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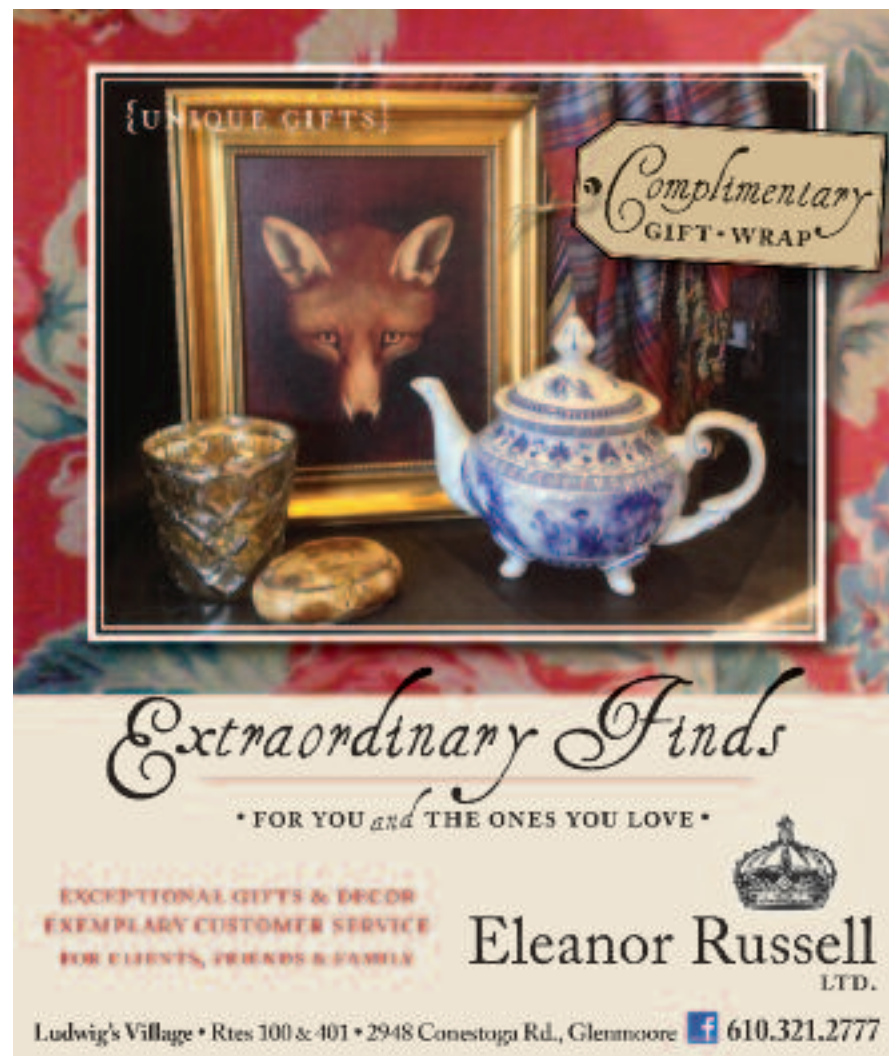
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6

Cover Story: *One of the best-known and well-respected contractors in the region, Gehman Design Remodeling has been an industry leader for 25 years — inspiring others and creating opportunities for education and self-improvement.*



18: Local tax planning & preparation firms share their approach to the fast-approaching deadline.



23-25: Browse the Business Marketplace to grow your business, network, and keep your money local.



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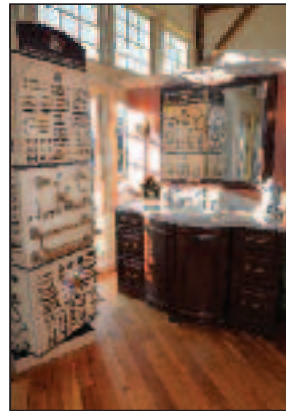
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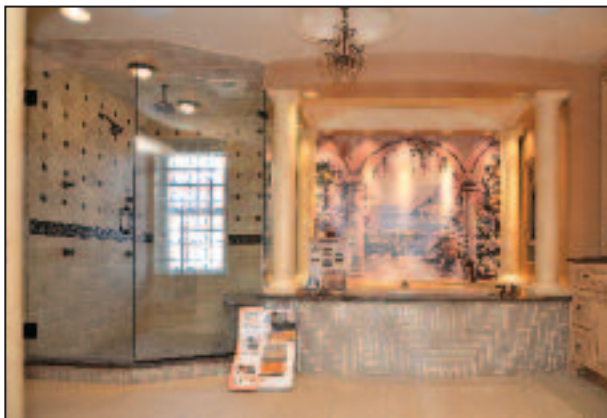
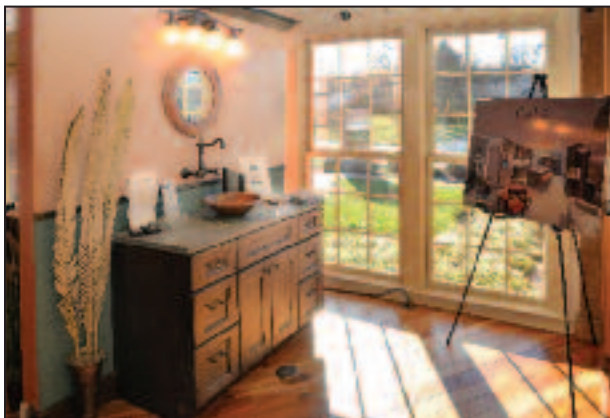
GEHMAN DESIGN REMODELING



A Beacon for Excellence in the Remodeling Industry... and Life



Dennis Gehman



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

In every industry or profession, there are practitioners who distinguish themselves as leaders. They demonstrate excellence and integrity in their business. They are active advocates for their profession. They are standard-bearers who lead by example, inspiring others and creating opportunities for education and self-improvement.

In the remodeling industry, Dennis Gehman is one such a figure. Gehman co-founded his successful business, **Gehman Design Remodeling**, with his wife Glenda, 25 years ago. Today Gehman Design Remodeling is one of the best-known and well-respected remodeling contractors in the region, having amassed a long list of satisfied clients who regularly recommend the company to friends and colleagues.

Gehman is currently finishing up his second year as president of the Pottstown Area NARI-BIE chapter. He will continue his involvement in the organization as a board member, and as one of the chapter's three representatives to the NARI national board. During the Ridge administration, Gehman served on a task force through NARI to lobby legislators in Harrisburg to require licensing and certification for contractors in the Commonwealth of Pennsylvania. Along with fellow member John O'Boyle of J.O.B. Construction, Gehman was also a catalyst for the Pottstown Building Industries Exchange (BIE) joining the National Association of the Remodeling Industry (NARI) in 2012, thereby greatly expanding professional development opportunities for members.

Gehman actively supports all of NARI-BIE's efforts, including the traditional annual Pottstown Home Show. This year, NARI-BIE is shifting gears, and will present its first annual "Pottstown Family & Home Expo" (www.pottstownfamilyandhomeexpo.com) at the former Ross location inside the Coventry Mall, March 4-6. Unlike past Home Shows, which limited exhibitors to NARI-BIE members, this year's show is open to all businesses along the Route 422 Corridor who want to showcase their company, craft or community efforts. The show will feature many familiar as well as first-time exhibitors who will provide information on better living ideas, and new home, garden and healthy technologies. With expanded space to fill and plenty of parking, NARI-BIE is expecting to triple the attendance of last year's show.

"The Pottstown Home Show has been around since 1952," Gehman said. "It has primarily been held at Sunnybrook Ballroom during that time. Unfortunately, while Sunnybrook is a wonderful facility and location, we were limited to 50 vendors and exhibitors, and we've outgrown that space. In this new location, we have capability to double that, and we're hoping to feature 80 or more vendors this year. That's our target, and it's looking good. There are going to be a variety of events for the family, and we'll make it worthwhile for people to come out and spend some time, with things for the kids to do while mom and dad are shopping for their home improvement needs."



The Gehman Design Remodeling showroom located at 355 Main Street, Harleysville, PA 19438.

Gehman Design Remodeling has won the NARI "Contractor of the Year Award" (COTY) 18 out of the last 20 years. "I joined NARI in 1992," Gehman said. "I was one of the charter members for the Bucks-Mont chapter and I spent a few years as president of that chapter." Gehman joined the Pottstown BIE in 1996. "By joining NARI I learned a lot about how you run a business, how to read and understand the financials, the importance of putting a budget together, and everything from marketing to selling and human resources," he said. "NARI, on the national level, which we, as local chapters have access to, has wonderful resources. There's NARI University, an online resource with webinars. I hold a number of their certifications and have even run some of the certification classes here on a local basis."

25th Anniversary Year

Gehman Design Remodeling recently celebrated their 25th anniversary on October 1st of last year. "The real value that we bring to people is the whole design and build process," Gehman said. "We're a one-stop shop."

Dennis Gehman is a classic "people person." When you meet him, you'll instantly feel welcomed, respected, and understood. Humble and mild-mannered, Dennis focuses on the big picture as well as the small details on how to best serve you.

His role as President of Gehman Design Remodeling requires him to wear many hats. As a Remodeling Consultant, he listens closely to your needs, wants, and ideas to translate, through his design and construction experience, into a project that will meet or exceed your expectations. While ultimately the buck stops with Dennis, he's grateful for the team members who do an excellent job in handling things so that projects can continue without needing to wait for him.

"Currently there are 20 of us," Gehman said. "It's really become a family business."

My wife Glenda and I started together in 1990. Glenda is the bookkeeper. Our daughter Kaela is a CPA, and is our Chief Financial Officer. Her husband Travis Yoder is our Marketing Director. Our oldest son Elijah Gehman is a Remodeling Consultant for us. Aaron, our second oldest is a Project Manager.

"We have a good core group," he continued. "I'm blessed to have two people who have worked with us over twenty years, and several individuals in the high teens. I appreciate that longevity and it's really those folks who are getting the repeat business for us. They are in the houses working with the people day by day. The consultants and designers work with Clients up front, but people call back a few years later, after we did one project and now they're ready for the next, and they ask if so and so is still with us and they request that individual to work on their project again."

Range of Services and the Remodeling Process

Gehman Design Remodeling provides a full range of home and commercial remodeling services. "We're doing fewer additions than what we did before the economic downturn," Gehman said, "but we still do a lot of big projects within the footprint of the existing house, such as taking down walls, putting in beams, and maximizing living space. Many people have a formal living room or dining room that they use once or twice per year, by taking down walls we're opening the floor plan so that the seldom used rooms become a part of their everyday living space."

"We do a fair amount of projects where people want to stay in their homes as they get older, known as 'aging in place,'" he continued. "I always enjoyed the home improvement remodeling aspect more so than new construction. For me that was because there is more people interaction. I enjoy the face-to-face communication, so we focus on the remodeling side of things."

(See "Cover Story" on page 8)

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COVER STORY

(Continued from page 7)

People who chose to work with us have made the decision they are going to stay in their home. We're not the right fit for somebody who wants to fix it up and sell. We offer a five-year warranty on all of our workmanship, and a ten-year warranty on structural. We are serious about that. We follow up with people and make sure things are working the way that they should. Thankfully, we seldom need to do anything. When there is something, we want to know about it. It's the best marketing that you can do. How you respond to a concern. People trust us in order to hire us. They expect that we take this seriously.

"For most folks, their house is the biggest investment they will ever make," Gehman explains. "They are spending a good bit more to have the renovations completed. We've chosen to go the route of having our employees do the majority of the work. Interior projects, it is 100 percent Gehman employees. Most exterior, when we are building an addition, we may need to bring in some specialty trades to get things done. We have five project managers. They are working tradesmen. They are there with their tools on, coordinating with the production supervisor in the office on a daily basis

for their manpower needs and material, and they will be on that project each workday start to finish. That goes a long way with the homeowner. The fact that we talk about it on a regular basis sets us apart," he said.

Gehman makes the process as easy and comfortable as possible for each and every client. "In the beginning, the best thing we can do is listen and ask a lot of questions," he said. "By asking questions based on what we know, we can hopefully get to understand what it is that the customer wants. Our first meeting is at their home. We take pictures, ask a bunch of questions, and then we like to set a second appointment and invite them to our showroom. In that interim, we develop a document that we call our 'opinion of probable cost,' including detailed notes about what they've told us, and what we believe the project budget ranges will be.

"By coming to the showroom they can see a bit more of what we are about," Gehman said. "We can pull up photos of other projects that have similarities to what they would like their's to be, and introduce them to the three-dimensional computer design program we use.

(See "Cover Story" on page 10)



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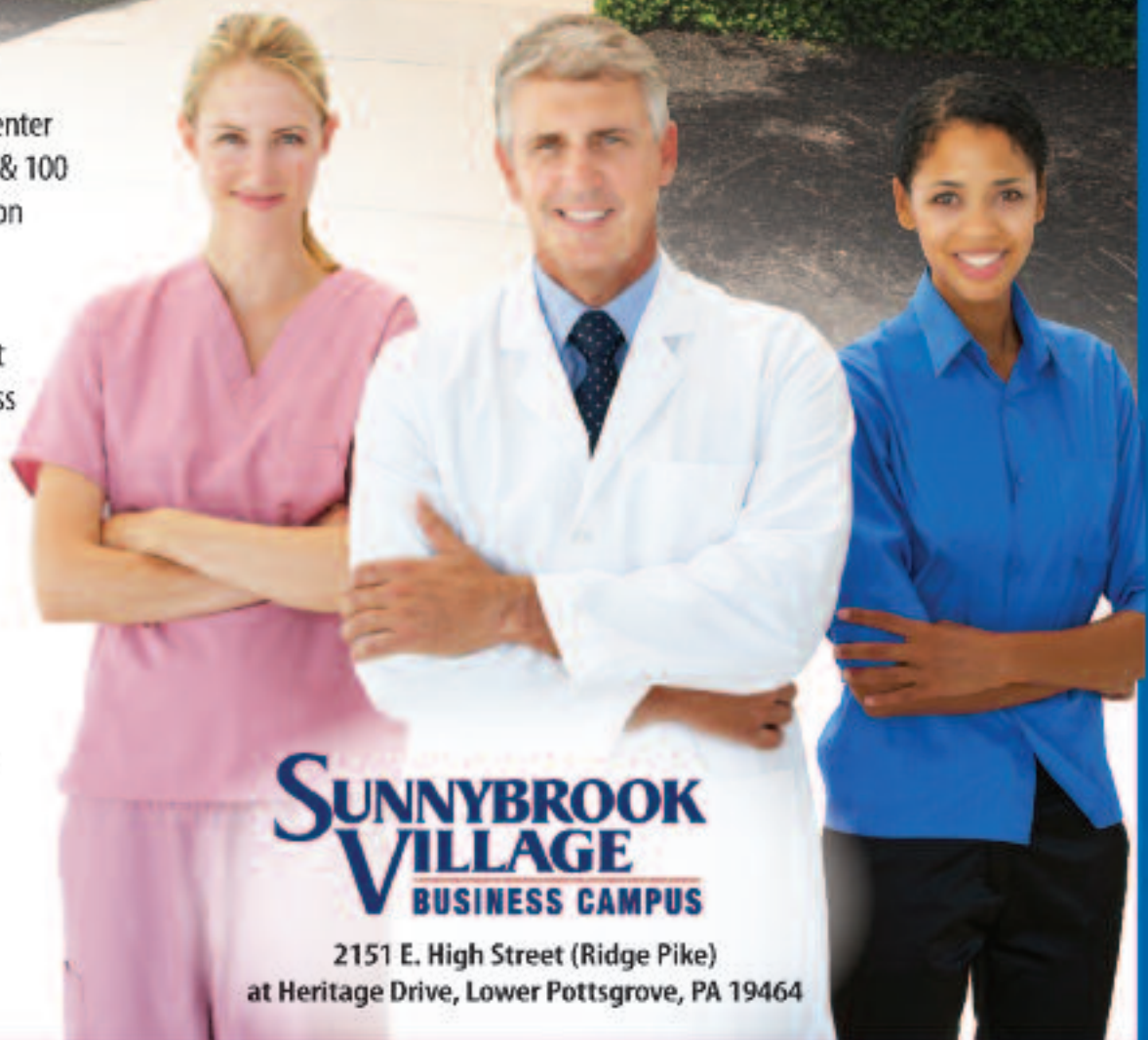
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COVER STORY

(Continued from page 8)

Then, if they are comfortable with the budget range, along with who we are, and hopefully they've called up some of the people we referred them to, then the next step, we'd ask for a design retainer, and we begin the design process.

"The hardest part of our job is helping them achieve their vision within budget," Gehman explains. "That's our goal. Our responsibility is to design a project that is going to have as much of what they would like to have for the budget that they have, and we will always have a shopping list of options."

"Green" Options

While many clients request "green" options for the cost-saving and environment-preserving benefits, Dennis Gehman believes this way of life is simply a way to show his gratitude toward being on this earth. "To me, being green reminds me of how God has blessed us with a beautiful earth to live on and take care of. The least I can do as part of my worship to Him is to be a good steward of what I have control over."

Among his many certifications, Dennis Gehman has been a Green Advantage Certified Builder through the Delaware Valley Green Building Council. "We seldom use the term green anymore because people have begun to associate it with more expensive," he said, "but people do want to be environmentally friendly and energy efficient. It doesn't always mean more dollars. In terms of environmentally friendly, if there are materials that we can repurpose in their same home, we do. A lot of the sealants and solvents, from paint and glues, adhesives, do cost a little bit more, but it's worthwhile. It's safer for our workmen and for the people who are living in the home. Energy efficiency wise, labor is a costly component of every project these days. But it costs the same amount of labor to put in the top of the line window as it does second best or a builder's grade, so

we have those conversations. Sometimes the budget doesn't permit it, and we respect that."

Gehman Design Remodeling recently began offering a new insulation product called RetroFoam®, a biodegradable foam insulation that's designed to go inside existing house walls. "Most of the time it's going in behind the siding," Gehman said.

(See "Cover Story" on page 12)



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THE 2016 NARI-BIE POTTSTOWN FAMILY AND HOME EXPO AT COVENTRY MALL MARCH 4-6

What has 30,000 feet, paws and frosting?
Answer: The brand new, expanded NARI-BIE Pottstown Family & Home Expo.

The show is jumping from a modest 13,000 square feet to a generous 30,000 square foot area in the Coventry Mall this year. The hard work by the NARI-BIE Home Show committee is being lead by Tammy Hetrick, of Hetrick Hardscaping, and the late Gail Palladino. The sudden loss of Palladino in December, the long time Home Show chair, has further inspired the committee, NARI-BIE exhibitors and other participants to bring a truly varied and amazing event to the Pottstown and Route 422 corridor community to meet and exceed her inspired vision.

The move to the larger location was facilitated by commercial Realtor Colette Weir, of Croslis Realty of Bethlehem/Allentown. In a casual conversation with a NARI-BIE member, the search for a larger space came up, and as luck would have it, Colette offered her extensive shopping center marketing and property management skills to the mix.

"Enclosed malls are always looking for income streams beyond traditional long-term Tenant leasing. Common areas as well as vacant spaces are often available for short-term lease and special events,"

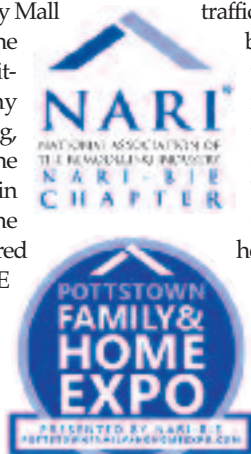
Says Weir, an 18 year veteran of large property management.

"This is a "win-win" scenario for both the center and temporary tenants, Weir said. "The center benefits from increased traffic and income, while the Tenant benefits from exposure to mall visitors including marketing messages on the mall marquis, website, on-mall posters, and opportunities for the temporary Tenant to cross-market with other Tenants." Colette knows her space and took the committee on a tour that was met with a very enthusiastic response.

The Pottstown Home & Family Expo, running March 4th through the 6th, is only one of a few locally produced home show events. The NARI-BIE community of building trades and associated services recognize the importance of relating in a very personal manner to the community that they serve. The Home & Family Expo is bringing in more than just fabulous kitchen, baths and landscape display; they are bringing in a lively mélange of community activities, interests and fun!

The show has its own website for consumers and members alike to follow announcements, and all updates — www.pottstownfamilyandhomeexpo.com.

(See "NARI-BIE Pottstown" on page 13)



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COVER STORY

(Continued from page 10)

"It can go from the inside if we need to. It gives an excellent R-value insulation. It's going to make the home more comfortable, and it's not hurting the environment to do that. Another insulation we use a lot is cellulose, recycled newspaper treated with Borax so it's fire retardant and insect and rodent proof, and when it is flying around in the air, you don't have to worry about the fiberglass causing your lungs harm."

Giving Back to the Community

Dennis Gehman devotes a significant portion of his life to giving back to the community. He served as a past board chair and is currently a building committee member for Spruce Lake Retreat and a board member for Joni and Friends of Greater Philadelphia. In 1986, Dennis and his wife Glenda became founding members of Covenant Community Fellowship. Outside the construction industry, Dennis

worked as a camp counselor and a Program Director at a Christian camp.

"For me, first and foremost, I want to be known as a follower of Jesus Christ," Gehman said. "I happen to be a remodeling contractor, but if I had to pick one or the other, it would be being a Christian. So my involvement with Covenant Community Fellowship is an important aspect of life. I find fulfillment in that. I often remember my dad would tell me that 'All work and no play makes Jack a dull boy.' So being involved in these organizations is part of my play. I enjoy my work but that's not what I want to be known for," he said.

Gehman Design Remodeling has been an industry leader and inspiration to others for 25 years. The company showroom is located at 355 Main Street, Harleysville, PA 19438. Showroom hours are: Monday - Friday 8:00 am - 5:00 pm, evening and Saturday hours by appointment. 📞

For additional information about Gehman Design Remodeling, please call 215.513.0300, and visit www.gehmandesignremodeling.com



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www.pottstownfamilyandhomeexpo.com

Contact: Tammy at info@nari-bie.org
or call the NARI-BIE office at 610.323.1700

NARI-BIE POTTSTOWN

(Continued from page 11)

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

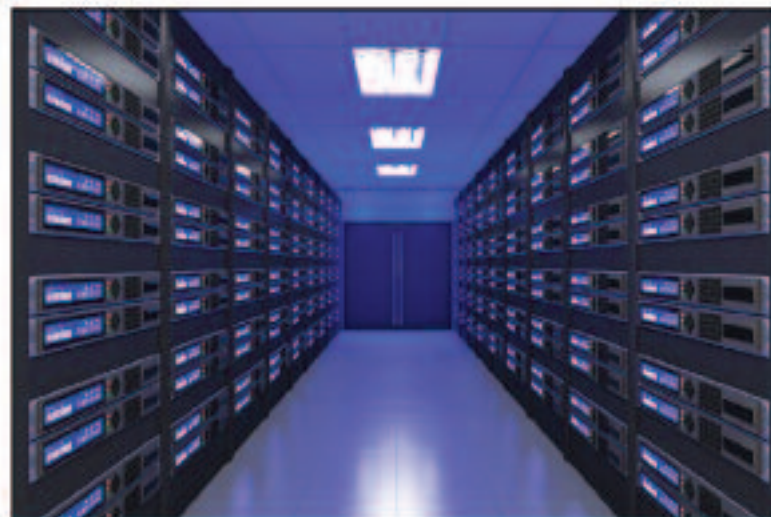
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MANUFACTURING REBOUND BENEFITS GREATER READING, PENNSYLVANIA



GREATER READING ECONOMIC PARTNERSHIP

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

The rebound in U.S. manufacturing is being experienced firsthand in our region, a long-time and resilient home for manufacturing and industry.

As the primary marketer for Greater Reading, Pennsylvania, we've seen inquiries from companies and site selection groups growing steadily over the past four years. They reached new highs in 2015 and reflect economic trends: 75 percent were from manufacturing and distribution-related businesses.

This interest in our area is understandable:

- As the one-time site of the world's largest textile plant, as well as other industries, Reading maintains its reputation as a global manufacturing center. It is still home to a number of international companies representing specialty metals, medical devices, food products and other industries. At the same time it is seeing growth in the business and financial services sector.

- The workforce is production-oriented. Of 13 cities in New Jersey and Pennsylvania analyzed by the Philadelphia Federal Reserve in 2014, Reading has maintained the highest percent – 20 percent – of jobs in

manufacturing versus 12 percent for the other cities. In addition, Reading's growing population is getting younger, which presents workforce development opportunities that will benefit relocating and existing local companies.

- The county is well situated for business success, with close proximity and easy access to major traffic arteries and markets in the mid-Atlantic and Northeast.

- The business community is proactive, agile and interconnected. The number of banking, engineering, and economic development organizations provide a highly supportive environment for companies to establish and grow their operations.

Moving to Greater Reading

One example is Seibu Giken's North American Operations, SG America. In 2013, the Minnesota-based air handling systems company was looking at alternate U.S. sites to give them access to a larger labor pool and lower cost of business.

(See "Greater Reading" on page 16)

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GREATER READING

(Continued from page 14)

With the support of the Greater Reading community and business leaders, they relocated and are now operating in a 25,000 square-foot location.

The area is also responding to the pent-up demand for East Coast distribution centers. Two national retailers looking to establish such centers recently set up operations at a 323-acre complex in the northern part of the County. PetSmart and Dollar General opened their facilities in 2014 and from the site, Pet Smart alone is looking to supply 25 percent of its retail stores nationwide.

The complex, called Berks Park 78, is close to Interstate 78, a key interstate stretching from west of Berks County to New York City. With its rural location and close proximity to densely populated East Coast areas, this and other planned distribution parks will benefit from the distribution center trend.

Local expansion

Manufacturing companies already based in Greater Reading are taking part in the rebound. Several years ago, the parent of Cambridge-Lee Industries LLC, a local maker and distributor of copper tubing, was interested in transferring a new manufacturing facility to Cambridge-Lee's Reading site. Given the opportunity to retain and add jobs, the county, economic development organizations and local contractors worked to expedite the project, allowing it to open on schedule.

Developing a Skilled Workforce

The manufacturing rebound means an ongoing need for workers with the right technical skills. With the growing number of youth in this area, we saw this as an enormous opportunity for our region. The response has been marketing

initiatives like "Careers in 2 Years," to promote training and job opportunities in mechatronics, welding and other technical skills.

With these and other initiatives, Greater Reading is well positioned to serve the needs of U.S. and global manufacturers looking for opportunities to grow. 🏠



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ROUTE 422 BUSINESS ADVISOR TAX PLANNING & PREPARATION GUIDE

Tax planning and preparation is an ongoing, year 'round process. As the April 18 tax filing deadline approaches, now is a good time to think about the value of professional tax planning and preparation services. To that end, we asked several leading tax planning/preparation firms to share their approach to providing these essential services to businesses.

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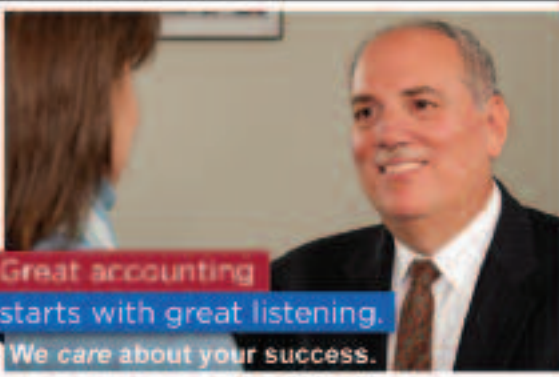
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Our goal is to help our clients "solve their money mysteries." We accomplish this by maintaining year-round contact so that we can anticipate accounting, tax and financial needs and plan to achieve them. We deliver our service using a team approach, which takes advantage of our seasoned, well-rounded staff. Communication is the key to our approach and we make ourselves available throughout the year to meet with clients.

For additional information, please call 610.779.6000, and visit www.longbarrell.com.



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Contact our office, Bookkeeping Services LLC, 228 E. High Street, Pottstown, 610.323.3230, bjmcclroy7@aol.com. We will be here to serve you and your tax preparation and the year-end process will be one less stressful business operation.

Tax Season Year Round

Not only do we get an extra day in February (because of Leap Year) to prepare taxes, but this year the Federal tax return filing deadline is Monday, April 18, 2016! That is good news for tax preparers.

But for Barbara A. Akins, Certified Public Accountant, tax season is year 'round. Barbara has been providing quality, personalized accounting services for over 24 years to individuals, closely-held businesses, not-for-profit organizations and municipalities. And it is that "niche" — not-for-profit organizations and municipalities that motivates her most.

Providing audit services to not-for-profit organization and municipalities has always been a passion for Barbara. For over 24 years, she developed an auditor's mind-set which involves really looking at items and not just checking them off. To be a good auditor, you need to look at what occurred and compare it to what should have occurred. Successful audits have the right auditor attitudes, engagement team involvement, resources available and skill sets applied at the right place and time. Auditors must understand the organization's business and processes, obtain appropriate audit evidence, test controls over revenue, and assess potential misstatements. Auditors must understand the flow of transactions and identify the risks of material misstatement to select appropriate controls for testing that address the risks. Auditors must also understand information technology related to financial reporting, including manual and automated controls, IT general controls and controls over accuracy and completeness of reports generated. And it is Barbara's seasoned experience that makes her audit work more effective.

On July 1, 2015 Barbara opened her own Certified Public Accounting firm along Route 100 in Bechtelsville, PA. Opening her own firm enables Barbara to relate to the issues that small business owners face each day. At the core of her values are: Relationships. Service. Integrity. Barbara's career has provided her with real, practical experience. She is basing the success of her new business in terms of *client satisfaction* — meeting the clients' needs as well as effectively communicating with the clients not just in tax season but year round! For additional information please call 484.321.3839. 📞

Happy New Tax Season!

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- **Focused Business Forums** — Business Owners, Emerging Leaders, and Next Generation peer groups.

- **Focused Leadership Training & Development** — Few factors have such a direct impact on an organization's growth and success as the quality of its leadership.

On May 11th, FOCUSED will be bringing Jack Daly back to the Reading area for a very special program — "Be a Leader, Not a Lagger." Learn what makes Jack Daly students so successful at posting wins, gaining market share and using economic cycles as opportunities for growth. Jack's methods are time tested, creative, unique and highly effective. To learn more, visit <http://focusedllc.net/events/jack-daly/>; email bversace@focusedllc.net; or call 610.301.2194.

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Test Your Business Communications for Effectiveness



EFFECTIVE CORPORATE COMMUNICATIONS

By Jeanette Juryea, President, QubComm

In today's age of information-overload, reader preferences have shifted to quick and helpful, rather than bureaucratic and stiff. Do your business communications measure up? Here's a checklist you can use to spot-check the effectiveness of your company's internal and external materials. "Effective" means readers can follow the content with speed and ease, it's meaningful to them, and they can act on the information presented without confusion.

Know your audience

- Did you prepare your communication with your audience in mind?
- Who is your audience?
- What's important to them?
- What do they need to know in order to act on the information?
- What audience characteristics might influence the design of your communication (for example, age, computer experience, social media preference)?

Structure your content to guide readers

- Is your communication inviting?
- Does it state the benefit of the product/topic first, and in terms that are meaningful to the audience?
- Does it flow logically?
- Do you break content into short sections with natural breaking points that allow the eye to rest and the reader to reflect on the information so far?

- Can the reader scan headlines and subheads to predict what's coming up?
- Does it contain a clear, complete and visible call-to-action?

Use plain language

- Can everyone follow your content?
- Is the most important information of each section, subsection and paragraph conveyed in meaningful headlines and subheads?
- Are your sentences short and logical?
- Does your communication contain enough detail for the reader to complete any tasks?
- Does it omit details that won't help or that may distract readers from the main point (even if interesting)?
- Does it use transitions to connect ideas, sentences, paragraphs and sections?
- Are titles and list elements parallel (for example, start each with a verb)

(See "Effective Corporate Communications" on page 22)

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(Continued from page 21)

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Can everyone relate to your content?

- Does it use a conversational, rather than legal or bureaucratic tone?
- Do you use pronouns (you/your) to speak TO your audience, instead of about them?
- Do you humanize your company with pronouns (we/us/our)?
- Do "you/your" pronouns outweigh "we/us/our" pronouns?

Can everyone understand your content?

- Does it use strong verbs?
- Does it use active voice instead of passive voice?
- Does it use words the audience knows instead of words the writer knows?
- Do website references match the landing page names?

Design the communication so readers want to read it

- Is the design inviting?
- Are there enough meaningful headlines and subheads so the reader can scan to get the general idea without reading the body copy?

- Do you guide readers with logical font size, color and bolding?
- Is there sufficient whitespace in logical places to allow the eye to rest?
- Do images make the content easier to understand?

Test your written materials

- Are your communications effective?
- Ask several people who work in a different role to review the communication:
- Can they accurately describe who and what the document or website is intended for?
- Can they show you how to find the information they want or need?
- Can they describe key concepts or processes to a fifth grader?
- Can they complete key tasks without stumbling or asking for help? 🗑️

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

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2010 Households:	25,576
2010 Average HH Income:	\$405,493

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ARE YOU READY FOR A SNOW DOWN?



THE GOOD LIFE

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

Or should we say a winter-related slow down? Many businesses have a slow season in winter, not just landscaping or retail, but also contractors and other types of businesses. If you expect your business to slow down over the winter, here are a few great ideas for using your time wisely to help you grow your business the rest of the year.

- Get caught up on your sleep — Always my first response! Arranging your business to start an hour later or close up an hour earlier to spend time with your family can help restore your energy and focus later in the year.

- Clean up! — Go through any piles of papers that have languished and get rid of them. I only allow one pile of papers, but occasionally it grows. A good organizing mantra: do it, ditch it, or delegate it. File all your papers, and dust and vacuum your office. Reorganize your desk and your office so that you can find everything you need in 60 seconds or less.

- Take a vacation — It is cold here in the winter, at least normally. I like to go visit my California clients in February. A vacation where it's warm is awesome too! You don't even have to feel guilty if you've planned ahead moneywise and coverage-wise. It would likely be difficult to vacation during your busiest season.

- Pull out your planning goals — Now is a great time to consult that goal setting plan we created last season (if you are a regular reader of my columns). Get started on your spring marketing projects. Create a measurement tool for tracking your success and the goals you set.

(See "The Good Life" on page 28)



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THE GOOD LIFE

(Continued from page 26)

- Shovel away some crap — Renovation, if possible, would be great to do in a slow season. Need more shelves, more storage, or revamped office or inventory space? Now would probably be the best time as there may be less of a chance of an impact. If nothing else, clean, organize, and get rid of unnecessary junk. This can help make your building clean, friendly, and spotless.

- Review your snow day practices — According to *Inc Magazine*, 44 percent of companies have no written snow day policy. Who may work from home? Is it considered a vacation day? Determine some guidelines and update your HR Employee handbook.

- Slow day projects list — Today, create a list of slow day projects. Write them down, so that if there are cancellations, unfilled days, or just plain boredom, you have a ready list of things to do.

- Check out social media of your competitors — A little web research of your industry is a great way to use downtime to your advantage.

- Create an event — With traffic slowing down, you may have a little extra time on your hands. Beyond promoting your products or services in your usual ways, plan an event that promotes your brand and that could draw in a crowd of people. It can remind your customers that you are there and possibly attract some first-timers. Definitely plan in advance so you have time to spread the word. It doesn't have to be expensive.

Now you have some fun and productive ideas to help you through your winter slow down. Filling any extra time you have could help your business grow even in slow times. If you have some more ideas of your own, give me a call. ☎

Merra Lee Moffitt, CERTIFIED FINANCIAL PLANNER™ Professional (CFP®), is a Senior Partner at Good Life Financial Group, Wyomissing. She loves helping business owners grow their financial independence via their businesses. She helps her clients keep work/family balance while they pursue financial success. It's part of her financial planning process. A recognized source on Pennsylvania business issues call, click or contact Merra Lee at 610.628.2055, www.Welcome2TheGoodLife.com/MerraLee and merralee.moffitt@lpl.com.

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ARCpoint Labs of Limerick

Arcpoint Labs of Limerick has been providing occupational solutions and health services to Montgomery and Chester counties since their doors opened one year ago. "Our success is based on our ability to offer valuable services to both the businesses and families in our community", stated Kurt Given, President of Arcpoint Labs of Limerick. "We are proud to be a part of this company and the work they do for their communities." Arcpoint Labs has several offices in Southeastern Pennsylvania including Reading, Doylestown, Philadelphia and Limerick.

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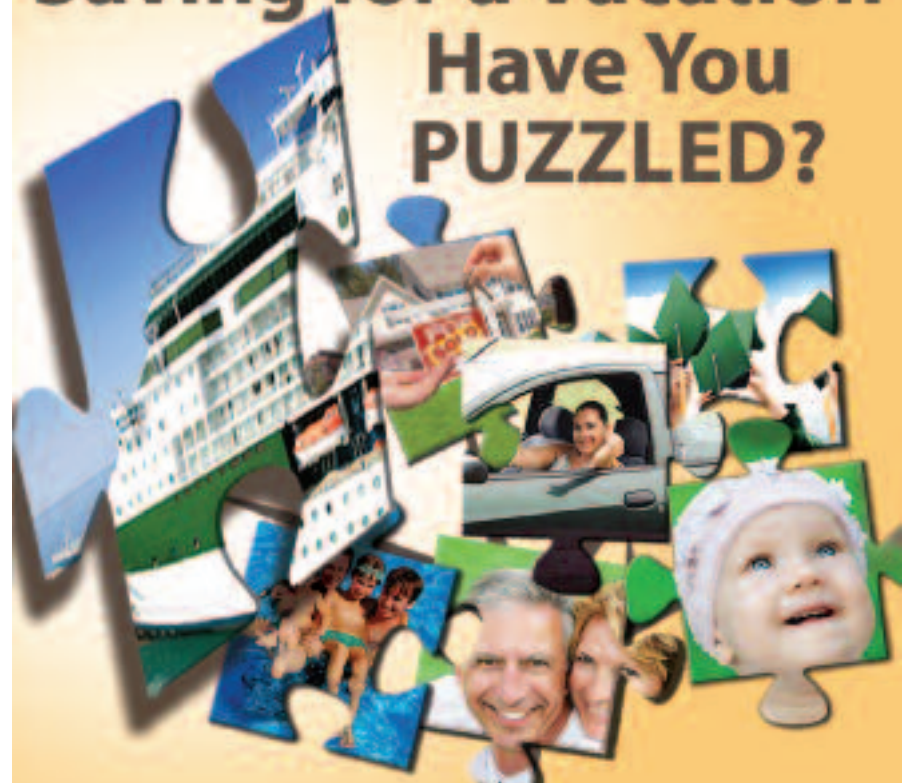
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ARE YOU READY FOR SNAPCHAT AND PERISCOPE?

Predictions for Social Media for 2016



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

Each year, I like to research what's being projected to happen in social media marketing for the upcoming year. It's a great way to make adjustments of what we are doing and find out what's being planned for growth and changes. Last year it was all about Facebook and Twitter adding videos to their social media platforms. This year, my review includes projections from Huffington Post, SproutSocial, AllInOneSocial, to mention just a few, and it seems we're still looking at video as a focus, but with a twist.

In every blog I noticed the same mention of live video and live stream. A mention of Snapchat was high on the list as well. In fact, if your target market are the Millennials, embrace Snapchat and keep your eye on Vine, WhatsApp, WeChat, and Kik. The big five will continue to develop their enhancements to keep their real estate.

Huffington Post shared these as Social Media Trends for 2016:

Small(er) data is here. What is meant by this is that it's time to micro-target your audience. Think about what Snickers is doing with their candy bar by recognizing



emotions and personalities — "princess," "crabby." Or how about Coca-Cola recognizing consumers by first-names?

Live broadcasting is becoming the new real-time. Having created a social club site, I know this to be true and have to say, it is much easier than ever to set up live streams for your clients to engage with live broadcasting. Snapchat, Periscope and YouTube can help you make all this happen. Andre Young, from YouEvolvingNow.Com, makes it happen by providing members to be a part of their M.E.N. and W.O.M.E.N. Forums, while they are happening.

(See "Mastering Social Media" on page 32)



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MASTERING SOCIAL MEDIA

(Continued from page 30)

The passionate consumer is the new influencer. Remember when the rule of thumb was, it took seven touches to reach out to your consumers. Consumer engagement through social media with comments, shares, and likes not only convert to customers, but help to convert others. One mention that I found interesting was that posts with curated content links generate 33 percent more clicks than original content links. I guess that makes sense because of including information provided from another source and referencing that source. I'm sure this article, when posted on LinkedIn, may have the same result.

GIFs and immersive video are driving forces of engagement. 2016 will be the age of videos and video social networks. Now wait, didn't I say that last year? Well, I guess we can repeat ourselves. Messaging apps and emojis just keep growing. Facebook Messenger continues to make it more fun to connect. A few to check out include: Liketoknow.it, Like2buy. Then there's Twitter and Facebook with its Buy Now buttons. Get ready for Facebook's "M", to help you to personalize your needs. "M" will join forces with Siri, Cortana and Mona.

While visiting All In One Social, top influencers shared the same sentiments that video, live streaming, and visual content will be big in 2016. Animated GIF's and auto-play video will be the normal for social medias and websites.

Facebook, Twitter, Pinterest, and Instagram will begin to push their "Buy Buttons" even more. Ironically, *Business Insider* reported that active social media users really don't care about the Buy Buttons. In fact only nine percent of respondents on Facebook showed interest. Then again, there was a time when the Internet was ALL FREE advertising and, guess what, it's now all about "pay to play." My take on this is, we are at the beginning of the Buy Button Era. Somehow Facebook will find a way to MAKE ecommerce businesses HAVE to use Buy Buttons to see any sort of ROI on Facebook. The question will be how will they increase the interest?

Personally, I'm not at all surprised by what has been predicted and look forward to continue to work with our clients who are already using live streaming as part of their social media engagement and are ready to introduce to our other clients who are candidates for live streaming. I also look forward to sharing more about all of these social media methods to engage with you in my future articles. 📱

Alyse Mitten, Head Honcho of Interlace Communications, Inc. | GoMAaVA along with her staff, work with their clients to engage with their customers through websites built with SEO, social media marketing, and email engagement along with print marketing and advertising. We believe in a well-rounded marketing strategy with current and traditional marketing.

RESOURCES:
http://www.huffingtonpost.com/alyse-revis/social-media-trends-2016_b_8914190.html
<http://sproutsocial.com/insights/social-media-trends/>
<http://www.allin1social.com/blog/social-media-marketing-trends-in-2016>
<http://www.businessinsider.com/social-media-users-dont-like-buy-buttons-2015-12>



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The TriCounty Area Chamber of Commerce is excited to announce the 2016 Annual Dinner Speaker!

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TRICOUNTY AREA CHAMBER OF COMMERCE

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Members in good standing are eligible for the awards. Please contact the Chamber Office if you would like one of the above nomination forms. Applications are due by **Monday, February 29 at 5 PM.**

Contact the Office at 610.326.2900.

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

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

– Jennifer O'Donnell, Member Relations Director



WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on January 20.

*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!***

Greater Pottstown Tennis Association
PO Box 935
Pottstown, PA 19464
267.886.3181
www.greaterpottstowntennis.com

Recreation; Nonprofit Organizations
Greater Pottstown Tennis is a non-profit 501c3 organization whose mission is to prepare young people, especially those from under-resourced families and communities for an active lifestyle through tennis instruction and health & wellness education.

Keller Williams Real Estate
20 Summer Hill Drive
Gilbertsville, PA 19525
610.960.1600
thekimwelchsalesteam.com

Real Estate – Residential
A residential real estate agent passionate about the business and building relationships. Dealing in resales, new construction, land, investment properties, multi-units in Berks, Chester, and Montgomery Counties

Rusty Rooster Primitives
747 Sweinhart Rd.
Boyertown, PA 19512
610.505.4391

Gift / Specialty Shops; Antiques; Furniture; Home Furnishings

Upon entering the Rusty Rooster one will notice the old barn complete with exposed beams and stone walls. The store showcases various period oddities and collectibles from candles to farm tables to braided rugs. Rusty Rooster's inviting home-like atmosphere and affordable prices welcome everyone to browse the store.

Santander Arena & Performing Arts Center
700 Penn Street
Reading, PA 19602
610.898.7204
www.santander-arena.com

Amusement and Entertainment; Conference and Convention Centers; Recreation

The Santander Arena and Performing Arts Center in Reading are two SMG-managed facilities that have been providing a wide variety of entertainment to Berks County and surrounding areas since 2001 with its 8,000-seat arena and 1,800 capacity Performing Arts Center.

Referred by: Reading Royals & Graber Letterin' Sign Co.

HOT DEALS

FEATURED MEMBER BENEFIT OF THE MONTH

As an added benefit of membership, your Chamber has instituted a FREE Hot Deals program. The purpose of these printable deals, offering discounts or special promotions, is to encourage, promote, and retain business with Chamber Members (**Always Buy Chamber**). Hot Deals can be made available to the general public or can be restricted to fellow Chamber Members.

How to create and share your own Hot Deal:

- After logging on to the Members Only section, click 'Hot Deals'.
- Click 'Add a Hot Deal'.
- Fill out the title, description, category, expiration date, and contact information.
- Preview & then click 'Save & Exit'.

If you would like to shop fellow Members who offer a hot deal, please look for the **Orange Box** that appears in their business directory listings. For a complete list of Members who offer Hot Deals, just click on the *Hot Deals* button in the top right hand corner on the Business Directory home page.



CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

38 YEARS

A.D. Moyer Lumber & Hardware – Pottstown

Owen J. Roberts School District

30 YEARS

Boyertown Museum of Historic Vehicles

27 YEARS

D.E.C. – Pottstown Training Center

20 YEARS

Yucha Chiropractic & Massage

15 YEARS

Herb Real Estate, Inc.

Richard A. Zuber Insurance Agency

11 YEARS

Gilmore & Associates, Inc.

5 YEARS

Graber Letterin' Sign Co.

1 YEAR

Drainmen Plumbing, Inc.

Firestone Complete Auto Care

Franklin Flooring, Inc. Midcore Solutions

Nelson's Creamery, LLC

Pixel OutDoor

Pottstown Historical Society

Reinsel Kuntz Leshar LLP

Tractor Supply Co.

Member Renewals

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Citadel Federal Credit Union

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Gerhart, Hartman & Ritner Insurance Agency

Heritage Coach Company, Inc.

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Penn Airways

Pottstown Area Health & Wellness Foundation

Pottstown Dance Theater

Rahn Agency – Farmers Insurance

The Salvation Army

Schultz Technology

South Eastern Economic Development Company of PA (Seedcopia)

Sunnybrook Village

Valley Forge Tourism & Convention Board

Wanner Associates

Western

Montgomery Career & Technology Center

Are you Celebrating 25, 50, 75 Years?

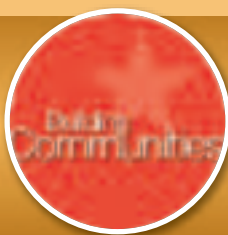
If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success. Contact **Kitty Papp** at 610.326.2900 or kitty@tricountyareachamber.com.

CHAMBER MEMBER UPDATES

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



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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Weds., Feb. 10
11 AM – 1:30 PM

Note
Time

WOW LUNCHEON

Gianni's Catering and Events, 1445 E. Schuylkill Rd., Pottstown, 19465
"Smart Networking...Secrets Revealed" will be hosted by Kimberle Levin, CEO/KLC Inc. Kimberle was a panelist at the Tri-County Area Women's Roundtable in 2014 and hosted a WOW Luncheon workshop in April 2015. This networking event will include some fun-filled and interactive workshop activities.

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

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

Tues., Feb. 16
8:30 – 10 AM

SAFETY IN THE WORKPLACE FOR YOU AND YOUR EMPLOYEES

Chamber Office, 152 E. High St., Suite 360, Pottstown, 19464
Sgt. Ed Kropp and Officer Greg Fritz, Pottstown Borough Police Department, will present on how employers can provide their employees a place that is free from recognizable hazards and safeguard their 'well-being and security'. They will also address the threat of an active shooter in the workplace. Attendees will also be able to participate in a Q & A session.

Members Only; No Charge; Reservation Required

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

March Membership Breakfast

Thursday, March 10
7 – 9 AM

Copperfield Inn at Lakeside

featuring:

A Congressional Presentation and
the U.S. Chamber of Commerce

\$26 per Member (prepaid by 3/7)
\$32 per Member (invoiced or after 3/7)
\$50 per Non-member



MARCH SAVE THE DATES

Thurs., March 10
7 – 9 AM

MEMBERSHIP BREAKFAST

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

This breakfast will feature a Congressional Presentation and the U.S. Chamber of Commerce. Congressmen confirmed to date: Ryan Costello; Patrick Meehan. More details to come.

\$26 Per Member (prepaid by 3/7); \$32 per Member (invoiced or after 3/7); \$50 per non-member

Sponsored by: O'Donnell, Weiss & Mattei, P.C.; Schultz Technology; Wanner Associates

Tues., March 22
4 – 6 PM

BUSINESS CARD EXCHANGE –

Pottstown SCORE & Connections on High, Inc.

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

Enjoy refreshments and networking with fellow Members. There will be several giveaways during the evening as SCORE is excited to celebrate their 25th Anniversary.

Members Only; No Charge; Reservations Appreciated

Sponsored by: Pottstown SCORE in partnership with Connections on High, Inc.

SAVE THE DATES

Thurs., April 21
5 – 9 PM

ANNUAL DINNER – Celebrating & Generating Success

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

Janine Driver, New York Times Best Selling Author and Media Expert, will present "How to Use the New Body Language to Increase Your Bottom Line!" Uncovering the mysteries of body language – how people communicate their thoughts and feelings without saying a word – is a powerful first step toward mastering any business and social situation. *Get ready for a presentation like no other!* You will be empowered in both your professional and personal lives with your new knowledge and immediately see more successes!

\$95 per Member; \$850 per Member table of 10; \$150 per non-member

Speaker Sponsor: CODY Systems

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Gold Sponsor: Maillie LLP

Silver Sponsor: Boyertown Oil & Propane

Sponsorship Opportunities Available

Thurs., April 28
11:30 AM - 1:30 PM

TAKE OUR DAUGHTERS AND SONS TO WORK DAY LUNCHEON

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

This luncheon will include presentations and engaging activities for your sons and daughters. Local Singer-Songwriter Stephanie Grace will be in attendance and will be sharing her AHA! Moments!

Members Only; \$15 per Member; \$10 per Member child through 12 years of age; Reservation Required

Sponsorship Opportunities Available

Fri., May 6
8 AM – 5 PM

LEADERCAST

Morning Star Fellowship, 100 Limekiln Road, Bechtelsville, 19505

This day long leadership development event broadcast live via simulcast from Atlanta, GA serves individuals and companies that want to become intentional about raising their standard of leadership. This year's theme "Architects of Tomorrow" includes a great lineup of speakers:

Steve Wozniak; Nick Saban; Rorke Denver; Kat Cole; Andy Stanley; Dr. Henry Cloud; James Brown; Chris Barez-Brown; And Host Tripp Crosby

\$75 per Member (prepaid by 3/31/16); \$95 per non-member (prepaid by 3/31/16); Reservation Required; After 3/31/16, prices increase to \$90 per Member & \$110 per non-member

Presenting Sponsor: John Middleton, an Altria Company

Co-Sponsor: Pottstown Memorial Medical Center

Lunch Sponsor: Schultz Technology

Additional Sponsorship Opportunities available

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



REMINDER

The Chamber Office will be
closed Monday, February 15, 2016
for the Presidents' Day Holiday.

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

WOW



THE NEXT WOW LUNCHEON:

- **Wednesday, February 10**
- **11 AM – 1:30 PM**
*Please note this is a different time than our normal WOW Luncheons!
- **Gianni's Catering & Events**, 1445 E. Schuylkill Road, Pottstown, PA 19465

Join us for "Smart Networking... Secrets Revealed" hosted by **Kimberle Levin**, CEO/KLC Inc. Kimberle was a panelist at the Tri-County Area Women's Roundtable in 2014. This networking event will include some fun-filled and interactive workshop activities.

\$26 per Member (prepaid by 02/05); \$32 per Member (after 02/05 or invoiced); \$35 per Non-member

Sponsored by:



SAVE THE DATE:

WOW Luncheons for 2016

Wednesday, April 20
Brookside Country Club
Presenter: Berks County
Jail Warden Janine Quigley

Wednesday, June 1
Lords & Ladies Salon
Networking



We had an inspiring evening at the Tri-County Area Women's Roundtable with our speakers and moderator (from left to right): Vali G. Heist; Annarose Ingarr-Milch; Denise Nakano, NBC10; Melissa Dietrich and Penny Zenker.

Tri-County Area Women's Roundtable provides evening of inspiration for the New Year

The Chamber hosted the third-annual Tri-County Area Women's Roundtable on January 7, at Spring Hollow Golf Club. Women enjoyed an evening of empowerment and inspiration to improve their lives.

We welcomed **Denise Nakano**, weekend anchor for NBC10, as our moderator for the roundtable. This year our event featured advice from four panelists: **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".

Vali is the author of "Organize This! Practical Tips, Green Ideas, and Ruminations about your CRAP." CRAP means Clutter that Robs Anyone of Pleasure. Vali is a self-proclaimed CRAP expert.

She provided a personal anecdote to the audience to drive the point across that clutter does not help you.

Her husband coached four different sports and was storing boxes of t-shirts in their attic that he will never wear again. She reminded attendees that every purchase they make has strings attached to it and must be properly cared for. She also emphasized it is important to get rid of things we are not using and do not make us happy.

Annarose is the award winning author of "Lunch with Lucille," a book that delivers the message of being your best at any age.

She presented the four diamonds of inspiration she uses in the book: change your perspective, let go of the past, take control of your future and have a gratitude attitude. To illustrate the letting go tip, she popped a balloon with a memory written on it.

Melissa talked about what many of us can identify with – transitions in the workplace. She stated how a person reacts to change can either enhance or hurt their career. She gave advice on how to stay positive during transitions by taking control of the situation and taking responsibility for staying on task for careers.

Penny is the author of "The Productivity Zone: Stop the Tug of War with Time." She discussed her "P10: Productivity Accelerator System" that provides a system of time management that also echoed the sentiment of the event's purpose of improving lives for the better. She emphasized the four core concepts of the system: purpose, focus, language and physiology.

Attendees had the opportunity to network with the panelists and learn how they get their power during our Power Hour.

The Chamber would like to thank everyone who supported the event including our attendees, Denise Nakano for moderating the event; all of our speakers for their wonderful advice, our host Spring Hollow Golf Course and our sponsors.

*Thank you to
our sponsors:*



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LEADERSHIP TRI-COUNTY

1/2 WAY DONE!

Leadership Update – January

The Leadership Tri-County Class of 2016's January Session focused on Arts & Culture.

The class began their day at the January Membership Breakfast which focused on Sales and Business Development. For a full recap of the breakfast – see page 38.

After breakfast, the class traveled to the **Colebrookdale Railroad Train Station** in Boyertown to view a newly renovated rail car. **Nathaniel Guest**, Director, gave a presentation to the class in the newly renovated 1919 passenger car.

While in Boyertown, the class made their way to the **Boyertown Museum of Historic Vehicles**. A museum representative gave the class a tour of the museum. The class was also able to enjoy lunch at the 1938 Fegley's Reading Diner in the museum, catered by **Moyer's Catering**.

After lunch the class returned to Montgomery County Community College's University Center to complete their last 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. **Laura Otten**, PH.D., Executive Director, presented all three sessions for the 2016 Class.

The class ended their day at the Chamber Office for a presentation from **Steve Bamford**, Executive Director, **Pottstown Area Industrial Development (PAID, Inc.)**, on the TRec District – a Gateway Tourism and Recreation District that serves as the western gateway to the Borough of Pottstown and Montgomery County. The goal is to further economic development through encouraging visitors to stay longer and patronize Pottstown businesses.



1



2



3



4

1: The Leadership Tri-County Class of 2016 in Colebrookdale Railroad's newly renovated 1919 passenger car.

2: The class on their tour of Boyertown Museum of Historic Vehicles.

3: Members of the class enjoying lunch in the 1938 Fegley's Reading Diner, located in the Boyertown Museum of Historic Vehicles.

4: Steve Bamford, PAID, Inc., presenting to the class on the TRec District – a gateway tourism and recreation district.

Meet the Class



Benjamin Major

Benjamin Major, Commercial Lender at The Victory Bank, has worked in the tri-county area (professionally) for 4 years. He has various siblings and family members.

Benjamin attended Indiana University of Pennsylvania (Robert E. Cook Honors College) where he received his Bachelors in Finance. His business role model is his dad, Joe Major, who also works at The Victory Bank.

Benjamin feels that participating in the Leadership program is important because it helps to gain a better understanding of the community and the areas of need. He is looking forward to getting to know new people in the local community.



Jennifer O'Donnell

Jennifer O'Donnell is the Member Relations Director at the TriCounty Area Chamber of Commerce. She has been with the Chamber a little over a year, but has worked in the tri-county area for 10 years.

As a former member, and now a current employee, Jennifer has had the privilege to experience many facets of the Chamber from networking to self.

She is married to her husband, John, and they have a daughter, Meghan. Jennifer's special interests include cooking, playing piano, singing, as well as a passion for choral music education among children. Jennifer currently resides as President of The Bel Canto Children's Chorus of the Bach Choir of Bethlehem.

Jennifer is currently working on an IOM Certification with the Institute for Organizational Management offered by the U.S. Chamber. Her personal business philosophy is to *learn as much as she can about people and businesses that make up our community, earn their trust, and provide solutions to help them grow*. In turn, she believes this also helps her to grow to be a stronger leader.

Jennifer is looking forward to the connections she will be making along the way and building relationships that will create partnerships to better serve the tri-county area. Jennifer believes participating in Leadership Tri-County is important because the class helps to gain better knowledge on the various assets we have in our community.

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

John Middleton
an Altria Company

Education Sponsor:

POTTSTOWN AREA
Health & Wellness
FOUNDATION

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

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JANUARY MEMBERSHIP BREAKFAST



On January 14, Chamber Members learned how to increase their sales and better develop their businesses during our Membership Breakfast at The SunnyBrook Ballroom. The Chamber chose this topic because when Members were surveyed about the things that keep them awake at night, sales was one of the most common answers.

The Chamber welcomed **Lisa Peskin**, CEO and Founder, Business Development University, who presented the “**Top 7 Secrets of Success in Sales and Business Development**”. Lisa has 25+ years in sales and sales management. She started her sales consulting and coaching business in 2003 after a successful career of managing a 40-person salesforce as Vice President of Sales for Automatic Data Processing (ADP).

Here are the Top 7 Secrets Lisa shared during our event:

STRATEGIC APPROACH: Develop a business plan, manage your time efficiently and know your numbers (revenue, appointments, sales calls, etc.).

Consistently Fill Sales Funnel with prospects, networking, clients and marketing.

CONSULTATIVE APPROACH: Your selling process should be: Building trust & rapport > Expectations > Discovery > Present Solutions > Handle Objections > Closing. Listen to your client’s needs and look at what your needs are.

EXCELLENT PRESENTATION SKILLS: Don’t mention the features of what you are selling without mentioning how it will benefit your prospect or client.

GREAT CLOSING SKILLS: Handle objections to your sales effectively.

GREAT PERSONALITY AND PEOPLE SKILLS: Don’t be overbearing. People buy from people they like.

GREAT ATTITUDE AND WORK ETHIC: Focus on the positives and continuous personal development.

Lisa commended Members on attending the breakfast and other Chamber networking events. She said networking is one of the smartest things you can do to grow your business.

1: Lisa Peskin, CEO, Business Development University, delivers her presentation on the “Top 7 Secrets of Success in Sales and Business Management”.

2: The January Membership Breakfast Sponsors were (from left to right): Josh Farman and Mike Kulp, Kulp Car Rentals; Janelle Yonkovitch, Jon Nally, Bill Richards and Matt Hoffmaster, Reading Fightin Phils

3: New Members (from left to right): The office of Albina Veys, DMD, MD, (from left to right): Dianne Stover, Melissa McConnell, Ericka Vartabedian, Dr. Albina Veys and Samantha Wilde

4: New Members (from left to right): Troy Good, Good Contracting LLC; Kathy Rigg and Peter Guerrieri, Dynamic Physical Therapy and Brian Klein, LegalShield Independent Associate

5: New Members (from left to right): Rachael Romig, Reading Country Club, by VIVA Catering; Roxanne Selwyn, Tidewater Mortgage Services; Patrick Murphy, Patrick J. Murphy & Associates; and Jonathan Colon, Reading Health Physician Network, Internal Medicine

6: New Members (from left to right): Mark Deharde, Ultraflex Systems, Inc.; Martin Bispels, Eastwood; David Gotwals, IVC Wealth Advisors; Michael Romanelli, Michael Romanelli Agency, Farmers Insurance; and not pictured: Louis Rieger, High Street Music Company.

Thanks to our sponsors:



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Save the Date!



Thursday, April 28, 2016

11:30 AM to 1:30 PM

Brookside Country Club

Adams & Prospect Streets, Pottstown, PA 19464

WORKSITE WELLNESS

Interested in learning more about the Worksite Wellness Program and hearing tips from past participants? Join Us for our Worksite Wellness Roundtable.

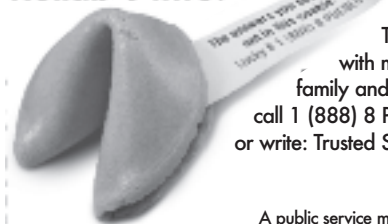


- **Tuesday, February 23**
- **11:30 AM - 1 PM**
- **Chamber Office:** 152 E. High St., Suite 360, Pottstown, PA 19464

Please join us if you have an interest in learning about worksite wellness, including learning more about the Worksite Wellness Initiative and/or hearing from our pilot program graduates who can provide suggestions, recommendations, and share the creative ways they incorporated worksite wellness into their work environment. Lunch will be served.

Please contact the Chamber Office if you would like to attend.

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THE NEXT BUSINESS CARD EXCHANGE

THE REGIONAL CHAMBER BUSINESS CARD EXCHANGE

Enjoy an evening of refreshments and make connections with over 200 fellow chamber members. Participating Chambers of Commerce along with 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.

- **Thursday, February 18**
- **4-6 PM**
- **Copperfield Inn at Lakeside:**
594 W. Ridge Pike, Limerick, PA 19568



Members Only; No Charge; Reservations Appreciated
Register online, tricountyareachamber.com or call 610.326.2900.

BUSINESS PROGRAM EXCITES LOCAL STUDENTS

There is an exciting summer program that for nearly four decades has been exciting the imaginations of high school students throughout Pennsylvania about the world of business and private enterprise. That program, **Pennsylvania Free Enterprise Week (PFEW)**, will be marking its 38th storied year this July and August. PFEW was founded specifically to teach rising high school juniors and seniors about the American private enterprise system and what it means to our country. Starting with an initial class of fewer than 100 students for a single one-week session in 1979, PFEW now annually holds five sessions in July and August, four on the campus of Lycoming College in Williamsport and, a fifth on the campus of Pennsylvania College of Technology, both located in Williamsport, PA.



Members of PFEW 2015 team LevaSkate prepare for their Stockholders' "Annual Meeting"

The focus of each session is to group the participants (strangers at first) into "management teams" of junior executives who have inherited imaginary "companies." These teams, under the guiding hands of "executives-on-loan" called Company Advisors, operate their firms for a computer simulated three-year period of time. They work with balance sheets, statements of income, market share surveys, etc., and must also react to a variety of external factors as well. Sound familiar?

The Chamber is proud to support PFEW and encourages our local companies and civic organizations to provide sponsorship for our students and, if possible, volunteers for the sessions. Every student attends PFEW on a fully tax-deductible \$575 scholarship (the actual value of the scholarship is about \$1,500) which is provided by a local firm. Each student wears the name of their sponsor throughout the week and writes them after graduation

to report on what they have learned. PFEW is also an approved organization through the PA Educational Improvement Tax Credit (EITC) program through the Department of Community and Economic Development.

If you would like to learn more about this award-winning program and how you can help, please call the Chamber directly or contact John Trombetta, president of the Foundation for Free Enterprise Education at (814) 833-9576 or e-mail him at john@pfew.org. PFEW is open to all current sophomores and juniors in Pennsylvania and information on attendance, as well as program applications, can also be found on the website. Questions can be directed to Ms. Amber Goss, Schools Assistant for PFEW, by calling her office at (814) 833-9576 ext. 103 or emailing her at amber@pfew.org.

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CHAMBER NOW ACCEPTING NOMINATIONS FOR THE BOARD OF DIRECTORS

Do you have skills you believe could benefit our organization and support our mission?

Are you willing to support this organization by assisting us in growing the organization with New Members?

The TriCounty Area Chamber of Commerce currently has openings for Chamber Members to support our organization through volunteer leadership.

- Currently the Board consists of 18 Chamber Member representatives.
- Board of Directors' Companies are varied in size, location, and industry.
- Board Meetings are held the 3rd Wednesday of the month beginning at 7:30 AM.

There is a board commitment statement we are able to share with you if you are considering this opportunity.

If you are interested in serving on the Chamber's Board of Directors, please contact Eileen Dautrich, TCACC President, at your earliest convenience.

**Deadline for Application is
Tuesday, March 1, 2016 by 5 PM.**

Regional Chamber Business Card Exchange

Presented by



Thursday,
February 18, 2016
4 to 6 PM

Copperfield Inn at
Lakeside

594 W. Ridge Pike, Limerick, PA 19468

EXPAND YOUR REACH and enjoy an evening of refreshments and networking with fellow Chamber Members. Participating Chambers of Commerce are Perkiomen Valley Chamber, Phoenixville Regional Chamber, Spring Ford Chamber, Upper Perkiomen Valley Chamber, and TriCounty Area Chamber.

Members Only. No Charge. Reservations Appreciated.

Scan this QR Code, call 610.326.2900, email kitty@tricitychamber.com, or register online at tricitychamber.com.



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and Author

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Tripp Crosby
Comedian &
Director

Karl Oake
Entrepreneur, Speaker,
and Author

Andy Stanley
Leadership Author
& Communicator

Borke Denver
Navy SEAL, Commander
& Author

Join us for this
year's simulcast
broadcast from
Atlanta on
May 6, 2016.

8 AM - 5 PM,
Morning Star
Fellowship

Register by March 31 for
the Early Bird Price:
\$75 per Member and
\$95 per Non-member.
After March 31, the
price increases to \$90
per Member and \$110
per Non-member.
Scan QR code to register
or for more info.



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2016 BOYERTOWN AREA PROGRESS DINNER – PART 1

On January 20, about 200 Chamber Members gathered at La Massaria at Bella Vista Golf Course to celebrate business and the community during the Boyertown Area Progress Dinner. This is the Chamber's 31st year of hosting this event. The Progress Dinner brings representatives of the business community, municipalities, Boyertown Area School District, and other community members together to celebrate achievements made in the Boyertown area.

During each Progress Dinner, the Chamber presents the James K. Boyer "Quality of Life" Award to an exemplary citizen or organization. This year's recipient was the **Colebrookdale Railroad Preservation Trust**. The criteria for the award include businesses or organizations who have operations within the Boyertown Area School District and made improvements to their properties, which demonstrate an investment in the future of their community.

Throughout the past 18 months, the Trust's volunteers, employees, donors, and sponsors have rebuilt 8.4 miles of track; restored two, century-old passenger coaches to become the most beautiful anywhere in the U.S.; touched the lives of 30,000 people who rode the train, and countless others who benefit from the railroad; purchased its own diesel locomotive; secured \$1.5 million in grants and private donations; been named one of only three Preserve America sites ever designated in Pennsylvania; operated hundreds of excursions for visitors, residents, charities, school groups, bus tours, visiting dignitaries, and public relations tours and secured nearly \$2 million in loans to help get startup to leave the station. Next on the agenda for the Trust is bringing a station to Pottstown.

Traversing geological formations unique to Pennsylvania and rich with Native American lore, the Colebrookdale Railroad is a newly-rediscovered cultural landmark and historic treasure. Connecting the sites of the earliest iron-making



PHOTO BY LEONARD F. SHANER, JR.

Colebrookdale Railroad Preservation Trust was presented with the James K. Boyer "Quality of Life Award" during the Chamber's 2016 Boyertown Area Progress Dinner. Above, passengers watch the Pottstown fireworks display on July 4, 2015 from the train.



industries in the American colonies, sites once familiar to William Penn and George Washington, the Colebrookdale's Secret Valley joins the historic downtowns of two communities working hard to re-invent themselves in the post-industrial age. Providing a physical and thematic link between a multitude of municipal and private historic, recreational, and cultural sites, the Colebrookdale's tourism potential increasingly provides the catalyst for community and economic development recommended by a recent Natural Lands Trust report for sustainable development in the Middle Schuylkill region.

Stay tuned for next month's issue for Part II highlighting the businesses shown in the annual Boyertown Progress Video and the recipients of the 2016 TriCounty Area Chamber of Commerce Boyertown Area High School scholarship.

Thank you to our Platinum Sponsors:



SEVERAL MEMBERS ANNOUNCE INTENTIONS TO RETIRE FROM STATE LEGISLATURE

Leading what could look like a parade of retiring legislators this session, long-time Reps. **Bill Adolph (R-Delaware)**, **Julie Harhart (R-Northampton)**, and **Chris Ross (R-Chester)** as well as **Cumberland County Republican Sen. Patricia Vance** have announced they will not run for re-election in 2016. As nominating petitions begin circulating at the end of January, we expect a large number of veteran legislators to opt for "more time with the family," and decline another run.

Adolph, who currently serves as House Appropriations Committee Chair, was first elected to the House in 1988. He will leave as one of the most respected members of the Republican Caucus, especially after managing

the Committee during the contentious, and still unfinished, 2015-16 budget saga.

Harhart is serving her 11th term representing the 183rd District in the state House. She currently serves as Chair of the House Professional Licensure Committee.

Sen. Vance was elected to the Senate in 2004, after serving 14 years in the House of Representatives. She currently serves as Chair of the Senate Public Health & Welfare Committee, bringing her life experience as a registered nurse to the table. She is well respected on health care issues in the General Assembly. Several candidates have already emerged to run for her seat, including **State Rep. Mike Regan (R-Dillsburg)**.

In addition to the above announcements, **State Rep. Tim Kreiger (R-Westmoreland)** and **Sen. Dominic Pileggi (R-Delaware)** have left the General Assembly after winning judgeships, **Rep. Cherelle Parker (D-Philadelphia)** stepped down to join the Philadelphia City Council, and Philadelphia **Rep. Louise Bishop** resigned after accepting a plea bargain in a corruption case. State **Sen. Lloyd Smucker (R-Lancaster)** will also not defend his seat, opting to run instead for the open seat in Congress being vacated by **Rep. Joe Pitts**, and state **Rep. Tom Killion (R-Delaware)** has announced he'll run instead for the state Senate seat that Pileggi is vacating. Killion is the presumptive front-runner to

win the special election to the Pileggi's unexpired term, probably to be held on primary day in April, as well as the favorite to win the full term in November.

More on these vacancies as they develop. Normally most incumbents have announced their intentions one way or the other by now, but the unfinished budget debate has delayed many announcements, if not their decisions. **Delaware County State Rep. Thaddeus Kirkland** won a 2015 race to be Chester City's mayor, but has delayed resigning from the House until at least after a "final" budget is passed and signed.

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

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MARKETING WITH THE CHAMBER

MORE THAN JUST NETWORKING: PROFESSIONAL DEVELOPMENT



By Heather Tyrrell

If you're a member of a Chamber of Commerce, you know networking events are presented throughout the year. We believe networking is important to build your business and increase your contacts, but TriCounty Area Chamber of Commerce is about more than just networking. The Chamber is a comprehensive resource for our Members and the community.

In addition to networking, professional development also helps keep you and your business moving in the right direction. Developing new skills or ones you already have will help you be successful. We provide many opportunities for professional and personal development.

Membership Breakfasts – Our Membership Breakfasts are held every other month and feature community updates that keep Members in the know. Members took the opportunity of some professional development at our January breakfast that focused on "Top 7 Secrets of Success in Sales and Business Development," from Lisa Peskin, CEO, Business Development University.

Leadercast – Leadercast will be held on Friday, May 6, at Morning Star Fellowship in Bechtelsville. Leadercast is a one-day leadership development event that is broadcast live from Atlanta, GA, via simulcast to our host site. Hear inspirational messages from world-

renowned speakers and proven leaders. Continuing Education Credits are offered for this event.

Women's Programming - WOW & Women's Roundtable – WOW Luncheons are held every other month and feature speakers who present advice for women in business. Past WOW Luncheons have focused on social media, building a positive business reputation, entrepreneurship, advocacy, and more. We just hosted our third annual Tri-County Area Women's Roundtable that featured four women who spoke about four different topics.

Seminars - The Chamber offers seminars to help you develop your professional skills that you can apply to your workplace. Recently the Chamber teamed up with the Tri-County Community Network (TCN) for a social media marketing workshop.

Business Roundtables - The Chamber also is a resource with business retention. We want to see businesses thrive and grow in the tri-county area. In our effort to help grow businesses, we offer roundtables to unite industries and provide an open discussion about their successes and challenges. This Fall we hosted a Manufacturing Roundtable and we have plans for an additional roundtable this Spring.

Annual Dinner – Each year, our Annual Dinner features an inspiring guest speaker who provides advice you can use to be successful in your professional life. (See page 33 for details about this year's speaker.)

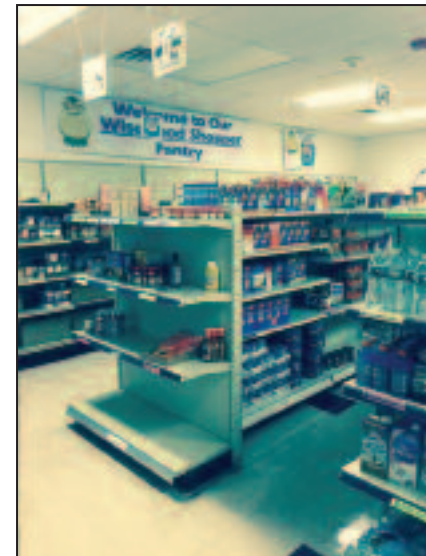
For more information on our professional development opportunities, visit tricitycountychamber.com or call 610.326.2900.

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 Tri-County Area Women's Roundtable.



300 children received presents from PCRC's 2015 Holiday Toy Program.



PCRC's Food Pantry distributes over 650,000 pounds of food each year.

PottstownCluster OF RELIGIOUS COMMUNITIES

Nourishing Lives. Strengthening Families.



The Pottstown Cluster of Religious Communities (PCRC) is a 501(c)(3) non-profit human service organization located at 57 N. Franklin Street in Pottstown PA. For over 45 years PCRC has provided for the basic needs of food, clothing and personal care products for Pottstown area residents living in poverty. These services are provided through a Food Pantry, Dry Goods program and a Community Meals program.

PCRC has a tremendous impact within Pottstown. On an annual basis, 20,000 people receive food, clothing and personal care products through the Food and Dry Goods pantries. This represents 3500 unduplicated individuals receiving services, with 650,000 pounds of food distributed each year.

In addition to the Food Pantry, PCRC coordinates a Community Meals Program providing a hot nutritious meal Monday through Friday throughout the year. Annually, this program provides over 15,000 individual meals.

In 2013, PCRC entered into a service contract with the Montgomery County Your Way Home, a program designed for Montgomery County individuals and

families who are currently homeless or in eminent danger of becoming homeless. PCRC's Housing Resource Center receives referrals from Your Way Home and assists families to secure permanent housing within a 60-day timeframe.

Two additional educational programs emerged in 2013: Understanding Poverty to Plan and Persevere (UP3), a 16-week workshop to help adults develop a personal plan for financial stability and the Wise Food Shopper program, a 10-month seminar teaching adults how to prepare nutritious meals for themselves and the entire family in order to improve the overall health of everyone in the household.

Thanks to partnering with a very philanthropic community, PCRC is able to deliver all programs with the exception of the Housing Resource Center, without government support.

PCRC has a staff of 17 full and part-time employees. How does such a small staff accomplish the mission of providing for so many in our community? The astounding fact is that the majority of the programs operate utilizing a community of over 450 dedicated volunteers.

JOB POSTINGS

Looking to Fill a Position?

The Job Postings and Resume Service helps Members that are looking to fill a position by saving them *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.

This month's resume includes: **Financial Accounting**

Know someone looking for a job?

1. Have them send their resume to Melissa at melissa@tricitycountychamber.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:

- **Boyetown Publishing Co.** – Sales Executive
- **Connections on High, Inc.** – Barista / Café Worker
- **Michael Romanelly Agency, Farmers Insurance** – Insurance Marketing and Sales Associate
- **The SunnyBrook Ballroom** – Over 75 new positions available!
- **Wellness Council of Boyertown** – Executive Director
- **Your CPA Alternative** – Part Time Casual Accounting Clerk

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CHANGE AS A CONSTANT



DOWNTOWN MARKETING AND DEVELOPMENT By Barry Cassidy

Since I am the only recognized “Agent of Change” in Pennsylvania... so declared by the Governor at one time... I thought I would change up this column a little bit this month and write about change.

One of the advantages of getting old is that it gives you some level of perspective about things. I read articles in the newspaper about people being social conservatives. Often they are looked at in the media as being excessively restrictive concerning social issues like abortion, divorce, equal rights for non-protected classes and generally not wanting to be forced into changing their lives based upon changing sensibilities. It reminds me of growing up in the fifties when those attitudes and values were mainstream.

There is a growing intolerance of living the life as I lived it in the fifties with the desire for a more secular society. That society was a white male dominated society with many of the females not entering the commercial workforce but instead being homemakers (domestic engineers). I also remember seeing racially segregated bathrooms, public water fountains and the like. It was not that long ago that life looked differently.

I am not classifying social conservatives as endorsing those values, but to a great extent those attitudes are the derivatives of an earlier time. When I consider social value shifts, I think of how the Shah of Iran was forced to flee based upon his plans for a more secular western society. People did not want to embrace western values, and wanted to control their economic destiny.

The advent of instant communication has created problems for many societies

around the world because western culture is attractive to many. In comparison, social conservatives from America are radical social liberals in those countries that still behead people, as you have a quantum leap in cultural interpretation.

In the early days of the United States, it took months for some to get the news of a calamity or noteworthy event. Today someone has too much to drink and gets on Twitter badmouthing someone, and everyone knows about it instantaneously. To a great extent, political correctness lives on the Internet. People become caustic and deriding to individuals in order to create a self-imposed lexicon.

Most words that are now undesirable were neutral words in the beginning. I remember the word “retarded” was an acceptable reference term. I believe it replaced the original three levels of idiot, moron and imbecile. I also remember in the ‘60s when the term usage went south a little bit and for a few years it was one of the main insults you could say to someone that was not a curse word. I think it was not officially changed until 2010.

As the language changes, so do opinions concerning social norms, what is acceptable, and what is not acceptable. Things happen much slower because you may be able to socially censor one’s form of speech, but you cannot control what people think.

(Continued on page 44)




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New Year
New Body
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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 43)

People living far from the media centers have been affected by outside thought through the Internet. Local folkways have a way of being examined and fault found with them by a wider audience. What I find particularly disturbing is the removal of Civil War statues. What does removing a Robert E. Lee statue have to do with changing anything? I could see things like frowning on the Stars and Bars because, as with the lexicon term "retarded," it had taken on its own meaning.

It makes me think of Russia where people fell out of favor and all statues disappeared or where toppled by the citizenry. China just dismantled a huge Mao statue the other day because the millions spent for it did not equate properly to the people living in poverty around it. If anything, I believe these statues should remain as a reminder of another time when things were different. I am not sure what they did with that Mao statue, but I need it in my downtown.

I believe that, possibly, people want to put things behind them as social attitudes

change. Improvements I have seen in my time have been extensive, including the interstate highway system that opened up some of these suburbs to the world. In a way, it is like the influence the Internet has had on the communities that the interstate missed.

The ability of external pressure within the country to affect local events and practices has changed the United States more than anything. Left to its own, life is what is around you and interactions that affect you. By invading that space, whether it is by people protesting someone's funeral or by PETA protestors showing up at your free magic show on South Street, it creates a restriction that is enforced by no law.

These kinds of restrictions, in many cases, impact people's lives however so gently or as bluntly as a punch in the nose. It has come with a new peer pressure to accept a homogenized America limiting the freedom of thought. 🗑️

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

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THE CASE FOR THE "DEPENDENT CONTRACTOR"



LEGAL PERSPECTIVES

By Bruce L. Baldwin, Esquire, Wolf, Baldwin & Associates, P.C.

Business owners excepted, workers in America fall into one of two categories: W-2 employees and independent contractors. We all know the basic differences that flow from these labels. In return for guaranteed wages and wage-and-hour protections, as well as workers' compensation and unemployment compensation benefits, employees work set hours and must fully comply with employer demands as to both work product and the manner in which that work is done. On the other hand, independent contractors can work when and how they wish (at least in theory), and in exchange, give up their rights to the safety net of wage-and-hour protections, anti-discrimination laws, workers' compensation and unemployment compensation benefits.

The legal distinction between employees and independent contractors has been part of American law since the New Deal. The concept of the "independent contractor" still makes sense in the context of a true freelance worker. Anyone working freelance is free to work for any company or any number of companies he or she chooses, and is free to stop working for a particular company whose demands are unusually high or whose pay is unusually low. That worker can then focus his or her energies on other clients who provide greater compensation and less grief. The concept of independent contractor also continues to make sense in the context of doctors, lawyers, accountants, IT professionals, electricians, plumbers and other professionals and tradesmen with special expertise, who serve multiple clients or customers. In each of these cases, the professionals or tradesmen can turn down unprofitable work for better paying gigs.

But economic realities have changed since the New Deal. The now quaint notion of lifelong employment has been replaced by downsizings and reorganizations. At the same time, employees now routinely jump from one employer to the next in efforts to accelerate their career advancement. On top of these developments, companies increasingly rely on contract workers to work on specialized projects, with projects lasting anywhere from a few months to a few years, all without the necessity of withholding payroll taxes and having to deal with potential discrimination claims when the project ends. And in the past decade, these trends have met up with a post-recession economy in which employers are increasingly wary of the responsibility taking on the many obligations that flow from the hiring of a new W-2 employee.

(See "Legal Perspectives" on page 47)



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Bad Habits of Good Salespeople



MARKETING SOLUTIONS

By Maria L. Novak

Some salespeople close new business continuously while others, albeit personable and seemingly good at what they do, have fallen into a rut of less and less closed sales — one reason may be because they've fallen into bad habits without even realizing it. (Note: If you are a business owner, you too are a salesperson ... When you talk to someone about your business, you need to be direct, authentic, and unattached to the outcome.) Are you a victim of any of these bad habits? See if you recognize any of these in your daily sales activities:

#1) Sticking to People You Know — It's far easier to communicate regularly with those whom we've already met & have rapport. However, if we stay within our "comfort zone" it limits our potential for growth. Oftentimes, at networking events, we gravitate toward someone we have met before. While it's always nice to see familiar faces, don't fall into the trap of spending half your time chatting with people you know.

When meeting people for the first time, it's also easy to fall into this routine — You meet three or four people and chat for a minute each, and then meet someone and the chat becomes a 20-minute conversation. Some people who stay with one person will justify this by saying that they want to find out more or they want to have a real conversation. I can appreciate that. I also believe sometimes all it takes is that one important connection to have a successful event.

However, no one ever says they stayed with one person because finding a new contact is an uncomfortable experience. But that is a factor as well. It's a change in your environment. Once you get comfortable with a situation, any change will cause a certain amount of anxiety. It's far easier to continue talking with a familiar person rather than going through the exercise of finding and introducing yourself to an unfamiliar person.

Listening to the experts, you'll hear pretty much the same piece of advice: People buy

from people they know. But if you are sticking to people that you know because they are familiar to you and you are in a comfortable place, then it's time to rethink your prospecting strategy.

#2) Taking the Path of Least Resistance — Given a choice, people prefer getting more of something over less, getting it sooner rather than later, and working less to get it as opposed to working a lot.

There's nothing unusual about this. It's called being efficient.

I know a lot of salespeople and none of them have been afraid of working long days and overcoming impossible obstacles to achieve a goal. They are, however, creatures of habit. A successful salesperson will often resort to habituating certain behaviors to streamline their process.

Sometimes, these habits have outlived their usefulness, but a salesperson will continue to use them because it's easier than changing to something that is different, unfamiliar, or will produce an unknown result.

When I was starting out in sales, I always found it easier to call on previous customers over researching and calling on new prospects. This makes sense when you consider that we already have a relationship in place with these customers, and people buy from people they know and like.

(See "Marketing Solutions" on page 48)



LEGAL PERSPECTIVES

(Continued from page 45)

All of these developments have led to dramatic changes for the American worker. Many workers now work multiple part-time jobs, typically with no benefits. But we also now see a proliferation of delivery drivers (a market fueled by our increasing taste for online purchases), Uber drivers (a market fueled by our increasing distaste for traditional taxi services) and Handy cleaners and tradespeople (a market fueled by our increasing insistence upon service on demand).

The one thing that the delivery drivers, Uber drivers, Handy tradespeople, and other similarly situated workers have in common is that they are all dependent upon a particular company's business model, and completely vulnerable to (1) any collapse in that business or (2) any change in that business model. Theoretically, Uber drivers and Handy tradespeople can choose when and where they work, but they lack control over the amount of their wages and the timing of their payments, and they cannot negotiate better contracts. If they do not like the work or the terms of work, there are plenty of other workers to take their place. Nevertheless, these workers are often not

considered "employees." By default then, all of these workers are presumptively considered to be "independent contractors." The economic reality, however, is that none of these workers are "independent" in any meaningful sense of the word. They are all entirely dependent upon a single employer or, rather, a single non-employer.

With increasing recognition that the employee/independent contractor distinction now baked into the law of all 50 states does not always match the economic reality, there has been a push in the United States to legally recognize a third category of worker — the "dependent contractor." This trend follows the lead of Canada and Germany, which have already enacted legal protections for workers who are economically dependent on just one company.

But what would "dependent contractor" status look like in the United States? Presumably the worker would be treated the same as an independent contractor in most respects — the worker would still receive no wage-and-hour protections, and would still have no entitlement to most other employee benefits or legal safety nets.

(See "Legal Perspectives" on page 49)



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MARKETING SOLUTIONS

(Continued from page 46)

And as noted before, change is a painful process. However, not everyone will buy what you have when you need them to buy it. They will buy when they need it.

If you are starting to panic because none of your past customers are calling you back, then it's time to find some new ones. You do not want to risk your current relationship to make a fast sale. You are better off dealing with change rather risking your current client relationship.

#3) Looking for that "Special Verbiage" or "Scripted Materials" — Are you only concentrating on WHAT you say and not HOW you say it? Even good salespeople find themselves repeating the same script over & over and finding it unsuccessful... Why? Because you tend to repeat things that you know have previously worked.

Here we are talking about interacting with people, and everyone is different. You won't find one special thing that will work on everyone, everywhere, in the same way. You have to stay aware of your prospect and communicate with them the way they want to communicate. If not, then you will find yourself missing important information in the sales process.

#4) Selling the Product not the Solution — It's easy to fall into a habit of becoming enamored with your product, service or company. You call or email a prospect or you finally meet with them face-to-face — You think about the best way to open and

you come to the conclusion that you need to tell the person about your wonderful products & services and you think "Wow, they have to be impressed with this."

The best way to approach a prospect is remembering "what can I do for you?" — not "look how great we are!"

Remember, you need to address their needs.

#5) Using Only One Method to Touch Your Prospect — There's a tendency for salespeople to focus all their efforts on one or two media or to rely heavily on one strategy. In a previous article, I wrote on combining Direct Mail Marketing with Email Marketing.

In today's environment, the more variety you can incorporate into your prospecting, the better chance you will have of connecting with your contacts. In addition to email, phone and the personal visit, you still have social media, networking, and business organizations.

If you find that you are falling into any of these habits, then it's time to take a fresh look at your activities and generate some new additions to your results. 🗑️

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LEGAL PERSPECTIVES

(Continued from page 47)

However, for the company engaging that worker, there would be at least one very significant difference. Under the current state of the law, a company that treats a more or less full-time worker as independent contractor does so at a substantial risk that the IRS, a court or other tribunal will someday rule that the worker should have been treated as an employee.

When that occurs, the financial consequences for the company can be dire. The newly labeled "employer" can be tagged with large wage-and-hour liabilities and legal fee claims, unemployment compensation penalties and personal liability on workers' compensation claims. But if the company is instead able to pay the worker under a more realistic dependent contractor model from the outset, that company will be at much less risk of penalties for improper classification of its workers.

What then is the upside of dependent contractor status for the worker? The answer is much less clear in the United States than it is in Canada. In Canada, employees have long had rights to notice and/or severance pay upon termination, and those rights are now being extended to dependent contractors. But in most of our United States, the more draconian system of "at will" employment still prevails. So

extending to dependent contractors the same non-existent notice and severance rights of employees would accomplish precisely nothing.

So the question remains — if states are to recognize dependent contractor status, what rights would that status bestow? What rights should a worker have upon involuntary termination from the company that has been his or her source of income? Should that worker receive some limited form of unemployment compensation benefits? And what if that worker is injured in the course of his or her work? Should the non-employer have some obligation to provide medical or wage benefits akin to workers' compensation coverage? Or should the burden fall upon the worker's private insurance coverage or, failing that, upon governmental welfare and Medicaid systems?

The answers to these questions are far from clear. But the debate on independent contractor status is now underway, and it may not be long before the law recognizes a third classification of worker. ■

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C. with offices in Pottstown, West Chester, and Reading, and has represented employers and employees in business matters and litigation for over 30 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.



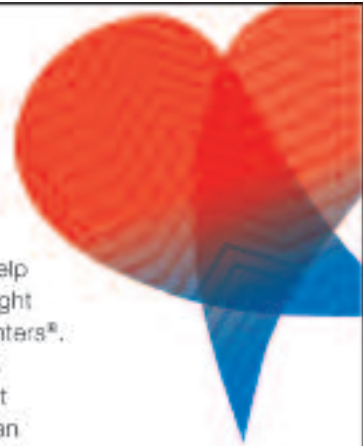
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(ZC1163) 24 South Hanover Street, Pottstown- Approximately 1500SF total. 1200SF Retail Space/300SF Storage Space. \$1,000/Month includes heat.

(ZC1164) 412 Laurel Street SUITES, Pottstown- Suite 4- 18,000SF has been LEASED. AVAIL. SUITES: Suite 1- 1,750-3,500SF, Suite 2- 1,825-3,650SF, Suite 3- 2,400-4800SF gas, utilities, public water and sewer. Call for details.

(ZC1165) 16 N. York Street, Pottstown- Very nice opportunity for office space. Comes with powder room, water, sewer and trash. 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. **10,000 SF**

(ZC1166) 32 Wells Rd, Suite #3, Parkerford- Office/retail space situated along busy Rt. 724. 685SF former financial services office with offstreet parking. Available immediately. Signage on Rt. 724. Call for details.

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

(ZC1168) 3025 Main Street, Margantown- (1) 400SF Office Space. Lease for \$500/Month. Tenant pays only Electric. Offstreet parking & private bath.

(ZC1169) 582 Main Street, Royersford- 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.

(ZC1170) 1630 E. High Street, Pottstown- (Building#3) 802SF Private office building situated at the corner of High & Porter Roads. \$15,000/SF + Utilities. Call for details.

(ZC1171) 33 E. Philadelphia Avenue, Boyertown- First floor commercial office space located in the middle of Boyertown. \$565/Month includes heat, water and sewer. Call office for showings.

(ZC1172) 2741 N. 5th Street Highway, Reading- Commercial property with signage on busy highway at the corner of N. 5th Street & Wilson. Former United Check Cashing Franchise with all security systems in place and operational. Paved parking on side and rear of building. Move in condition. Perfect for a multitude of businesses. \$1,500/Month plus propane and electric.

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JOSEPH SCOTT McARDLE ANNOUNCES TRANSFER OF THE HISTORIC DOWNTOWN PHOENIXVILLE PROPERTY

Joseph Scott McArdle, of Keller Williams Realty Limerick, recently announced the transfer of the historic downtown Moon Saloon Bar & Restaurant property. McArdle spent nearly three years arranging the sale and the financing for the property, located in the center of the booming downtown central business district of Phoenixville. McArdle, recognized as being one of the people instrumental in starting the renaissance in Phoenixville, is celebrating his 32nd year of outstanding successful service in the real estate industry, and is a recognized expert in the commercial and investment real estate industry. He has completed a curriculum and is experienced with interest-based negotiation, financial analysis, market analysis, user decision analysis, and investment analysis for commercial investment real estate. He is part of a global commercial real estate network, with members across North America and more than 30 countries.

The property was previously the Hotel Chester. It is situated on nearly an acre on a prime corner of downtown real estate. The property is currently used for a Restaurant/Bar, and a liquor license was included with the sale. Additionally ten rental units, nine of which are residential, and one warehouse, are all occupied, and were included. According to McArdle, "The Moon Saloon opened for business at a critical time in Phoenixville's current renaissance, furthering the investment in downtown,

being a centerpiece of revitalization and inspiring other improvements and investment in the otherwise blighted areas of the main through fare, McArdle said. "The entertainment complex that was the Moon Saloon gave fuel to the exciting changes taking place in the borough at that time, and mutually benefited the business as well as giving new residents a local outlet for enjoyment."

The Moon Saloon relocated, opening an opportunity for another operator to take advantage of the site. McArdle speculated, "It is one of the only Bar/Restaurants in the historic downtown business district to have much needed parking, which was one of the main selling features of the property." McArdle concludes, "It is the perfect time to transfer the property as the sellers are in a different phase in their lives, and the buyer has the ideal timing of acquiring ownership when the borough now has a major influx of residents with all the construction that has gone on over the last decade since two "camp out" for housing started the renaissance in the borough."

"We know many real estate agents, and we had multiple agents trying to sell this property, though I always knew that McArdle was the "go to" guy when it came to getting the job done," said seller Pam Barnes. "We are glad he was able to finally bring this property to settlement for us after all this time. If it wasn't for him we are not sure it would have settled." 🏠

You're Invited!

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

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

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

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- *Opportunity to learn about our community*

Call Bill Wellen at 484.886.5396 to learn more!



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Profile Categories

Engineers & Architects run date: Feb. 23
deadline: Feb. 12

Banks & Credit Unions run date: March 15
deadline: March 4

Health run date: March 1
deadline: Feb. 19

Business Services run date: March 22
deadline: March 11

Legal & Insurance run date: March 8
deadline: Feb. 26

Look for more Profile Categories
in the February edition of the
Route 422 Business Advisor!

READING EAGLE

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

Annual Awards Dinner

The 2016 Annual Phoenixville Regional Chamber of Commerce Awards Dinner will be held on **Wednesday, March 30** at the Phoenixville Country Club.

This annual event is the Chamber's way to reflect on the year before and recognize businesses and individuals in the Phoenixville community for their significant accomplishments. The event includes a Hors D'oeuvres, Cocktails, and Networking hour, Dinner, and a presentation that includes a yearly review from the Chamber and an awards ceremony where awards for Merit, Business Development, Community Betterment, and Outstanding Citizen of the Year are presented.

For more information about attending or sponsoring this event, please visit
<https://phoenixvillechamber.org/news-events/events/annual-awards-dinner-2016/>



Regional Business Card Exchange

The Phoenixville Regional Chamber is partnering with the Perkiomen Valley, Spring Ford, Upper Perkiomen Valley, and TriCounty Area Chambers of Commerce to hold a Regional Business Card Exchange on **Thursday, February 18**. This event is your chance to enjoy an evening of networking with business minded individuals from around the region! Please visit <https://phoenixvillechamber.org/news-events/events/2016rcbce/> for more information and to register for this event.

Young Professionals Networking Events

The Phoenixville Regional Chamber of Commerce and the Phoenixville Jayces have worked together to form a Young Professional Networking Group in the Phoenixville Area. This event series has been formed for business minded people aged 21 to 40 to gather in a relaxed atmosphere to network with like-minded individuals.

While in the past, the Young Professionals Networking Events (YPNE) were held every 6-8 weeks, they will be held on the first Tuesday of each month in 2016. Our next event will be held on **Tuesday, February 2 from 6:00pm to 8:00pm** — and we hope to see you there!

For a full schedule of events and up to date information, please visit www.phoenixvillechamber.org or <http://phoenixvillejayces.org/networking-events/>. Also find us on Facebook at www.facebook.com/PhoenixvilleYPN

February Membership Meeting - Luncheon

On the second Tuesday of each month, join the Chamber for its monthly membership meeting. These meetings are your opportunity to network with your fellow chamber members, stay up to date on news from the Phoenixville Regional Chamber of Commerce, and hear from an informational speaker who will give you new ideas to apply to your business/organization!

This month's meeting will be held on **Tuesday, February 9 from 11:30am to 1:15pm**. For more information and to register, please visit: <https://phoenixvillechamber.org/news-events/events/mmm0216/>

In 2016, the Chamber will be hosting 6 Breakfast and 6 Luncheon meetings — to best fit everyone's schedule! We hope to see you there!



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!



A PHANTASTIC Annual Lunch

The Chamber is kicked off 2016 in true "Philly Style" at their Annual Lunch on Thursday, January 14th. Tom Burgoyne, best known as the Phillie Phanatic's "best friend", addressed the chamber as we enjoyed a taste of Philly lunch at the Loft at Landis Creek. The dynamic speaker dazzled the audience with stories of how he and the Phanatic became acquainted and the adventures they have pursued together. He spoke about advice on addressing an audience and making every encounter count.

At the luncheon Tom Thunstrom, Treasurer presented the 2016 Member of the Year Award to Steve Oehlert of Oehlert Brothers for his years of service and dedication to the Chamber. Steve presently serves as Secretary of the Spring-Ford Chamber of Commerce and has been involved in the chamber for more than 10 years. Congratulations Steve!

Enjoy these photos from the event.



UPCOMING EVENTS

February 4, 2016 - Chamber Mixer

Phoenix Rehab & Health Service
780 Main Street, Suite 1, Royersford
5:00pm - 7:00pm

February 11, 2016 - February Member Luncheon

11:30am - 1:00pm
Cutillos Restaurant, 2688 E High St, Sanatoga
Speaker Mark Steinke; Wearing Too Many Hats

February 18, 2016 - Regional Chamber Event

4:00pm - 6:00pm
Copperfield Inn at Lakeside,
594 W Ridge Pike, Limerick
Multi-Chamber Business Card Exchange

March 10, 2016 - March Member Luncheon

11:30am - 1:00pm
Spring Ford Country Club,
8 Country Club Rd, Royersford
Speaker Politician Roundtable

March 30, 2016 - B2B Expo

11:00am - 2:00pm
Pope John Paul High School,
181 Rittenhouse Rd, Royersford
Speaker Mark Steinke; Wearing Too Many Hats

Save the Date!

April 7, 2016 - Women in Networking Fashion Show

Brookside Country Club

Business to Business Expo... Coming Soon!



**A Free Keynote
not to be missed!
Dr. G. Terry Madonna**

**Wednesday, March 30th
from 11:30am - 2:00pm at
Pope John Paul II High School**

On Wednesday, March 30th the Spring-Ford Chamber of Commerce is delighted to play host to Dr. G. Terry Madonna as he discusses the "2016 Presidential Election: At the Starting Gate — Prospects and Possibilities". Dr. G. Terry Madonna is a nationally recognized political pollster and commentator. Then to add some ice cream to the cake, Gene Marks, Columnist, Author and Business Owner, will be speaking to 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"!!

Now is the time to reserve your booth and register to attend the event.

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

PERKIOMEN VALLEY CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

February 4, 2016 – PV MEN Event at Golf364

Guys, bring your clubs for a fun-filled night of competition, networking, food and drinks. Cost \$25/pp, includes indoor golf competition in one of the 5 custom indoor golf simulators, appetizers and drink tickets. Pre-registration required.

February 18, 2016 – Regional Five-Chamber Mixer

Expand your REACH and enjoy an evening of refreshments and networking with members of 5-area chambers. Title Sponsor, **Exelon**. FREE event. **Copperfield Inn at Lakeside**, 594 W. Ridge Pike, Limerick. Time: 4-6pm. RSVP by 2/11/16: info@PVchamber.net or 610-489-6660.

February 24, 2016 - New Member Orientation

sponsored by Maillie, LLP
Learn about all the opportunities with the Chamber, meet with existing members and get tips for successful networking! Lets get to know YOU! Location: PV Chamber, 351 E. Main Street, Collegeville. Time: 8:30am – 9:30am. FREE event.

March 3, 2016 – Business Matters Luncheon

Get ideas and learn strategies to capture new contacts, grow your list and take action to help move your business forward. Having an interested and qualified list of contacts, is vital to every business! Networking, lunch and workshop 11:30am – 1:00pm. Location TBD. Cost \$25.

March 22, 2015 – PV Chamber Annual Meeting Luncheon

The Annual Meeting is one of the Chamber's largest gatherings of our business leaders. **Chairman David Akers**, LMS Solutions, will highlight accomplishments of FY2015 and share what's ahead in the Chairman's Presentation, including general election of new Board Directors, presentation of Marvin J. Lewis Award and Sponsor recognition. **Spring Ford Country Club**. Sponsorship Opportunities: Title Sponsor: \$800, Gold Sponsor \$500, Exhibitor \$155. Visit www.PVchamber.net for details.



April 14, 2016 – Business Expo at Dow Chemical – Collegeville

Exclusive Member-Only Event...
PV CHAMBER BUSINESS EXPO AT DOW!

Showcase YOUR business to regional Dow Chemical employees while networking with fellow Chamber members. Exhibitor/Non-Exhibitors may contribute to Marketing Goody Bags for DOW employees. Exhibitor table \$135; participation in marketing bags \$30, Marketing Bag Sponsor \$200. Registration and details call 610-489-6660 or visit <http://www.PVchamber.net>

FEATURED 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 making a positive impact on life in the Perkiomen Valley. Leaders from Montgomery, Northeast Chester and Southern Berks Counties will gather for an evening filled with networking, food, drinks, music, exhibitor showcase and awards ceremony. Tickets \$95

Congratulations to top three finalist in each category!

Small Business of the Year: Keenan, Ciccitto & Associates, Kelly Insurance Group, Patriot Pest

Medium Business of the Year: Kriebel/CzarStar Security, Merrymeade Farm, The Victory Bank

Large Business of the Year: Brandywine Senior Living at Upper Providence, Rockland Immunochemicals, Wegmans Food Markets

Business Star of the Year: David Akers, LMS Solutions; Catherine Gear, Signal 88 Security; Julie Brufke Wenger, Phoenix Tax Consultants

Non-Profit Organization of the Year: Mom's House, Perkiomen Valley Youth Basketball, Spring Valley YMCA

Humanitarian of the Year: Steve Rock, Dutch Schrap, Howard Scott

Distinguished Service Person of the Year: Zenon Janicki, Collegeville Fire; S. Christian Nascimento, Methacton School Board; Craig Markle, Worcester Fire Department

PV Chamber Member of the Year: Kip Bilo, Kriebel/CzarStar Security; Judy Kehr, The Eye Shoppe; David Maris, Marco Motors

Emerging Business of the Year: Collegeville Yoga Bar; Coval & Associates CPA; Evolutionary Home Design

**Winners will be revealed at
the PV Stars Awards Gala
on February 11, 2016.**

**Visit the Chamber website
for a complete list of upcoming
events! www.PVchamber.net**

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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KEVIN REILLY**
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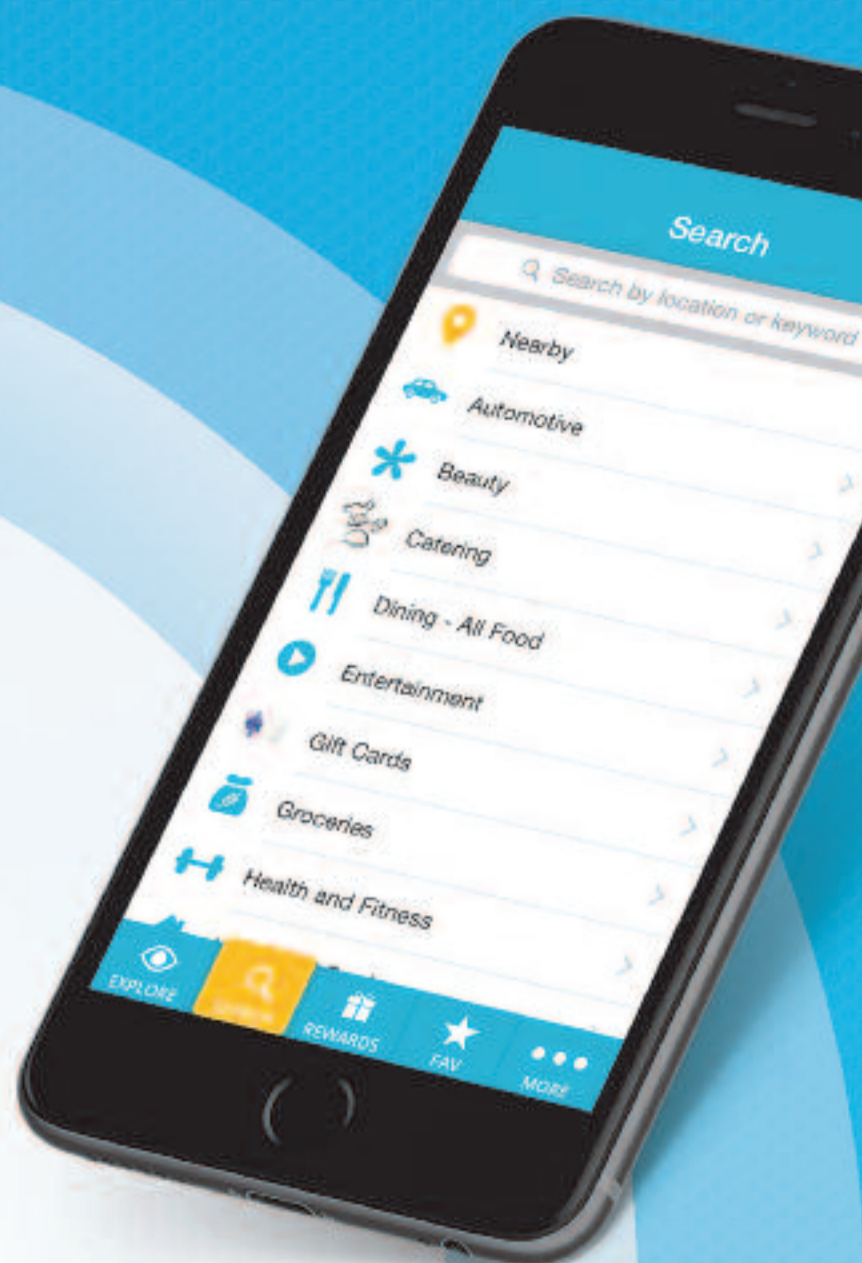
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