floor office space includes 3 offices, kitchenette and powder room. Total space is 815SF. **\$1,100/Month** includes heat.

(201163) 24 South Hanover Street, Pottstown- Approximately 1500SF total. 1200SF Retail Space/300SF Storage Space. \$1,000/Month includes heat.

(201164) 412 Laurel Street SUITES, Pottstown- Suite 4- 18,000SF has been LEASED. AVAL. 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.

(201165) 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

(201168) 32 Wells Rd., Suite #3, Parkerford- Office/retail space situated along busy Rt. 724. 585SF former financial services office with offstreet parking. Available immediately. Signage on Rt. 724. Call for details.

(201167) 800 Industrial Hwy., Pottstown- 11,000SF Warehouse and 800SF Office, loading docks and drive in door, plus off street storage. \$5,500/Month plus utilities.

(201168) 3025 Main Street, Margantown- (1) 4000SF Office Space. Lease for \$500/Month. Tenant pays only Electric. Offstreet parking & private bath.

(201169) 562 Main Street, Margantown- Main Street exposure used as offices in front. First floor, perfect for professional uses. Two large offices and powder room on first floor. Two large offices with storage closet on second floor. Foyer access with enclosed front porch that is heated and air conditioned. Separate electric and gas meters, water and sewer are shared. \$1,200/Month. Call for details.

(201170) 1630 E. High Street, Pottstown- (Building#3) Private office building situated at the corner of High & Porter Roads. 770SF refurbished interior. \$12,000SF + Utilities. Call for details.

LEASED (201154) 127 E. Philadelphia Avenue, Boyertown-

LEASED (201158) 1240 E. Schuylkill Road, Pottstown-

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FOCUS ON COMMERCIAL LENDING

(Continued from page 30)

The Victory Bank Recognized as a Top Loan Producer in the Country

Provided by The Victory Bank

The Victory Bank has been recognized by the Independent Community Bankers of America as one of the top loan producers in the country.

The Independent Community Bankers of America, a leading banking industry organization, annually reviews community banks throughout the country and recognizes the top-producers. In the July 2015 issue of *Independent Bank*, The Victory Bank was named the Number Six top-producing bank in the country, compared to other community banks with under \$500 million in assets.

“No community bank can be successful — for its customers, communities and

shareholders — without safely turning people’s deposits into valuable and productive credit for others,” stated Bank Leader Joseph Major. “Invariably, the most successful community banks are those that consistently book the most solid loans. And that means winning the most business in a marketplace rife with competitors.”

“We appreciate this kind of recognition about our bank,” Major continued, “but I think it is more important to focus on the benefits these loans produce in our communities. Our bank was founded with this mission in mind, and we are proud to help our local community and the small businesses here to continue to make progress and grow,” Major said. ■

The Victory Bank Graduation and Promotion



Saul S. Rivkin

Saul S. Rivkin, Senior Vice President-Chief Retail Officer, The Victory Bank, recently graduated from the American Bankers Association Stonier Graduate School of Banking and the Executive Leadership Program at The Wharton School of Business in Philadelphia, PA.

Stonier is ABA’s national graduate school of banking, an intensive three-year program for banking executives and The Wharton School is world-renowned for its academic strengths. Students from the United States and international banks of all sizes, as well as state and federal regulatory agencies and other financial services organizations, complete extensive projects and coursework while on the job. They also attend a residency session each year on the Wharton campus held at the University of Pennsylvania.

Rivkin was later recognized for his exemplary contributions to The Victory Bank and was promoted to Senior Vice President. ■

The Victory Bank is a locally owned and operated commercial bank headquartered in Limerick, Pennsylvania. The bank was founded to optimize the financial lives of businesses, professionals, and consumers primarily in Montgomery, Chester and Berks Counties. For more information, call 610.948.9000 or visit www.thevictorybank.com. Member FDIC.



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GIVING THANKS TO VETERANS



HUMAN CAPITAL MANAGEMENT

By William Kreider, CEO of HR FUTURE GROUP

"Yeah, I was in the Marines. Spent a long tour in Iraq. Was in Ramadi, when it was real bad, not that it was ever real good. Saw some awful stuff. A group of special operations Marines is returning to base. I'm in the fourth of five armored Humvees. They're like an oven, even though it's a cool night. Only about 100 degrees."

"Leaving the village, we round a corner on the dirt road. Next thing I know, there's a blinding light and the loudest sound I ever heard, as the Humvee flies in the air. My heart jumped out of my chest. We hit a roadside bomb. An IED that, somehow, four vehicles passed without hitting. The fifth Humvee about 15 feet behind us detonates the IED. It's hit real hard, the front end is mostly gone."

"A bunch of dazed Marines stumbled out of the vehicles through smoke and dust, unsure if they're hit. Doc, our corpsman, is tying tourniquets to Gunny's (Gunnery Sergeant) mangled legs. He was in the passenger seat of the fifth vehicle. The medical chopper comes and takes Gunny back to the base hospital. We are ordered to stay until backup comes. I dug in on the side of the road, hiding in some reeds."

"At daybreak, I'm relieved that I'm still alive. But it starts up again before long. First, come the mortar rounds and 50 cal. gunfire, and then the AK-47s get cranked up. We return fire if we can see who is shooting from houses inside the village. It's just constant noise and fear while in the field, that I may not see tomorrow."

"These moments in Iraq and my time in the Marines will be remembered as a life I once lived, but not again. That part of me is done."

A contractor who was working in my basement told this story to me in October. He saw a U.S. Marine uniform (Dress Blues) hanging in a clear garment bag. "You serve?" he asked. "No, my father did." "How about you?" "I know it's hard for many veterans to talk about because they don't want to relive the experience. They know unless you've been there, you just won't understand what combat is like. And especially how very difficult it often is to come home. With that, he began to talk."

PTSD

After telling his story, my new contractor/Marine friend continued to educate me. "Did you know that The Department of Veterans Affairs (VA) estimates the total number of veteran suicides in America to be 18 suicides every day? Going from home life to a war zone is something we train for, and we are more ready and able to handle stuff."

(See "Human Capital Management" on page 39)

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Over 43 million caregivers are caring for loved ones who are 50 years or older—many reporting high levels of stress and at least some aspect of their life has worsened. While it is fulfilling to help and give back, caregiving can affect one's health, finances, job, relationships and personal goals. It is critical for caregivers to take care of themselves so that they will have the ability to take care of others. Country Meadows has worked with many families to help them find the best solutions for their situation including tips on how to care for the caregiver. Visit CountryMeadows.com/coping for some helpful suggestions.

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HUMAN CAPITAL MANAGEMENT

(Continued from page 37)

But coming home is really difficult for many veterans to just turn off the survival mentality and return to normal. It's like you're in two places at once. You know you are back safely at home, but your mind thinks you're still in a war zone. We didn't get much training about this, and hopefully that will change, but for way too many already, it's just too much for them to handle."

"There are programs to assist, but these programs require the veteran or their loved ones to reach out for help. Many soldiers will never reach out for help. I survived combat, I can survive this."

Final Thoughts

After our conversation, he said he would be more than willing to provide advice, knowledge and many veterans' experiences to assist in developing opportunities to provide assistance to all of our post 9/11 veterans. HR Future, LLC has committed it's resources, time and experts in coaching, recruitment, interviewing, resume writing, assessment and networking to offer a better future to those who have already given so much to our nation

and each and every one of us by defending our freedom.

All I can ask is for everyone, whether you are a veteran, you know a veteran, or you just care about our nation's soldiers, to take the time to try to have a better understanding of exactly what the exposure to a combat zone does to a person. Find ways to learn what these brave men and women have actually been through and not just what Hollywood dramatizes it to be. Knowledge and heartfelt understanding are the first steps to finding a solution to this problem plaguing our nation.

How many combat veterans are suffering and just waiting for someone to ask them if they are hurting? As a nation, let's start asking. And saying, "thank you for your service."

Epilogue

So here was this kid, a recent graduate from a fancy college, representing a huge employer, telling me, "Thanks for your interest in employment with us, but we don't have any roles that fit your experience at this time."

(See "Human Capital Management" on page 41)



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WHAT EVERY BUSINESS OWNER CAN DO EVERY YEAR IN STRIVING TO SURVIVE AND THRIVE



THE GOOD LIFE

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

You set out to build a business, not a 70-hour a week job. You love your customers and work really hard for them. But, do you find you are working for employee wages, not business owner profits? Here are the items you can review and improve upon every year in striving to grow your profits and your life. No kidding. I know you're busy, but if you want to pursue the life you have dreamed of, set up a system to build on these key areas every year. There is a good chance your main competitor is!

Cultivate Cash Flow. Every year, find another way to get paid faster, and pay out slower. Can you send out invoices a day early? Can you send reminders after 20 days? Can you get paid partially up front? Seriously ask yourself the question every year to come up with new ideas and retry old ones. Your bank account might grow.

You Can't Manage What You Don't Measure. Set up new benchmarks. Are you measuring quality? Satisfaction? Job profitability? Are you looking at the commonality of less profitable jobs or product lines? Are you measuring wasted time? What about proposal to sales ratio? Measure whether you are getting better or worse. Your benchmarks may improve.

Raise the Roof on Prices. This is perhaps the most difficult. We fear we'll lose customers if we do. But are we really charging for all the extra services the customer ordered? Have we offered something new of value that can be added? Have we looked at our competition lately, and have they already raised their core prices? It's easy to say "I can't." Find at least one item where you can.

New Markets, New Markets. What customers are underserved in your business? Would it be profitable to do business with them? How would you reach them? What have you done to attract them? Businesses that are NOT growing and changing risk stagnating and dying. Don't risk it. The world is changing, even here in Berks County.

(See "The Good Life" on page 42)

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HUMAN CAPITAL MANAGEMENT

(Continued from page 39)

"Wait... what?" I quickly shot back. "Wait a minute. I thought I just clearly related to you how my skills and experience would be a great match for these positions... and you still think my skills aren't a match? Is there something I'm missing here?"

I remember that it was the application of my experience, talents, skills, and motivation in my former role as a military leader designing strategy, leading men into battle, designing alternate plans as conditions changed and while people were trying to kill my squad and me were proof of my professional and management abilities. Now, despite my best efforts, here in my own country, I can't get a human being to so much as talk to me about the possibility of a decent job.

The college kid continued, "We have based this decision on strict skills and professional experience requirements for each of our positions, which are derived from our project blueprints." And there it was, the other frustration of my job search raising its ugly head: the "direct experience" nonsense. I have found that even in this economy,

employers are so hung up on "direct experience" that they're unwilling to take a risk on someone with a different, outside perspective, even if their skills are perfectly transferable.

I put my resume with college degree and six years of successful management experience in the most challenging environment this kid could ever imagine, back in my briefcase. I politely thanked him and walked out the door. Again.

My contractor gratefully received a job and on the job training without direct experience from a local small business, and wanted me to relay his appreciation. 📦

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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THE GOOD LIFE

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Give Yourself a Raise. If you diligently set up improvement projects in the areas above, you can generate more cash to your bottom line each year. Pay yourself first. Are your employees happy when they don't get a raise? Of course they are not, and neither are you. Put a little more away for you first. Which leads me to the next item.

Save it for a Rainy Day. Someday, you might want to slow down. Go fishing, travel, visit your retired friends. The 'die-at-your-desk' retirement plan probably wouldn't be your first choice. Increase your automatic contributions to your emergency funds, retirement plans and wealth accumulation accounts. Every year — don't wait for your financial advisor to remind you. Set up a regularly scheduled meeting that coincides with the start of your most profitable time-of-year. Boost your monthly contributions, even if just a little.

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As a former SCORE Counselor/trainer, small business profitability consultant, CERTIFIED FINANCIAL PLANNER™ Professional, and active member of the Berks business community, Merra Lee Moffitt keeps her eye on the needs of Berks Business owners. Having created and built her own 40-person company, she is able to assist you on how to manage small business problems. A recognized source on Pennsylvania business issues, Merra Lee can be reached at 610.488.7353 or merralee.moffitt@lpl.com.



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The brewery's taproom in downtown Phoenixville boasts 10 constantly rotating taps as new beer recipes come to fruition, a large bar, plenty of seating and multiple TVs. All of the brewing is done on site in our brew house that is located right next to the taproom, and tours are always being conducted as one of the owners is

always around and ready to talk about their favorite thing, their beer! They also have paired with a local BBQ chef, Uncle B's BBQ Shack, who smokes all his own awesome Alabama BBQ in the parking lot, you can't miss the huge smoker on the side of the building (if the smell doesn't draw you in first)! You can't beat great beer and full menu of awesome BBQ!

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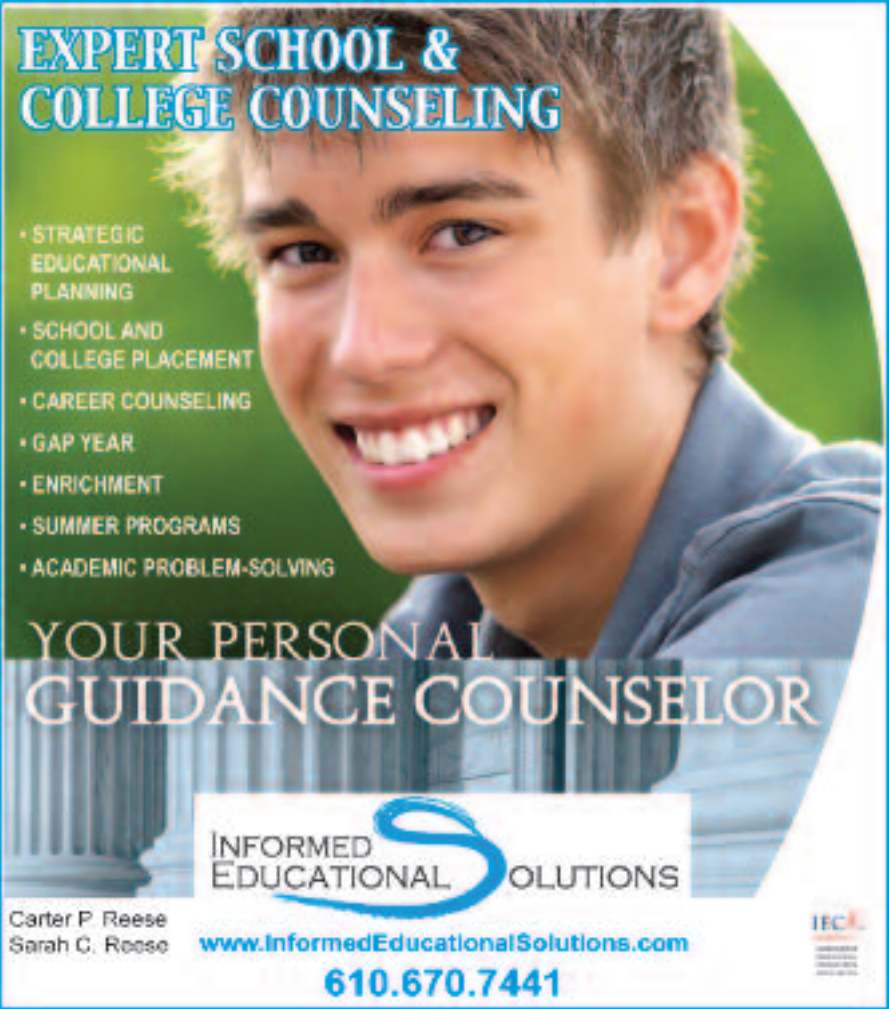
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TRICOUNTY AREA
CHAMBER OF COMMERCE

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

2015-2016 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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CHAIR ELECT

Richard Graver, President, The Victory Bank

TREASURER

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Peggy Lee-Clark, Montgomery County Community College

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Rick Lewis, Lewis Environmental, Inc.

Rich Newell,

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

Melissa Shainline, Administrative Assistant,
melissa@tricountyareachamber.com

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

My "EVENT" Filled Journey



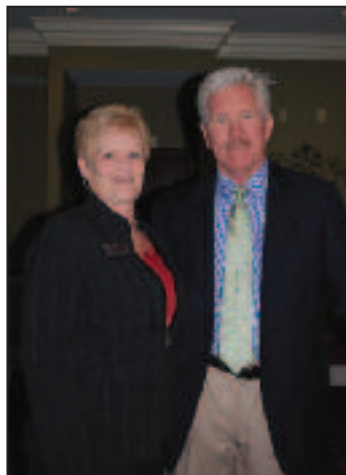
By Kitty Papp,
Special Events Director,
TriCounty Area Chamber

I began my career over 40 years ago and along with the daily running of the operation of the organization where I was working at that time, my main focus has always been Special Events. I began my journey at Sunnybrook Ballroom under the leadership of the original owners, the Hartenstines, dealing with the public every day whether it be planning a wedding, banquet, corporate dinner party or just a friendly conversation during a lunch or dinner.

After 25 years at Sunnybrook, I was hired as Club Manager for the Elks Home Association where again I held the same responsibilities. Several years later after working many 6 and 7 day weeks, I felt it was time to move on. After attending an Open House for a business on High Street, I was walking back to my workplace along with a Chamber Executive and during our conversation, I expressed my concerns with my present employment. That same evening, I received a phone call from the President of the Chamber at that particular time, Dale Mahle, telling me that a position for a Special Events Director was opening up if I was interested. Two weeks later I began my tenure with the TriCounty



Leadership Tri-County Class of 2014 with Director Kitty Papp.



Kitty Papp with 2009 Annual Dinner Keynote Speaker Mike Schmidt

Area Chamber and am now beginning my 10th year with this organization and by far a most rewarding experience.

As the Special Events Director for the Chamber, my main focus is planning the events for our program year and following through from its inception to its completion while keeping in contact with local chamber representatives as well as community leaders and

special guests. I am very passionate about providing the best service possible to our members so that the end result is a rewarding experience.

As an alumni of the Leadership Tri-County program administered through the Chamber's Foundation, I have now been directing the class for the last 4 years. Going through this program gave me the opportunity to broaden my knowledge and build business relationships with multiple organizations in the tri-county area. The program made me aware as to all the great amenities that surround us in our own backyard.

I believe the TriCounty Area Chamber is a valuable asset in helping other organizations reach specific goals for the good of themselves and the community. In these current times with all the changes taking place around us, banks being bought out, airlines being sold, businesses downsizing, etc. you can be assured that the Chamber is constantly continuing to expand their programs and opportunities to help you GROW your business.

MEMBER BENEFIT OF THE MONTH

**Remember to Always Buy Chamber during the upcoming
Holiday Season – Support your fellow Members!**



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

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on November 18.

*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!***

IVC Wealth Advisors
163 E. Main St.
Silverdale, PA 18962
215.392.6631

www.ivcwealth.com

Financial Consultants / Services; Investment Consultants

IVC Wealth Advisors brings independent, comprehensive retirement plan solutions to small and mid-sized companies, in a wide range of industries. Additionally, they work with individuals and families providing customized wealth management strategies and planning.

Referred by: Jon Swearer, The Victory Bank

JT's Gourmet Delivery LLC
3801 Hilltop Ave.
Reading, PA 19605
610.914.8765

jtgourmetdeliveryllc.com

Food Products - Specialty

LegalShield Independent Associate
Brian Klein
4830 Farming Ridge Boulevard
Reading, PA 19060
484.709.8160
www.brianklein.legalshieldassociate.com

Attorneys

LegalShield provides businesses, employees, families, and individuals with legal protection no matter how traumatic or trivial the situation. They also provide the premier solution for identity theft monitoring and restoration.

Michael Romanelli Agency, Farmers Insurance
316 W. Ridge Pike
Limerick, PA 19468
484.614.7616

www.farmersagent.com/mromanelli

Insurance Companies

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Referred by: Tom Spann, National Penn

PMA Medical Specialists Limerick
410 West Linfield-Trappe Road, Suite 100
Limerick, PA 19468
610.495.2300

pmdoctor.com

Physicians / Surgeons

PMA Limerick, a multi-specialty medical office, offers Critical Care Medicine, Diabetes Education, Electrophysiology, Endocrinology, Primary Care, Nutritional Counseling, Pulmonology, Rheumatology and Sleep Medicine. Their fully accredited Cardiology Diagnostic Center provides comprehensive cardiac and vascular services.

PMA Medical Specialists Phoenixville
MOB II 826 Main Street, Suite 100
Phoenixville, PA 19460
610.933.8484

pmdoctor.com

Physicians / Surgeons

PMA Phoenixville, a multi-specialty medical office includes the PMA Sleep Wellness and Pain Management Centers. This location specializes in Allergy and Immunology, Cardiology, Critical Care Medicine, Electrophysiology, Primary Care, Pain Management, Pulmonology, Rheumatology and Sleep Medicine.

PMA Medical Specialists Pottstown
13 Armand Hammer Blvd, Suite 100
Pottstown, PA 19464
610.323.3100

pmdoctor.com

Physicians / Surgeons

PMA Pottstown, a multi-specialty medical office, offers Cardiology, Critical Care Medicine, Primary Care, Pain Management, Pulmonology and Sleep Medicine. Their Rheumatology and Infusion Center specializes in the diagnosis and treatment of arthritis, osteoporosis and autoimmune diseases, and offers intravenous therapies.

Reading Health Physicians Network, Internal Medicine
957 Ben Franklin Highway
Douglassville, PA 19518
610.898.9370

readinghealth.org

Medical Services; Physicians / Surgeons

Reading Health Physician Network Internal Medicine in Douglassville focuses on preventive care to keep you well and comprehensive care for those with existing health conditions. You'll love the one-stop convenience of Urgent Care, Lab, and Imaging in one location!

The Swamp Door Antiques & Curiosities LLC
2030 Swamp Pike
Gilbertsville, PA 19525
484.949.8130

www.theswampdoor.com

Antiques

The Swamp Door is an upscale antiques and collectibles retail market featuring multiple vendors and well-merchandised displays in a clean, comfortable environment designed to be an asset to nearby businesses and the greater New Hanover community.

Referred by: Greg Herb, Herb Real Estate, Inc.

Albina Veys, D.M.D., P.C.
104 S. 2nd Ave (Rt. 29)
Collegeville, PA 19426
610.489.6663

www.albinaveysdmd.com

Dentists / Orthodontists

A general and cosmetic dental office. Dr. Veys is a graduate of the University of Pennsylvania with almost 20 years of experience creating beautiful and healthy smiles. Superbly trained and friendly staff. Digital technology ahead of the curve.

Referred by: Liz Peters, Tri County Area Federal Credit Union

"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



CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

36 YEARS

A. Weitzenkorn's Sons, Inc.

Pottsgrove School District

30 YEARS

JL Machine & Tool, Inc.

Wendy's Flowers

25 YEARS

GVF

16 YEARS

Janney Montgomery Scott, LLC

MacKissic, Inc.

10 YEARS

Corporate Psychological Resource Center

About All Floors

5 YEARS

Citadel Federal Credit Union

1 YEAR

Coventry Mall

Dancing Tree Creations Artisans Gallery and Studio

Fly-Elite LLC

Managers to Leaders LLC

The United States Hot Air Balloon Team

Member Renewals

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

American Crane & Equipment Corp.

ArtFusion 19464

Atris, Inc.

Bally Block Company

Brandywine Institute of Orthopaedics

Car-Tel Communications

Comcast

DeMedio's Building Maintenance, Inc.

A. Jackson Ecker, Inc.

FASTSIGNS

Friends of the Daniel Boone Homestead

Keller Williams Realty Group

Kelly Real Estate, Inc.

Manatawny Creek Winery, Inc.

Media Fusion Technologies, Inc.

National Penn Investors Trust Company

North Coventry Township

Patient First

Pottstown SCORE Chapter 594

Professional Pharmacy & Convalescent Products, Ltd.

Quality Inn Pottstown

Rotary Club of Pottstown



TRICOUNTY AREA CHAMBER OF COMMERCE

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.

THANK YOU

Thank you to
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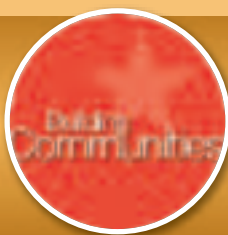
express
DATA SYSTEMS, INC.

CHAMBER MEMBER UPDATES

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



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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

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. Stuff the Bus – don't forget to bring canned goods to help stuff the bus and give back to your local community! Members Only; No Charge; Reservations Appreciated Co-Hosts: First Niagara Bank; Pottstown Area Rapid Transit, Inc. (PART)
Mon., Dec. 14 8:30 – 10 AM	SOCIAL MEDIA MARKETING WORKSHOP TriCounty Area Chamber of Commerce, 152 E. High St., Suite 360, Pottstown, 19464 A joint effort of TriCounty Community Network and TCACC. This seminar provides an overview of effective marketing using social media featuring Adrean Turner, trainer for the TriCounty Community Network. No Charge; Members Only; Reservation Required

JANUARY SAVE THE DATES

Thurs., Jan. 7 5 – 8 PM	TRI-COUNTY AREA WOMEN'S ROUNDTABLE Spring Hollow Golf Club, 3350 Schuylkill Rd., Spring City, 19475 Join us for a Power Hour of personal and professional development with fellow women in the tri-county area! Denise Nakano, weekend anchor for NBC 10 will be the moderator for our panel discussion. Panelists confirmed include: Vali G. Heist, M.Ed., owner of The Clutter Crew; Annarose Ingarra-Milch, owner of ROI Training & Consulting; Melissa Dietrich, Membership Manager at Longwood Gardens; and Penny Zenker, creator of “The P10: Productivity Accelerator System”. \$35 per person (prepaid by 1/1); \$40 per person (invoiced or after 1/1); \$250 per table of 8. Price includes dinner & program! <i>Sponsorship Opportunities Available</i>
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REMINDER

the Chamber Office
will be closed Thursday,
December 24, 2015 through
Sunday, January 3, 2016
for the holidays.
The office will reopen
on Monday, January 4, 2016
with normal business hours.

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



SAVE THE DATE

2016 Annual Dinner – 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, and much more!*

JANUARY SAVE THE DATES

Thurs., Jan. 14 7 – 9 AM	MEMBERSHIP BREAKFAST The Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown, 19464 Presented by Lisa Perkin, Founder & CEO of Business Development University \$26 per Member (prepaid by 1/11); \$32 per Member (invoiced or after 1/11); \$50 per non-member <i>Sponsorship Opportunities Available</i>
Weds., Jan. 20 5 – 6:30 PM 6:30 – 8:30 PM	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 to the Colebrookdale Railroad Preservation Trust and a video by Boyertown Area High School Students showcasing progress in the Boyertown Area over the last year. The following companies will be featured in the Progress Dinner's Video Presentation: • Dancing Tree Creations Artisans Gallery and Studio • N.E. Fisher, a Division of McCarthy Engineering Associates • Foundation for Boyertown Education • The Swamp Door Antiques & Curiosities LLC \$75 per Member; \$100 per non-member; \$700 per table of 10; \$800 per non-member table of 10 Platinum Sponsors: Hollenbach Construction, Inc.; Martin Stone Quarries, Inc.; National Penn; Pottstown Memorial Medical Center Gold Sponsors – The Body-Borneman Companies; Maillie LLP; Media Fusion Technologies, Inc.; Schultz Technology Silver Sponsor: Bally Block Company <i>Additional Sponsorship Opportunities Available</i> <i>Inclement Weather Date: Wednesday, January 27</i>
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 at this newly opened and redecorated venue site. Members Only; No Charge; Reservation Appreciated Sponsored by: Gianni's Catering and Events
Fri., Jan. 29 8:30 AM 9 – 10 AM	“MADE IN THE TRI-COUNTY AREA” TOUR – Beacon Container Corp. Beacon Container Corp., 700 West First St., Birdsboro, 19508 Continental Breakfast Tour The second in the series of “Made in the Tri-County Area” Tours will be hosted by Beacon Container Corp. Beacon has a complete line of packaging products for every customer and are recognized as a leader in packaging and point-of-purchase displays. They have also been instrumental in donating the cartons used every year for the Chamber's Business Equipment Recycling event. <i>This tour is limited to 15 Chamber Member participants.</i> \$10 per Member; Members Only; Reservation Required

FEBRUARY SAVE THE DATES

Thurs., Feb. 18 4 – 6 PM	REGIONAL CHAMBER BUSINESS CARD EXCHANGE Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, 19468 Enjoy an evening of refreshments and make connections with over 200 Members. Participating Chambers of Commerce, along with the TriCounty Area Chamber, are: Perkiomen Valley Chamber, Phoenixville Regional Chamber, Spring Ford Chamber, and Upper Perkiomen Valley Chamber. Remember to bring plenty of business cards! Members Only; No Charge; Reservation Appreciated Sponsored by: Exelon
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Register today; connect tomorrow. Visit tricountyareachamber.com or call 610.326.2900.

'STATE OF THE COUNTIES' AT ECONOMIC DEVELOPMENT LUNCHEON

Chamber Members heard an update on impactful economic projects in Berks, Chester and Montgomery counties during the Economic Development Luncheon on October 21, at Copperfield Inn at Lakeside in Limerick.

The TriCounty Area Chamber of Commerce hosts the annual event to celebrate economic development and recognize the Members who are making an impact in the tri-county region.

This year's event featured a panel discussion of "The State of the Counties" featuring Commissioner Christian Leinbach, Berks County; Commissioner Michelle Kichline, Chester County and Commissioner Valerie Arkoosh, Montgomery County. The discussions focused on what the counties are doing to help businesses grow and thrive. The conversation was also about the positives of county government collaborating with businesses.

Leinbach discussed Berks County's efforts to grow the commercial tax base.

The county has also approved a resolution for Local Economic Revitalization Tax Abatement that will help small businesses grow in the county. The resolution states the county will recognize any municipality that forms a LERTA and will approve the LERTA if the project is in an existing development or in an area designated for growth or future growth.

In addition, Berks County contributes more than \$700,000 annually to the Greater Reading Economic Partnership, an organization that is marketing the county to outside businesses as well as businesses located in the county.

Leinbach said the key to successful economic development is collaboration.

"Economic development occurs when community, chambers of commerce, government and small businesses pull together to make a difference," Leinbach said.

Kichline discussed the collaboration in Chester County on a public-private partnership Vista 2025.

She is the co-chair of Vista 2025, a comprehensive plan for smart growth and economic development in Chester County. The plan is overseen by the Chester County Economic Development Council. Kichline discussed the goals with this plan including maintaining and enhancing quality of place; attracting talent and training an employer-ready workforce and expanding business attraction and retention work with targeted industries.

Arkoosh spoke about Montgomery County's vision for successful economic development.

She said, "We believe that economic development is defined by the ability and opportunity to improve an entire community's standard of living."

Arkoosh talked about the recent economic development grants the County presented to Carousel at Pottstown and the Colebrookdale

Railroad Preservation Trust. Each organization received a \$250,000 economic grant from Montgomery County Redevelopment Authority. The Carousel grant will be matched by a private donor and will be used for the volunteers to finish renovating the 1905 carousel and open the facility on King Street for business. The railroad will use the funding to match a state grant for a project to relocate a railroad freight house from Birdsboro to Pottstown.

The County believes these projects will be beneficial for the Pottstown community and create additional jobs, Arkoosh said.

She also discussed improvements made at the County's commerce department thanks to the efforts of its executive director Carolina DiGiorgio. The department has been streamlined and made a "one-stop shop" for businesses.

"With one phone call you can get access to whatever your business might need to either expand in Montgomery County or move to Montgomery County," Arkoosh said. Businesses can contact the department about gaining access to small business loans, questions about real estate and help with job training.

In addition to the panel, attendees learned about other positive stories about Members and partners of the Chamber during the awards presentation.

The Chamber presented five Economic Development Awards.

The Economic Development Award is presented to a project that provides quality land use improvement, generates economic benefits for the community, and has the potential of creating new jobs.

Precision Polymer Products, Inc. received The Economic Development Award for its \$4.2 expansion project in Pottstown. PPP operates 24/7 and the project has the potential to add 30 jobs during the next several years. The project was made up of three segments. A 4,000 square foot ISO class 8 cleanroom was designed and built in the 815 South Street location. Then PPP acquired four properties directly behind the building on The New Street Alley fronting on Queen Street. The former Wilke Furniture store was completely gutted and renovated for a smaller ISO class 8 cleanroom.

The Economic Impact Award is presented to an organization that provides a significant contribution to the economic vitality of the community the Chamber serves.

Keystone Villa at Douglassville received the award for its Personal Care Expansion, an investment of \$5.3 million that added a three-story addition and increased the facility by 38,000 feet.



The project added 42 personal care apartments to Keystone Villa at Douglassville and brought local subcontractors to the region. The expansion also created 69 jobs between September 2013 and September 2015. The Chamber also recognized Keystone Villa for its \$18 million project in Ephrata that created 88 jobs from September 2014 to September 2015 with some of the employees traveling from the tri-county area region.

The Environmental Impact Award is presented to a business who is taking a "green" proactive approach for a more sustainable business environment.

Lewis Environmental, Inc. received the award for the business' partnership with the Chamber for the annual Business Equipment Recycling Day. The Chamber recognized the company's President and CEO Rick Lewis for his dedication to the success of the event and the in-kind contribution and donation of staff and resources. The Chamber has been hosting the event for 10 years with the leadership of Lewis Environmental along with assistance from Beacon Container, Industrial Developments and other partners. The day would not be possible without volunteers unloading pick-up trucks, SUVs and box trucks to fill a 48-foot box trailer so the waste can be taken to the recycling center.

The Regional Planning Award is presented to agencies that develop and implement a multi-organizational plan that fosters smart growth. Three Chamber Members received the award: **Greater Valley Forge, a Traffic Management Association; Greater Reading Economic Partnership and Chester County Economic Development Council.**

GVF TMA received the award for the organization's willingness to work with and on behalf

of numerous municipalities businesses, organizations, and community members to guarantee positive sustainable transportation options, while focusing on the impact of transportation efforts on the environment and quality of life in the region. The Chamber recognized GVF's recent "US 422 TDM Study" that provides short, medium and long-term recommendations for reducing traffic congestion on Route 422.

Greater Reading Economic Partnership's received the award for its efforts resulting in assisting 150 companies, attracting more than 7,600 jobs and retaining more than 4,400 jobs. Those jobs represent an average of more than \$413 million in annual wages. **Greater Reading Economic Partnership's** mission is to attract and grow businesses.

Chester County Economic Development Council received the award for its Vista 2025, a public-private partnership with Chester County to create an economic development strategy to guide economic growth over the next 10 years. During the planning process, three goals were established including maintaining and enhancing the county's quality of place as a key component of economic health, position the county as a place for attracting talent and a model of building an employer-ready workforce and expanding business attraction and retention efforts.

The Legislative Award is presented to an elected official or elected body for their leadership in helping to create and/or support a pro-business environment.

Montgomery County Commissioners received the award for their vision to have one brand, and one entry point for businesses to access vital resources. The county launched

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the Montgomery County to Business (MC2B) initiative that offers businesses one place to obtain and access a full range of business products and services. Through this initiative, there will be one recruitment team working with businesses and helping them to grow. The commissioners were also recognized for awarding \$500,000 economic development grants to Carousel at Pottstown and Colebrookdale Railroad Preservation Trust.

In addition, the Chamber also presented a **Worksite Wellness Initiative Award** during the luncheon. The award is presented to a business or organization that has successfully completed the six month pilot program through the TriCounty Area Chamber of Commerce Worksite Wellness Initiative. The program is available to businesses or organizations with 50 or less employees.

This year's recipient was **The Victory Bank**. The Victory Bank's leadership and worksite wellness committee committed hours to organizing the details of their program and how to incorporate wellness into the company's culture. The bank was creative with their program and facilitated interesting wellness activities such as vacuum cleaner races and hula hoop competitions.

The Chamber recognized Chamber Members celebrating significant anniversaries at the luncheon.

- KenCrest EmployNet - 110 years**
- O'Donnell, Weiss & Mattei, P.C. - 60 years**
- Boyertown Museum of Historic Vehicles - 50 years**
- Pottstown Area Rapid Transit - 40 years**
- Pottstown Area Police League - 30 years**
- Greater Valley Forge TMA - 25 years**
- Pottstown SCORE - 25 years**
- Whitegate Contracting Company, Inc. - 25 years**

Recently we have become aware of the following significant anniversaries that missed being recognized at the event and wanted to share them in this article.

- Rutter Roofing – 5 Years**
- About All Floors – 10 Years**
- Flagzone LLC – 15 Years**
- Beacon Container Corporation – 60 Years**

The Chamber would like to thank everyone who attended and all of the sponsors for their support:

CO-SPONSORS:



PLATINUM SPONSORS:



1: From left to right: Commissioners Christian Leinbach, Berks County; Michelle Kichline, Chester County; and Valerie Arkoosh, Montgomery County.

2: The Chamber recognized Members celebrating significant anniversaries. From left to right: Michael Murray and Rebecca Hobbs, O'Donnell, Weiss & Mattei, P.C.; Charlie Dickinson, Pottstown Area Rapid Transit (PART); Deborah Bertolet and Kendra Cook, Boyertown Museum of Historic Vehicles, Danielle Wiley, Greater Valley Forge, a Transportation Management Association; Laura Justiniano, Pottstown SCORE; David Megay, O'Donnell, Weiss & Mattei, P.C.; Holly Kennedy, Pottstown Area Police Athletic League.

3: The Economic Development Award was presented to Joseph and Linda Voytilla, Precision Polymer Products, Inc., by Steve Bamford, Pottstown Area Industrial Development, Inc.

4: The Economic Impact Award was presented to Diana Kramer (far left), Chris Henderson (second from right) and Amy Purcell, Keystone Villa at Douglassville (far right) by Rich Newell, Pottstown Memorial Medical Center, second from left.

5: The Legislative Award was presented to Valerie Arkoosh, right, accepting on behalf of the Montgomery County Commissioners, by Heather Chandler Sealstrip Corporation, left.

6: The Regional Planning Award was presented to (from left to right) Gary Smith, Chester County Economic Development Council; Morgan Dyer and Jon Scott, Greater Reading Economic Partnership and Danielle Wiley, GVF TMA, by Dan Kerr, Limerick Township.

7: The Environmental Impact Award was presented to Rick Lewis, Lewis Environmental, Inc., right, by Rich Graver, The Victory Bank, left.

8: The Worksite Wellness Initiative Award was presented to Diana Liriano, The Victory Bank, center, by Laurie Betts, left and Dave Kraybill, right, Pottstown Area Health & Wellness Foundation.

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LEADERSHIP TRI-COUNTY

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

Meet the Class



Zina Gorelik

Zina Gorelik, Associate Staff Engineer at John Middleton Co., has worked in the tri-county area for 24 years. She is married to her husband Michael and they have a daughter, Galina. Zina is a program committee member of JMC Employee Resource Group "Women in Manufacturing Network."

Zina received a Master of Science in Electrical Engineering from BPI (former USSR). Her personal business philosophies include: *Motivation: Commitment, dedication, and loyalty towards work. Commitment will bring in dedication, hard work, and best results and Leadership: Taking responsibilities – leading by example.*

She feels that participating in this program is important because it will provide her with opportunities to expand her knowledge about the tri-county area community. Zina is looking forward to being involved in the development of the tri-county area.



Michael Lenhart

Michael Lenhart is the Parks and Recreation Director at the Borough of Pottstown. He has worked in the tri-county area for 2 years. He is married to his wife Barbara Wiktorja and they have a daughter, Audrey Jadwiga. He enjoys literature and genre fiction, classic film and film noir, and music. His business role models include Bill and Melinda Gates.

Michael studied at Millersville University. Because he works for the public, Michael believes that he must *maintain the public's trust and best interests* with the resources he manages. He is newly active with the Chamber but most recently is participating with the TREC district collaboration between PAID, Inc., Manatawny Green Mini Golf, the Carousel, and others in the southwest district of Pottstown.

He feels it is important to participate in the Leadership Class because the program explores issues we commonly take for granted, which makes for a truly informed and impactful citizen. Michael is looking forward to an exploration of the organization throughout the tri-county area supporting arts and culture.

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

John Middleton
an Altria Company

Education Sponsor:



Leadership Update – November

The Leadership Tri-County Class of 2016's November session focused on Education.

Members of the class started their day at the TriCounty Area Chamber of Commerce's November Membership Breakfast where they heard a panel discussion, "The State of Higher Education," featuring Dr. Brock Blomberg, Ursinus College; Dr. Kenneth Hawkinson, Kutztown University; Dr. James Linksz, Montgomery County Community College and Dr. Lex McMillan, Albright College. The presidents of the colleges discussed 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.

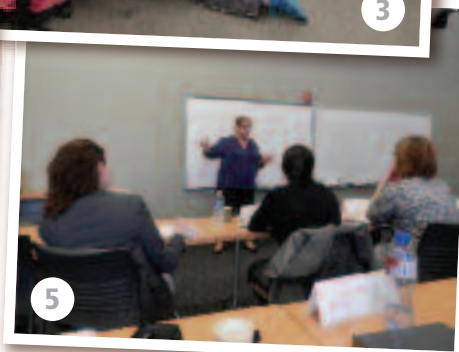
Leadership Tri-County participants visited Perkiomen Valley Elementary School where they were able to interact with first graders using Bee-Bots to solve math problems. They were also given a demonstration by "PV", a robot programmed to work with autistic children.

The class traveled to Western Montgomery Career & Technology Center in Limerick for a tour and an overview of the center from Candice Landis, Guidance Counselor. They also enjoyed lunch at the center which was prepared by the Culinary Arts Department.

Then the Leadership class ended their day by traveling to the Montgomery County Community College University Center for their second session of BoardCorps Bootcamp, presented by Laura Otten, PH.D., Executive Director, the Nonprofit Center at La Salle University's School of Business' signature immersion into the roles and responsibilities of nonprofit boards.

In addition, the class members also received a tour and an overview of Montgomery County Community College's West Campus from Peggy Lee-Clark, Executive Director of Government & Special Projects for MCCC. They were given the opportunity to see the work being done to house more classes in the old PECO building at 140 College Drive.

Leadership
TRI-COUNTY



- 1: Class members watch Perkiomen Valley Elementary students use Bee-Bots to solve math problems.
- 2: Mark McIntyre, Director of Special Education, Perkiomen Valley School District, with "PV" the robot.
- 3: The class spent time in a computer lab with Perkiomen Valley Elementary students.
- 4: Leadership Tri-County's participants toured various classes at the Western Montgomery Career & Technology Center in Limerick including the automotive department.
- 5: The class participates in their session of BoardCorps Bootcamp the Nonprofit Center at La Salle University's School of Business' signature immersion into the roles and responsibilities of nonprofit boards.
- 6: Peggy Lee-Clark provides a tour of Montgomery County Community College's West Campus.

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NOVEMBER MEMBERSHIP BREAKFAST

Chamber Members heard the “State of Higher Education” during the November Membership Breakfast at Brookside Country Club in Pottstown.

The Chamber welcomed leaders from four local colleges as part of an education panel: Dr. Brock Blomberg, President, Ursinus College; Dr. Kenneth Hawkinson, President, Kutztown University; Dr. James Links, Interim President, Montgomery County Community College and Dr. Lex McMillan, President, Albright College. They spoke about how the colleges are planting the seeds for success by preparing tomorrow’s workforce and citizens for future endeavors.

Blomberg talked about how Ursinus College prepares students for change.

“We have a curriculum that is structured to encourage that ability to be prepared for change,” Blomberg said. “At a college or a university I think it is coming upon us not to be just about curriculum. So much of your college experience is about your co-curricular experiences.”

Ursinus College’s curriculum provides the “common intellectual experience” in the classroom that encourages students to learn about life and themselves by asking the following questions: “What does it mean to be a human being?” “What is my place in the world?” “How do I live a productive life?”

Ursinus College’s “independent learning experience” provides students with the opportunity for internships or research where they can get real world experience.

Blomberg said the College is continuing to look for ways to be engaged in the community. Community members are welcome to visit the Philip and Muriel Berman Museum of Art located on the college campus.

Hawkinson talked about how Kutztown University is preparing students for all kinds of vocations.

Kutztown University began as a teacher’s college and throughout the years has expanded to include many programs for students. Hawkinson highlighted the Colleges of Distinction: College of Business, College of Liberal Arts and Sciences and Teacher Education Program.

Hawkinson said the College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and

only 5 percent of business colleges in the entire world received the accreditation. The College offers an entrepreneurial minor to help young people learn how to start new businesses.

Links discussed how MCCC prepares people for new careers (that are undergoing transitions in their lives.) He referred to the College’s role as “just in time” for students beginning their higher education experience with a two-year program, adults who are returning back to school because of a career change; veterans returning from a war wanting to further their education, etc.

The College is also connecting with the business community in the tri-county area with its workforce development programs. MCCC has partnered with VideoRay Underwater Remotely Operated Vehicles in Pottstown for professional development and other events. The College also partners with local high schools on dual enrollment and other programs.

In addition to MCCC’s various programs, Links also mentioned the project in Pottstown at 140 College Drive (the former PECO building) where hydroponics and aquaponics labs are being completed.

McMillan talked about the “enduring value of liberal arts education.” Despite the skepticism about the cost of going to college, education is the core preparation for success.



1: The following New Members were welcomed at the November Membership Breakfast and received their Membership certificates (from left to right): Dorothy Ruehle, Your CPA Alternative; Christine Wright, WrightBrain Design, LLC; Joseph Bergquist, Tompkins Vist Bank; Robert McClintock, Rick Linn, LLC; and Chantelle Oliver and Ann Moll, Gallen Insurance.

2: From left to right: Breakfast Sponsors Carmen Italia, Barry Isett & Associates; Dee Reidenbach, Boyertown Oil & Propane; and John Mark Niehls, Coventry Christian Schools.

3: The education panel discussion featured (from left to right) Dr. Brock Blomberg, President, Ursinus College; Dr. Kenneth Hawkinson, President, Kutztown University; Dr. James Links, Interim President, Montgomery County Community College and Dr. Lex McMillan, President, Albright College.

Thanks to our sponsors:



“Students graduating from Albright communicate effectively, have analytical reasoning skills and the ability to adapt to change,” he said. “Those are the top outcomes employers look for in future employees that are graduating college.”

McMillan said in the 90 independent colleges in PA are responsible for 49 percent of the baccalaureate degrees in the state whereas the state schools only account for 25 percent of the baccalaureate degrees.

In honor of Veterans Day (the day before), veterans were asked to stand and they were recognized with an applause from the attendees.

The Chamber also promoted Small Business Saturday which is being observed on November 28 this year. Small Business Saturday, founded by American Express, is a national movement to encourage people to shop locally instead of chain stores. Members were presented with postcards at their tables providing information about Small Business Saturday. The postcards contained a QR code to the Chamber’s online Business Directory so Members can shop local and practice their ABCs (Always Buy Chamber). The Chamber provided a Small Business Saturday table with materials Members could take with them such as tote bags, dog bandanas and shop local flyers they could take selfies with for their social media.

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WOW - WOMEN OF THE WORKFORCE

Connect with women business professionals who are from the tri-county area at our WOW events. Our WOW programs also offer opportunities for personal and professional development.



THE NEXT WOW LUNCHEON:

- **Wednesday, February 10**
- **11:30 AM to 1 PM**
- **Gianni's Catering and Event Venue:**
1445 E. Schuylkill Rd., Pottstown, 19465

Topic: To Be Determined

\$26 per Member (prepaid by 2/5); \$32 per Member (invoiced or after 2/5); \$35 per non-member

Sponsored by:



NBC10 Anchor and Reporter Denise Nakano to emcee Women's Roundtable event

The TriCounty Area Chamber of Commerce will welcome NBC10 Anchor and Reporter



Denise Nakano as the emcee and moderator for the annual Tri-County Area Women's Roundtable on **Thursday, January 7**, from 5 to 8 PM, at Spring Hollow Golf Club, 3350 Schuylkill Road, Spring City. Women in the tri-county area are invited to enjoy an evening of empowerment and encouragement at the roundtable.

Nakano will moderate a panel featuring **Vali G. Heist, M.Ed.**, owner of The Clutter Crew; **Annarose Ingarr-Milch**, owner of ROI Training & Consulting; **Melissa Dietrich**, Membership Manager at Longwood Gardens; and **Penny**

Zenker, creator of "The P10: Productivity Accelerator System".

Cost: \$35 per person (prepaid by January 1); \$40 per person (after January 1) and \$250 per table of 8.

To register or for more information, visit www.tricountyareachamber.com. Registrations can also be made by phone: 610.326.2900. **Sponsorship opportunities are available.**

MARKETING WITH THE CHAMBER

Engagement – Creating Connections



By Heather Tyrrell

As you can see from TriCounty Area Chamber of Commerce's logo and throughout the Chamber's section of the *Route 422 Business Advisor*, our focus is Building Communities, Creating Connections and Supporting Commerce. In last month's article I discussed how the Chamber is Building Communities. Today I want to tell you about Creating Connections.

Creating Connections is where you may find your niche if you enjoy networking. The important aspect of networking is not necessarily making a sale, but building a relationship. We are more likely to do business with someone we know rather than just a random person or business.

While you are Creating Connections, listen to the person you are networking with and determine how you can help them. Building relationships is not something that happens overnight so that is why it is important to continue attending our networking events.

The Chamber offers a variety of events to make connections. Choose what is most comfortable and convenient for you!

Membership Breakfasts – Attending Membership Breakfasts is a great way to meet new Members, stay in contact with Members you know and learn what is happening in the community.

Business Card Exchanges – Build your business with other Members at our monthly Business Card Exchanges held at a Member business or organization. Meet new people and learn something new about the Business Card Exchange host.

Women of the Workforce Events – Connect with women business professionals from the tri-county area. The events also offer professional and personal development opportunities.

BUSINESS CARD EXCHANGE



From left to right: Jackie Gofus, Janney Montgomery Scott, LLC; Deb Werner, Reflections Hair Designs; and Janet Flack, Platinum First Realty, network at the October Business Card Exchange.

During the October Business Card Exchange, Members enjoyed networking at the Pottstown Area Seniors' Center, 288 Moser Road, Pottstown. They received a tour of the center and learned more about the remaining work that needs to be completed for the renovation project.

October Sponsor:



THE NEXT BUSINESS CARD EXCHANGE

- **Tuesday, January 26**
- **4 – 6 PM**
- **Gianni's Catering and Events:** 1445 E. Schuylkill Road, Pottstown, PA 19465

Join fellow Chamber members for networking and refreshments at this newly opened and redecorated venue site.

Business Card Exchanges are for Members only and are no charge. Reservations are appreciated. Register online at tricountyareachamber.com or call 610.326.2900.

Annual Dinner – Our Annual Dinner is our largest networking event of the year! Celebrate success by connecting with the many attendees and hearing an inspirational message from our Annual Dinner speaker.

Take Our Daughters & Sons to Work Day Luncheon – Connect with other Chamber Members and their children during the luncheon. Your child or children learn about businesses throughout the tri-county area with the event's mini-expo.

Creating Connections is also about marketing your business or organization. The Chamber offers a variety of opportunities to put your company in front of various audiences.

Offer Member to Member discounts – Share your Member to Member deal or community deal on Hot Deals. This is a free service for our Members.

Press Releases – Share your news of a new hire, award, project or other accomplishment with a press release on our website at no extra cost. Your press release headline is on a scroll on our homepage and under Member News on our website. Press releases are also shared on social media.

Email sponsorship – Have your company's message, including a link to your company's website, distributed to 1,200+ Chamber Members. You can choose from sponsoring two emails a month or four

emails a month. Links to our email are also shared on social media.

Route 422 Insert Sponsorship – Share your company's message on a flyer that is inserted in Members' copies of the *Route 422 Business Advisor*. Sponsors are also thanked on our social media.

Coffee Sponsorship – Our conference room is used for various meetings. Coffee sponsors are promoted on the conference room doors, on a plaque inside the coffee room, in our emails, and in the *Route 422 Business Advisor*. In addition, coffee sponsors are listed on social media.

Enhanced Business Directory Listing – At an extra cost, you have the opportunity to include a map, or photo on your directory listing.

You can also get involved with Creating Connections more exclusively by joining a Chamber committee, participating in Leadership Tri-County or becoming part of R3 (Relationships, Revitalize, Referrals).

For more information on Creating Connections, call 610.326.2900 or email Chamber President Eileen Dautrich, eileen@tricountyareachamber.com.

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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

See page 47 for additional information!

Register by scanning QR code or call 610.326.2900



GOVERNMENTAL ARTICLE

CHANGE OF BALANCE

Pennsylvania's most recent election saw one of the most competitive Supreme Court races since 2009. The Democratic candidates swept the race, changing the balance in Pennsylvania's Supreme Court. David N. Wecht (D), Christine Donohue (D) and Kevin M. Dougherty (D) filled three vacancies left behind by retirement and resignations. Going into the primary, there were 12 candidates running for these positions. The three-for-three sweep in the elections give the Democrats a 5-2 advantage on a panel that has been primarily controlled by Republicans. A whopping \$15.8 million and counting is the total cost for this race, breaking previous records.

Many are saying that the ramifications of this election will be felt for the next 20 years. The Supreme Court will likely play a role in the next redistricting process after the 2020 Census. This could shift the balance of power from one party to the other. The court approves maps for legislative and congressional districts and in some cases chooses the fifth member of the Legislative Reapportionment Commission. A Democratic bench can lead to Democratic leaning reapportionment in the future. For a bench that has been skewed with scandal over the last few years, the hope is that the infusion of these three new justices will put the court back on track.

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

PA GAMING CONTROL BOARD SPEAKER FEATURED AT PRO-BUSINESS COUNCIL MEETING

The TriCounty Area Chamber of Commerce would like to thank **Doug Harbach, Director of Communications for the PA Gaming Control Board**, who was the guest speaker at the Pro-Business Council meeting on November 16. There will be no Pro-Business Council meeting in December due to the holidays. Stay tuned for more information in 2016.

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 attended the November Membership Breakfast.

Pottstown High School

Pottstown High School is proud to be a comprehensive high school. Our offerings include Advanced Placement classes, dual enrollment classes, vocational programs of study in 10 different areas of study, award winning art and music programs, and an Air Force Junior ROTC program that logs over 2000 volunteer hours a year!

School spirit is at an all-time high this year and students have been quoting as saying "School is fun again. People want to come to school now." The teachers at Pottstown High School genuinely care about their students and that shows every day in the way that they go the extra mile. Each teacher finds their niche and shares their gifts every day. One teacher works diligently every week to come up with spirit activities to run during all 4 lunch zones. Another teacher volunteers hours of her personal time to evaluate and disseminate data. These are two extremes but equally valuable to the well-rounded success of PHS.

Pottstown High School offers students in grades 10 through 12 a career and technical education (CTE), along with the rigorous academic foundation needed for success after high school. Students who successfully complete one of Pottstown's 10 CTE programs are prepared for employment and post-secondary education, often having already earned college credits and industry certifications. Pottstown High School is unique in that CTE programs are offered within the same building as academic classes. Because it is a comprehensive high school, Pottstown High School students do not need to be transported elsewhere for their technical education. Our students are not subjected to the scheduling conflicts, variant or repeated lessons, or missed extra-curricular activities that may concern students in other districts.



Career and Technical Education is not the vocational shops of yesterday. The technological advancements in all careers have lead to significant changes in CTE. Post-secondary opportunities for CTE students are numerous. A student interested in attending a four-year college should research Career and Technical Education programs.

PHS CTE programs include Accounting, Automotive Technology, Construction Technology, Cosmetology, Culinary Arts, Early Childhood Education, Engineering Technologies, Entrepreneurship, Health Technology, and Management Information Systems.

All students are eligible to participate in a dual enrollment program with Montgomery County Community College. While all students can take classes for credit at MCCC, a very special program exists called the Early College Program. Students finishing their sophomore year of high school with a GPA of 93% or above are eligible to apply for a full scholarship to MCCC through the Foundation for Pottstown Education. Successful candidates earn 30 college credits—the equivalent of their first year of college—by the end of their senior year.

There are many exciting things going on at Pottstown High School. Call to set up a tour today!



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Tri-County Area Women's Roundtable

Join us for a POWER HOUR
With Women in the Tri-County Area

THURSDAY
JANUARY 7 2015 TO 5 PM 8

Spring Hollow Golf Club

3350 Schuylkill Rd., Spring City, PA 19475

\$35 per person (prepaid by 1/1); \$40 per person (invoiced or after 1/1);

\$150 per table of 8

Contact the Tri-County
Area Chamber of
Commerce at
610.326.2900

**Denise Nakano, weekend anchor
for NBC 10, will be the moderator
for our panel discussion!**



SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

RIBBON CUTTINGS

**Dana Holding
Corporation,
1040 Center Ave.,
Pottstown, PA 19464**



**Limerick Medical
Center,
2871 East High St.,
Pottstown,
PA 19464**



**Pennsylvania Farm
Table Company,
747 Sweinhart Rd.,
Boyertown,
PA 19512**



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@tricityareachamber.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:

- **Boyertown Oil and Propane** - Service Dispatcher
- **Family Services of Montgomery County** - Medical Case Manager (Project HOPE); Program Coordinator, Foster Grandparent Program
- **MacKissic, Inc.** - Mechanical Engineer; Production Metal Fabrication/Welding Foreman
- **Midcore Solutions** - Business Development Specialist

**Reading Health
System,
957 Ben Franklin
Highway,
Douglassville,
PA 19518**



**Simply Sherry,
14 S. Reading Ave.,
Boyertown,
PA 19512**



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POTTSTOWN SCORE CELEBRATES 25TH ANNIVERSARY WITH CLIENT EXPO

On October 22nd, the Service Corp of Retired Executives (SCORE) Pottstown Chapter celebrated its 25th anniversary with a first of its kind Client EXPO.

The event was open all of the tri-county area business community and their supporters. SCORE is a national organization of volunteer advisors offering free, confidential business advice to small businesses, entrepreneurs and local communities. All of the exhibitors at the EXPO were SCORE Clients or sponsors. The purpose of the EXPO was to promote the local SCORE chapter and their work in helping local business development, and to encourage SCORE clients, both past and present, to share their experience and showcase their businesses.

This was a first time effort for SCORE Pottstown. The meeting room at the Connections on High Café provided the perfect setting, and St. Peter's Bakery, a successful SCORE client, provided delicious food. In addition, the Peppermint Stick Candy Store offered free samples of some of their best candies.

Fifteen area businesses exhibited at the EXPO: Art Fusion 19464, Building A Better Boyertown, Diamond Events LLC, Grumpy's Handcarved Sandwiches, JP Design, Laserworx, L&J Commercial Cleaning Services Inc., Magical Wonders Vacations, The Peppermint Stick Candy Store, Power Seal USA, S&N Ventures Inc., Saint Peter's Bakery, Strong Point Graphics, Lifepoints Counseling Center,

and Victory Closets. Each of the fifteen local businesses presented their products and services in beautifully decorated exhibits.

The agenda included two well-attended business seminars, and Barry Cassidy spoke about his experiences during the revitalization efforts in Downingtown, South Street and Phoenixville. He communicated the need for local businesses to be part of the larger revitalization efforts.

It was exciting to see the camaraderie between the participants and the genuine "hum" of interest and enthusiasm by all of the participants, many of whom relayed to the SCORE team their excitement about the EXPO, the rewards gained from this event and the commitment to do it again.

The team at SCORE Pottstown is looking forward to another EXPO in 2016 . . . and would like to see it expanded to provide the opportunity for more businesses to "meet and greet." ■





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(L-R) NARI-BIE members, 2015 Home Show, John O'Boyle, Dennis Gehman, Ranae Gabel.

BIG, BREAKING NEWS ABOUT A POTTSTOWN TRADITION

NARI-BIE is an association of builders. This year we have taken that building instinct and drive straight to the heart of our largest yearly community effort, the **Pottstown Home Show**, now the **Pottstown Family & Home Expo Sponsored By NARI-BIE** scheduled for MARCH 4-6, 2016. Almost everything about the home show is bigger, better and changing by the week. NARI-BIE is giving the show a much-needed facelift, from the foundation to the icing. Being the local team, we are listening and answering the local requests to showcase services and amenities that are the most important throughout the larger community.

With a much larger location, the 1st Annual Pottstown Family & Home Expo's new venue will be the former Ross location in the Coventry Mall. Perhaps the biggest news, is that the exhibitors are not limited this year to NARI-BIE members. The show will be open to all who want to showcase their business, craft or community efforts with exhibitors scheduled from the entire length of the Route 422 corridor and beyond. With expanded space to fill and parking to offer, BIE is expecting triple the fine attendance of last years show.

The PFHE will be offering space for up to 80 exhibitors to showcase better living ideas, new home, garden, and healthy technologies. Along with the usual giveaways and goodies, we are offering various interactive contests, food exhibitions such as cake decorating and a CHOP contest. A balloon artist will be twisting up a storm and there is a free consumer drawing for a beautiful children's

playhouse and a \$1,000.00 scholarship award to a student attending college or a trade school.

Admission to the public will be FREE this year so we will be making every effort to accommodate fun-filled activities along with our always superb builders, landscapers, craftsmen and home artisans. Show runs: Friday March 4th from 2:00 to 9:00 pm; Saturday March 5th from 10:00 am to 9:00 pm; Sunday March 6th from 11:00 am to 5:00 pm.

The show has its own website for consumers and member alike to follow announcements, and all updates: www.pottstownfamilyandhomeexpo.com. Interested participants should contact Tammy Hetrick, Show Coordinator, at tammyh@NARI-BIE.org

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

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

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



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f NARI HOME

SMALL NUDGES MAKE A DIFFERENCE



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

We have had the opportunity to work with a team of people who wrote a book called *The Art Of The Nudge*. Their leadership communication framework, TATN, is used in a variety of ways to help inspire business executives and their business associates to actions that deliver results in a variety of ways. While working with them, I have seen a difference in my own business by making small changes or better described as nudges.

This year, we added a program for those businesses that want to focus on their marketing strategy, called "Pick Your Own Marketing Plan." By meeting with them each month to create a monthly marketing plan, we have seen significant growth for their businesses. It was in one of our strategic planning meetings that a small nudge was discovered not only for the client, but also for us. I have been using an automated system to take blogs from our website to LinkedIn Pulse. Little did I know that, although this automated system was great at providing a way to publish the blogs to Pulse, it didn't complete the very important step of posting it within the client's personal LinkedIn profile.

So, I set out to test this myself. I sent the very same article via "InShare" directly from my blog on my website and also manually uploaded it to my profile page. The manual upload received reviews, comments, and likes. It was found through LinkedIn Pulse, LinkedIn Profile, and through Google search engines. On the other hand, the "post" directly from my blog is still off the radar. Needless to say, the small nudge of publishing posts manually will be a big change for our clients who we publish articles and blogs on a regular basis.

Here's my nudge when it comes to posting on LinkedIn. Post high-quality content that is targeted to the audience you want to reach on LinkedIn. When posting, create posts that help to solve problems, tips and tricks, advice, or teach the reader. They should not be about selling your product or service. Oh, and, don't forget a photo on the post. That's very important to being noticed when on Pulse.

Let LinkedIn help you be found. By posting directly onto LinkedIn, those articles which gain interest will also be noticed by LinkedIn and be placed as a spotlight in one of the categories on LinkedIn where it will be seen by tens of thousands of readers.

Another benefit of posting directly from your profile is that you can view the metrics and trends about the people viewing them. You can see the likes, sharing, and comments of the posts. You will see how your posts are doing, what the audience demographics are and who is engaging.

Add LinkedIn posts to your marketing regimen to nudge your business influence and consequently create more business. 📦

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.

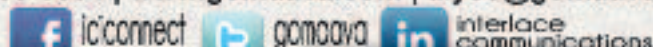
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MOUSE IN THE HOUSE? Help Mice pack their Bags...

Colder temperatures and ready for move in...

By Patriot Pest Solutions

As the cold weather approaches, mice are already packing their suitcases and headed towards your house. You love your home right? Well don't let these pesky rodents ruin your winter fun. As the temperature declines, rodents are on the move. Did you know, that a mouse actually constructs a "super highway" of sorts when he goes back and forth to your house. Even if you eliminate that one

mouse, he has left a trail of oil and dirt that his friends and family use to enter your dwelling. You may ask yourself, "How do I know if I have a mouse issue?" One thing for certain, if you've seen one, he has friends. Mice are capable of reproducing offspring at 2 months of age. A single female can reproduce up to 35 young each year... You do the math...mice reproduce more rapidly than rabbits! It's true.

Mice are nocturnal. So, if you hear scratching and scampering in your walls or in your attic in the wee hours of the night...you probably have mice. You may say to yourself your immaculately kept house couldn't possibly have mice. Well it's not what you think. Mice can sneak in and enter through a hole the size of a pencil eraser. They are very agile after all. A mouse can jump 18 inches in the air and can climb and swim! They are also intelligent creatures. They know your attic insulation makes the perfect winter nesting area for their babies. And just before dawn and just before dusk, your little mice friends begin feeding time. Actually, mice constantly feed throughout the day. That's a lot of food. Good thing you left the bread out! In all seriousness, mice can cause extensive damage to homes. They chew on anything that is

harder than their own teeth including any wood and wires in your structure. Signs of damage include chew marks at entry points, nesting materials (insulation, materials gathered from upholstery, or seat cushions) urine staining, fecal matter on flat surfaces (floors, counters). These are all telltale signs that mice are present. Mice roam about looking for seeds, grains, grasses, bread items in your kitchen. Mice have even been known to steal your pet's food

and hoard it so they can be well nourished through the winter months. I guess there is no surprise then to find out that the word 'mouse' derives from the Sanskrit word 'musha,' meaning THEIF in English.

HAZARDS

Why Mice Pose a Risk

As we mentioned, mice can chew and destroy your property. They also cause potential health risks. Mice are vectors of disease. They can bring other unwanted pests like fleas, mites, and bed bugs. Although mice are particular about their cleanliness, they defecate and leave urine and feces behind for humans to inhale and handle. And with all that eating, it can leave behind quite a mess. Mice can

pass on salmonellosis (bacterial food poisoning) by contaminating your food products. Mice also have been linked to increased cases of asthma. It's important to have a professional help with your rodent problem before it spreads. The best solution is trapping, sealing, and baiting. Patriot Pest Solutions offers solutions to your rodent problems. Year round service is considered the best option as mice issues are unfortunately not limited to colder weather.

BET YOU DIDN'T KNOW...

- A male mouse is called a **BUCK**.
- A female mouse is called a **DOE**.
- A collection of mice is known as **MISCHIEF**

"Scientists have revealed that mice can be used for detecting explosives or drugs."

- Mice are very particular about their cleanliness.
- Mice sleep for 12 hours a day.
- Mice are color blind (three blind mice).
- Mice cause more than \$1 billion in damages each year in the US

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COMMON LAW MARRIAGE IN PENNSYLVANIA



LEGAL PERSPECTIVES

By Julie J. Marburger, Esquire, Wolf, Baldwin & Associates, P.C.

Like most things in the law, common law marriage is often confusing and misunderstood. For most people, the term conjures up images of a couple that has lived together for an extended period of time. However, the more widely accepted legal view is that common law marriage is an informal marriage that is not effectuated by civil or religious means. In other words, it is a marriage where the parties did not get a marriage license or have a religious ceremony. While co-habitation may be one of the factors considered in determining whether a common law marriage is valid, it certainly is not the only factor.

Common law marriage has a long history, with origins in Europe. It was brought to America and has varying degrees of recognition, depending on each state's laws. The amount of recognition ranges from some states currently or always recognizing the concept to other states never recognizing common law marriages.

praesenti. In other words, at some point in time, the parties must have spoken that they considered themselves to be married to one another.

However, just because the parties did not speak the words that they are married does not automatically mean a common law marriage did not exist. The party claiming a common-law marriage bears the burden of proof to establish a common law marriage. A spouse who cannot establish the creation of a common-law marriage by an exchange of words may be entitled to a rebuttable presumption of marriage by showing constant cohabitation and reputation of marriage.

This can be proved by deeds or rental agreements indicating both parties lived in the same residence, tax returns where the parties filed as married, or other evidence showing that the parties held themselves out as a married couple.

(See "Legal Perspectives" on page 60)

Does Pennsylvania recognize common law marriages?

There have been many cases that have dealt with Pennsylvania's treatment of common law marriages. In Pennsylvania, a common law marriage can be recognized as long as it occurred before January 1, 2005. The legislature has stated that any common law contracted after that date is invalid; however, the courts can establish that a common law marriage existed before then.

How is a common law marriage established?

Two things are required to establish a common law marriage existed: capacity and present intent. Capacity means are the parties legally capable of obtaining a legal marriage. Specifically, the parties must be eighteen years of age and unmarried.

Present intent is the second and most litigated standard to establish a common law marriage. Case law has set forth that a common-law marriage in Pennsylvania could be created by an exchange of words in the present tense spoken with the intent to establish the existence of the marital relationship. This exchange of words is known in common law as the *verba in*

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LEGAL PERSPECTIVES

(Continued from page 59)

The parties can also use testimony from friends, family or people in the community that the couple did or did not hold themselves out as a married couple.

What does a common law marriage designation mean for a divorce?

Once a common law marriage is established as valid, the divorce proceedings are the same as a typical marriage. A complaint is filed alleging the date of marriage as the date the parties exchanged the present intent. The parties can divide marital assets through equitable distribution, obtain support or alimony, and pursue any other rights they would normally be entitled to through a divorce.

Are same sex common law marriages valid?

Pennsylvania does not recognize domestic partnerships or civil unions within the state. Until 2014, the capacity to marry included that the parties be of the opposite sex. However, with the legalization of same sex marriage, the door has been opened to same sex couples utilizing

the common law marriage designation. Recent case law has confirmed the right of same sex couples to establish a common law marriage in Pennsylvania. In July of 2015, Bucks County Court Judge C. Theodore Fritsch Jr., found a common law marriage was established between a same sex couple. However, the Pennsylvania Superior and Supreme Courts have not addressed the issue. The application of common law marriage to same sex relationships is clearly an evolving area of divorce law, which will be delved into further as time passes.

Common law marriage and divorce, like many areas of Family Law are peppered with nuances that may not be intuitive or even sensible. An attorney well versed in the practice of Family Law can help guide you through what can be an unpleasant experience, mitigating issues that may arise and getting you the outcome you deserve. ■

Julie J. Marburger, Esquire, is an attorney at the law firm of Wolf, Baldwin and Associates, P.C. She practices in the firm's Reading, Pottstown and West Chester offices. In 2014, she received the Select Lawyer award for her practice in Family Law. She may be reached by telephone at 610.374.2400 or by e-mail to jmarburger@wolfbaldwin.com.

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ROTARIAN PERSPECTIVES

The Rotary Family



**By Jerry D. Myers,
Past Club President,
Pottstown 1983-84,
Member since 1978**

As a Rotary member of any local club, we often are introduced to leaders of the community. In many cases, the introduction is a result of a business or social event. In other cases we meet just by chance. The Rotary sign is placed on many business establishments to promote the high ethical standards of their business.

One such business is a motel in Caryle, Pennsylvania, which has the Rotary sign posted on their window. While traveling up route 81 from West Virginia with my wife and daughter on our way home from college, my car stopped running. I was able to coast off the exit and into a gas station. It was a Sunday evening and the service station was closing and was unable to help. There was a motel just up the street

where there was a Rotary sign on the window. I was telling the motel owner at the desk about my situation, and that I was a member of the Pottstown club. He pointed to a white Cadillac and said to take it to dinner, and he would call his friend who was the owner of a local dealership, even though the dealership was closed. After dinner I was informed that our car would be picked up and taken to the dealership. The next morning we had a knock on the door. The motel owner said that our car was ready. I asked him for the bill and was told there was no charge!

Of course I was happy to have such a caring person to help us, and be treated like I was family. That is what a Rotary a family means.

If you have ever considered joining a service club, you will be welcomed into a family of professionals in Rotary! We meet once each week at Brookside Country Club in Pottstown, on Wednesday evening at 6:30 PM. 📅



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Inspections; Factory-scheduled maintenance, Sales and service of many major brands of tires; Computerized wheel balancing; Brake service; Exhaust repair and replacement; Air conditioning & cooling system maintenance and repair; Tune-ups and computerized engine diagnostics; Fuel injection service; Engine repair; Transmission service; Steering and suspension repairs; Replacement of shocks and struts; and Road Services such as emergency jump and tire repair.

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The new site, <http://www.repprinting.com/> details the services offered by REP Commercial Printing, and provides a glimpse into the company.

Printing capabilities range from posters and brochures to annual reports and hardbound or softbound books.

The experienced sales and design staff takes the time to discuss a client's goals and needs, and works with them to create eye-catching, high-quality printed materials.

For those businesses without design capabilities, REP offers those services as well, from book and newsletter layout to logo design and more.

For more information on REP Commercial Printing, please contact sales representative Michael Doyle at mduoye@readingeagle.com or 610.371.5183.

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REGIONAL CHAMBER ROUNDUP



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Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees in which to live, work, learn and play. We can help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe.

For more information, contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit the Chamber website: www.PVchamber.net.

UPCOMING EVENTS

NEW EVENT!



BUSINESS MATTERS Luncheon! **December 3, 2015**

11:30am – 1pm

The Power of a Business Plan,
presented by Tom Jordan, TD Bank.

Location: Wegmans, 600 Commerce Drive, Collegeville

Details visit www.PVchamber.net!

Feed your knowledge!

December 3, 2015 – Univest Mixer

Join us for a business card exchange at the new Univest branch located in the Providence Town Center, Collegeville.

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, 2015 – PV WIN Dinner at Kinetic Physical Therapy

Kinetics Physical Therapy, located in the Providence Town Center will host a dinner party catered by Margarita's Restaurant. All ladies of the PV Chamber and guests are invited to attend this fun and educational networking event. Look for details on PV Chamber Website www.PVchamber.net.

NEW EVENT!

PV Stars Best of the Valley 2nd Annual Awards Gala

February 11, 2016

RiverCrest Golf Club & Preserve

5:30 PM – 8:30 PM

The 2nd Annual PV Stars Gala will recognize businesses and individuals that have made a positive impact on life in the Perkiomen Valley this year! Leaders from **Montgomery, Northeast Chester and Southern Berks Counties** will gather for an evening filled with networking, food, drinks, exhibitor showcase and awards ceremony. Keynote address presented by Kevin Reilly, Former Eagles Football player, cancer survivor and amputee, motivational speaker. Event sponsorships range from \$100 to \$3,500. To discuss sponsorship opportunities or create a custom package, contact Renee Blomstrom at 610-489-7822.

Award Categories include: Emerging Business of the Year, **Small Business** (1-25 employees) of the Year, **Medium Business** (26-50 employees) of the Year, **Large Business** (51+ employees) of the Year, **Business Star** of the Year, **Non-Profit Organization** of the Year, **Humanitarian** of the Year, **Distinguished Service Person** of the Year and **PV Chamber Member** of the Year.

Winners will be announced at the PV Stars Awards Gala on February 11, 2016. Visit www.PVchamber.net for event details, finalist list, sponsorship opportunities and to purchase your tickets.

SAVE THE DATE:

February 18, 2016 – Annual Regional 5-Chamber Mixer – Copperfield Inn at Lakeside, 4-6pm

March 22, 2016 – PV Chamber Annual Meeting

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!

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Bronze Sponsors: **Kelly Insurance, Phoenixville Federal Bank & Trust, Kriebel Security/Czar Star Security, XPO Business Equipment, Pine Run Construction, Keenan, Ciccitto & Associates, TD Bank**

More details available online www.PVChamber.net or call the PV Chamber office at 610-489-6660

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

New Members meet & greet with Board of Directors and Ambassador Committee

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

PV Stars
Best of the Valley
2ND ANNUAL AWARDS GALA

Feb. 11th, 2016
Rivercrest Country Club
5:30 pm - 8:30 pm

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FORMER EAGLES NFL PLAYER

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• info@phoenixvillechamber.org • www.phoenixvillechamber.org



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

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

UPCOMING EVENTS

After-Hours Mixer at Madison Providence – December 2

Come join your colleagues and make some new connections courtesy of the Phoenixville Chamber and Madison Providence! As always, bring business cards, an outgoing nature, and your best smile; you're certain to get a lot out of it!

Time: 4:00 pm

Cost: Free!

Location: Madison Providence; 500 Campus Drive; Collegeville, PA 19426

Ribbon Cutting for Phoenix Village – December 4

Phoenix Village is a brand new luxury apartment community featuring 1, 2 and 3 bedroom apartments in downtown Phoenixville, PA. Join us as we welcome Phoenix Village and its residents to our community!

Time: 5:00 pm

Location: 131 Bridge Street, Phoenixville, PA

December Monthly Membership Meeting – Holiday Breakfast – December 8

Join us to stay up to date with the Chamber, network with other Chamber members, and discuss new ideas for your business! This month's holiday breakfast will also feature the presentation of the Annual Charity Gala donation and music provided by the University of Valley Forge.

Time: 7:15am

Cost: \$18 for pre-registered, \$20 for non-registered, \$25 for not-yet members

Location: University of Valley Forge, Flower Chapel, 1401 Charlestown Road, Phoenixville, PA 19460

Check Out Our Community Calendar

With the launch of its new website, the Chamber also launched a comprehensive Community Calendar. Members of the Phoenixville community can submit their own events to the site for all to see!

To find the Community Calendar and see what's going on in Phoenixville, head to the Chamber's website at phoenixvillechamber.org. You'll find upcoming events on the home page and an option to see all future events when you click View Events Calendar.

To add your own event, just click Contribute an Event. You can add a picture and links to your own site for more information. Advertising your event on the Community Calendar is a great opportunity to invite the whole community!

Ribbon Cutting with C.J.'s Pianos – December 9

C.J.'s Pianos is a full service piano company founded by Christopher J. LaBarre, a Registered Piano Technician. Come visit their downtown Phoenixville storefront to network, view the various instruments they have for sale, learn more about their services, and assist the Chamber in welcoming this new business to Phoenixville!

Time: 6:00pm

Location: C.J.'s Pianos, 221 Bridge St. First Floor Rear, Phoenixville, PA 19460

Membership Appreciation Event – December 10

Attention all members! Thank you so much for your great support of the Chamber throughout 2015! To celebrate this, we are hosting a Membership Appreciation Event on Thursday, December 10. This year's event will be a two-part event, and we hope to see you there!

Part 1

Join us at the Colonial Theatre for networking and light refreshments! Tours of the Colonial Theatre, including an opportunity to get a sneak peek at the upcoming expansion will be available!

Location: The Colonial Theatre

Time: 6:00pm to 8:00pm

Part 2

Continue the celebration at Molly Maguire's! Light fare will be provided with a cash bar – drink specials will also be available.

Location: Molly Maguire's Restaurant and Pub, Second Floor

Time: 8:00pm to 10:00pm

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

December 10, 2015 – Holiday Breakfast

Ring in the holiday season with a performance by the Spring-Ford High School Choir and enjoy a beautiful breakfast by Baird Catering. 8:00am – 9:00am, \$25.00 RSVP's must be in by December 8th.

December 17, 2015 – Chamber Holiday Party

Join us as we celebrate the holidays at Cuttillo's Restaurant. Complimentary Hors D'oeuvres and cash bar. 5:00pm – 7:00pm

January 21, 2016 – Chamber Annual Lunch

Join us as we kick off 2016 with a real "Philly" style event at the Loft at Landis Creek with guest speaker Tom Burgoyne, The Phillie Phanatic's Best Friend. 11:00am – 1:30pm

Sponsorships are still available for this event. Contact the chamber office for more information.

Tom Burgoyne, The Phillie Phanatic's Best Friend



Save the Date!

The Spring-Ford Chamber of Commerce 2016 Business-to-Business Expo will be held on Wednesday, March 30th 2016 at the Pope John Paul II High School in Royersford from 11:30am - 2:00pm. This year the chamber is proud to announce that they will be hosting Dr. G.Terry Madonna as their Keynote Speaker, he will be discussing the "2016 Presidential Election: At the Starting Gate—Prospects and Possibilities". Dr. G. Terry Madonna is a nationally recognized political pollster and commentator, then In the afternoon they are excited to have Gene Marks, Columnist, Author and Business Owner to inform business owners of the latest sales and marketing techniques for small businesses. Both speakers as well as admission to the event are FREE OF CHARGE and lunch will be provided by the vendors in their "Taste of Limerick"! **MARK YOUR CALENDARS, AN EVENT NOT TO BE MISSED.**

Sponsorships and vendor signups are now available on the chamber website at www.springfordchamber.com.

**For all of these amazing opportunities contact
Carla Haydt at the chamber office or at Carla@springfordchamber.com**

Local Christmas Tree to be displayed at the White House

Congratulations to chamber member Jay Bustard, of Jay Bustard Advertising, as his Lansdale-based Bustard's Christmas Tree farm was selected to supply a tree from their Leighton farm to the White House.

The selected tree has been growing at Bustard's Leighton tree farm and will remain there until Nov. 27 when Jay and Glenn Bustard, brothers who represent the third generation in running the family-owned business, will pack it up and present it to the First Lady for display in the Blue Room of the White House, according to Jay.

The Spring-Ford Chamber of Commerce Welcomes a New Executive Director



In October, the Spring-Ford Chamber welcomed Carla Haydt as their New Executive Director. Carla has served community organizations for much of her career. Most recently, Carla served the TriCounty Community

Network in Pottstown as their Special Events and Training Director and prior to that she served as the Director of the Wellness Council of Boyertown. While jumping into this new position she is excited to meet all of the members and to be a part of such an engaged community. Carla would like to encourage members to stop into the chamber office any time they need anything and to not hesitate to contact her for any reason.

Carla resides in Gilbertsville with her husband and 10 year old son.

2016 is Waiting FOR YOU!!!

Now is the time for chamber members to be thinking about their 2016 agendas. What are you looking to accomplish in 2016? The Spring-Ford Chamber of Commerce has lots of great opportunities to get market your business and to get involved.

• **SPONSOR AN EVENT** - Sponsorship opportunities are available for the Annual Lunch, the B2B Expo, and other signature events as well as the monthly meetings. Your name would look great on the event flyers and the website. What about a two minute commercial at our monthly luncheon or breakfast?

• **HOST A MIXER** - Would you like to invite the members into your business to see what you have to offer or show off your latest renovations? Now is the time to book your 2016 mixer.

• **MARKETING** - Have your logo on our website, our weekly email blasts or on our monthly post card. Spread the word about your business and the services you offer

• **GET INVOLVED** - The chamber has many committees and volunteer opportunities for you to get involved. Do you like planning fun events? Getting to know other members? Or just learning more about what the chamber is doing in 2016. Join one of our committees.

Business Advisor

Place Your Ad in our NEXT issue! Call (610) 323-6253

Wishing you *and* yours a most

Wonderful Holiday

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