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**For more information about Eastwood,
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Cover Story: *Sunnybrook Village Business Campus in Lower Pottsgrove, is a modern community with a traditional look, featuring more than 100,000 square feet of office space; 12,000 square feet of retail and restaurant space; a day care center; and 151 townhomes.*



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



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SUNNYBROOK VILLAGE BUSINESS CAMPUS

The Perfect Location for Your Professional Practice



ABOVE: Sunnybrook Village Business Campus offers modern first floor suites with flexible floor plans and front-door parking - perfect for medical and professional office users. BELOW: Campus amenities include on-site retail, restaurants, day care, park and walking trail. The retail center's prominent High Street location and generous signage are ideal for service businesses looking to raise their profile.



Are you a health care practitioner or professional service provider looking to relocate your business to a centralized location with exceptional visibility, plenty of parking, affordable rates and flexible floor plans? Or, are you thinking of opening a conveniently located satellite office offering easy access to patients and clients from all points on the Route 422 and Route 100 corridors?

If you answered "yes" to either question, then look no further! Sunnybrook Village Business Campus, located at 2151 East High Street in Sanatoga Village (Lower Pottsgrove Township), offers the perfect combination of location, visibility, value, and unparalleled amenities.

Sunnybrook Village is a modern community with a traditional look and feel, featuring more than 100,000 square feet of general and medical office space; 12,000 square feet of retail and restaurant space; a 10,000 square-foot day care center; and 151 townhomes. Its buildings share a common architecture that reinforces Sanatoga's historic nature. They are joined by an integrated system of roads, parking areas, streetlights and sidewalks, plus a scenic creek-side walking trail and community park. These amenities and design elements make the campus a place where employees want to work and clients like to visit.

An expertly-designed signage system makes the campus easy for clients to find. All of the signs (with the exception of the storefront retail signs) have a traditional design that complements the streetlights and building architecture. From the large stone monument sign at the campus entrance to the individual signs at each tenant's door, the signage system guides customers to their destination and promotes each tenant's image. The campus is therefore ideal for sales offices and service businesses seeking to raise their profile.

These features have helped to make Sunnybrook Village Business Campus the area's premier business address. As evidence of the project's importance and innovative design, it was awarded the TriCounty Area Chamber of Commerce *Economic Development Award* and selected by the Philadelphia Business Journal as one of the "Best New Office Developments."



(left to right) Mark Shagena, president of Heritage Commercial Group and Matt Katzen, Director of Leasing for Sunnybrook Village Business Campus.

Premier Business Address

Sunnybrook Village Business Campus — the commercial portion of Sunnybrook Village — is located at the signalized intersection of High Street and Heritage Drive. Its prominent address and classic architecture make the campus easy to find and highly visible. The campus boasts a tenant roster of successful local and regional businesses, including an impressive lineup of medical and dental providers who benefit from their proximity to Pottstown Memorial Medical Center, less than one half-mile away. In fact, the health care community occupies over 50 percent of the campus space.



Sunnybrook Village Business Campus has been one of the region's most successful office parks since its first tenant opened for business in 2004. "Our success can be measured by the businesses which make Sunnybrook Village their home," says Mark Shagena, president of Heritage Commercial Group, the company that built and manages the campus. "They are the area's leading companies and medical providers."

Tenants enjoy a number of building features, including individually controlled high-efficiency heating & air conditioning, which permits tenants to manage their own energy costs. Each tenant also has an individual entrance with 24/7 access, along with front-door parking, which offers great convenience for employees and customers.

"One of the nice things about the property is that it was designed for small to medium size users," Shagena explains. "Our tenants are primarily, but not exclusively, local businesses whose owners want control over their operations. Because nearly all of our suites have independent HVAC systems, they are more

cost effective than space in bigger buildings where occupants don't have control over those systems," he says.

Consequently, Sunnybrook Village Business Campus is ideal for both primary and satellite offices. Tenants have great access to the regional road network. Located just off of Route 422 between the Sanatoga and Armand Hammer Boulevard exits, the site is strategically positioned in the middle of the quadrangle formed by King of Prussia and Valley Forge to the east, Exton and Great Valley to the south, Reading to the west and Allentown to the north.

Tenants also benefit from access to public transportation, as the campus is served by SEPTA/PART with an on-site PART bus stop. "Very few local offices are directly served by public transportation and offer generous on-site parking for visitors who drive their own car," says Matt Katzen, Director of Leasing for Sunnybrook Village. "The combination really sets the campus apart in terms of accessibility and convenience."

(See "Cover Story" on page 8)



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COVER STORY

(Continued from page 7)

Professional Management

In addition to its ideal location and modern, affordable office space with attractive amenities, what makes Sunnysbrook Village Business Campus unique is the quality of its professional management team.

"We (Heritage Commercial Group) built the project, and have local management and maintenance services" says Matt Katzen. "With that management comes services that many other owners don't provide to their office tenants. We change their light bulbs and do preventive maintenance. If there's a repair issue, we come and fix it. We handle all the snow removal and landscaping, at a higher standard than most."

"It all starts with our business philosophy," adds Mark Shagena. "With each project, Heritage is planning for the long term. We're not a merchant builder or investor looking to make a quick buck on a 'flip'. We're the owner, manager and sometimes even one of the tenants. We intend to own these properties for years, even decades, and that perspective really guides the decisions we make. I think those are important points of differentiation for the businesses that lease our space as well as for the townships where we operate."

Cutting-Edge Space

In the evolving health care industry in particular, doctors and medical services professionals need office space that can grow and adapt with their practice. This requires modern, flexible buildings and an experienced and responsive landlord who can provide the resources to create the most productive working environment.

"Our company has constructed dozens of medical and professional service offices for some of the region's leading providers," says Shagena. "We understand how to design and deliver spaces that maximize the value of each tenant's investment."

Shagena points out that change in the health care industry over the past ten years has forced medical practitioners to be more cost conscious in every area of their practice, including their facilities. "There has been a lot of consolidation driven by economics," he says. "As a result, health care providers are looking much more closely at how their space is designed."

(See "Cover Story" on page 10)



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- 1/4 Mile from Pottstown Memorial Medical Center
- Just off of Route 422; minutes from Routes 29 & 100
- Located on High Street at signalized intersection
- SEPTA / PART bus stop on site

Great Space:

- First floor offices from 900 to 6,000 square feet
- Individual suite entrances with 24/7 ADA access
- Modern, open floor plans provide flexibility and efficiency
- Suites ready for occupancy or customized to your needs
- Tenant controlled heating/cooling

Great Amenities:

- Award-winning business campus with 100,000 sq. ft. of offices, stores and restaurants
- Day care, park and walking trail on site
- Building and suite signage
- Abundant free front-door parking

The foregoing information was furnished by sources which we deem reliable, but no warranty or representation is made as to the accuracy thereof. Heritage Commercial Group shall not be liable for any use of this information or actions taken in reliance thereon.

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COVER STORY

(Continued from page 8)

Is their space efficient in terms of the shape and flow of their exam rooms, or the size of space that staff is occupying? As experienced landlords, we understand their concerns and can offer solutions to improve their bottom line," he says.

Practices and other businesses looking to move quickly can take advantage of fully-constructed offices which are ready for immediate occupancy. "We have suites that a tenant could move into tomorrow, as is, if they need basic space," Shagena says. "We can also provide customized space because we are developers. And that's where our building designs really come into play. Our buildings' open floor plans are extremely adaptable. For example, medical users have very specific requirements. Our ability to accommodate their needs is one of the reasons so many professionals lease space at Sunnybrook Village Business Campus. It's very hard to retrofit an older building encumbered by columns, load-bearing walls, mechanical chases and stairs."

Unbeatable Value

Sunnybrook Village Business Campus is currently offering first floor space from 900 to 6,000 square feet on a single floor, with front-door parking, a private entrance, private bathroom, and complete control over their heating and cooling. "Those characteristics are difficult, if not impossible, to find in the area's older buildings," Shagena says.

The space is offered at competitive rates that are \$5.00 to \$10.00 per square foot lower than comparable space in King of Prussia, Valley Forge, Oaks and Collegeville. If customized space is preferred, then the campus's owners can design and build space to meet a tenant's needs.

"Sunnybrook Village is the newest of the businesses campuses in the area," Shagena emphasizes. "It therefore reflects the latest in design with open floor plans and modern mechanical systems. Those attributes make our buildings more flexible in terms of layout and design, and allow us to give tenants what they want."

Matt Katzen sums it up this way: "Sunnybrook Village Business Campus offers an unbeatable value proposition. For rent that's equal to, or lower than the competition, our tenants get the best space, most amenities, convenient location, highly visible signage, abundant parking, public transportation access, plus an experienced owner able to construct and maintain the space they need. Why would a tenant rent anywhere else?"

Why, indeed? If your business is looking for first-class office or retail space with unparalleled amenities, convenience and value, please contact Matt Katzen at 215.491.7700; mkatzen@heritagecommercialgroup.com; or visit www.heritagecommercialgroup.com. 🗑️

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HOW SMALL BUSINESS OWNERS CAN PLAN FOR RETIREMENT

Are you a small business owner? You're not alone. As of 2013, there are almost 28 million small businesses in the US. A small business is recognized as having 500 or fewer employees. Here is some additional information on the surge of small businesses.

- 22 million, or 75%, are non-employer small businesses (ones with no additional payroll or employees)
- 543,000 new businesses are started each month
- 1/4 will stay in business 15 years or more
- small businesses employ 50% of the working population and have created 65% of new jobs since the mid-1990s.

With 10,000 Americans reaching retirement age every day, retirement planning should be somewhere near the top of any small business owner's to-do list. But when you're doing it all on your own, it's easy for retirement, which can seem so far away, to get pushed aside.

How Can Small Business Owners Build Retirement?

Pay Yourself First

We asked Diamond Credit Union's Business Services Manager, Jim Hufford, his advice for small business owners as they create a retirement savings plan for the future.

"Some business owners feel that putting everything back into the business will secure their future, but that future is uncertain. A business may lose value over time due to technology changes that they do not keep up with, for example.

In my view, a budget line item for all small business owners should include a figure for retirement. The amount for retirement gets paid like any other expense on a monthly basis. A new business can start with a modest amount and increase it annually as their business becomes more profitable. Salting away any amount in a relatively untouchable retirement account will almost certainly grow in value over time irrespective of the value of their business."

In the absence of a traditional 401(k) employee-sponsored program, here are other options that small business owners can take advantage of to grow their retirement savings.

(See "Plan for Retirement" on page 13)



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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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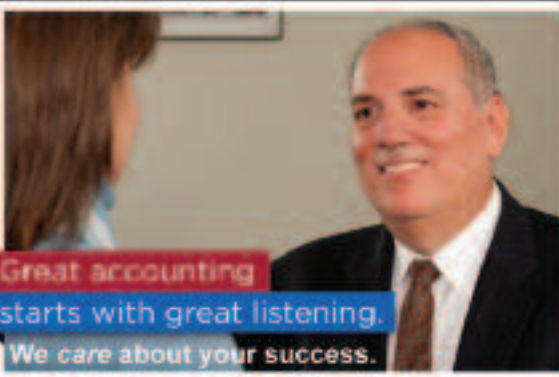
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Bookkeeping is the key to provide your business with the necessary financial information that is needed for your daily operations. Have you considered outsourcing your company's accounting work? It has been an effective way to reduce personnel overhead that is associated with in house employees. Outsourcing bookkeeping offers a cost savings of 35 percent when compared to an in house staff. You are offered continuity, quality and accuracy. A businesses precise financial profile is vital to the company's growth and profitability.

Bookkeeping Services LLC, located in the heart of downtown Pottstown, conveys a strong degree of professionalism to your bookkeeping process. We use QuickBooks accounting software and we have come to rely on the accuracy and reliability from this program. If you are currently using a standard version of QuickBooks and it is not working for you, possibly your accounting staff is not working the QuickBooks. Bookkeeping Services allows you the business owner to focus on your



highly valued services, eliminate unproductive time and make year-end work more efficient.

In addition to the bookkeeping services Bookkeeping Services, LLC offers administrative services. They do everything from writing "Thank You" notes to marketing ideas, organizing files and ordering office supplies. Anything you can't find time for in your busy schedule they can help you with to ease your burden.

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. 📞

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PLAN FOR RETIREMENT

(Continued from page 11)

SEP IRAs

Non-employer business owners earning freelance income or business owners with one or more employees can open a SEP IRA, a type of Traditional IRA. The annual contribution limit is 25% of your net income, with a current cap of \$49,000.

Simple IRAs

Small business owners with 100 or fewer employees, each making more than \$5,000 in the preceding year, can participate in a Simple IRA plan. Employees can contribute up to \$11,500, with workers over 50 years old being able to contribute an additional \$2,500. A Simple IRA requires the business owner to make contributions on the employees' behalf, either dollar-for-dollar up to 3% of their salary, or a flat contribution of 2% of their salary.

Selling Your Business to Fund Your Retirement?

Baby Boomer small business owners may consider this option as a way to fund their retirement. A recent survey showed that 35% of business owners are counting on the sale of their business to finance their retirement. However, only 17% have identified a buyer.

There are several factors that can affect this retirement strategy. The first is, of course, finding the right buyer at the right time. Your retirement schedule can often fall out of your control as health or family issues may move up or delay a target date. Additionally, the economy and market conditions may make it hard to find a buyer who can obtain financing when you're ready to sell. While the sale of a business can certainly supplement a retirement plan, it shouldn't be the entire plan. 📞



If you have questions on small business planning, contact Diamond Credit Union's Business Services professionals.

Diamond Business Services division: 610-326-5490, ext. 2121, or toll-free: 800-593-1000. Locations: Pottstown - 1600 Medical Dr., Pottstown; Wyomissing - Broadcasting & Paper Mill Rds., Wyomissing; Exeter - Rte. 422 at Pineland Rd., Birdsboro; and Boyertown - 173 Holly Road (Rt. 100 at County Line Road), Gilbertsville. For general information anytime, visit the Business Services section of Diamond's website at diamondcu.org.

Happy New Tax Season!

"I have a passion for what I do and am dedicated to working with you to make tax preparation as painless as possible... and dare I say, fun?"

If you don't find taxes fun call 484-321-3839

Barbara Akins
certified public accountant
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FOCUS ON BERKS COUNTY BUSINESS

What is One of the Best Business Incentives?



GREATER READING ECONOMIC PARTNERSHIP

By Pamela J. Shupp, AICP, CEC; Vice President
Greater Reading Economic Partnership

Not everyone wants money. Really you might say? What do I mean by that? Not every company who is interested in a new business location or in expanding their business wants a business loan from the state – no matter what the interest rate. Whether it is an issue of timing, having adequate capital in hand, not being able to meet the job creation or other threshold requirements, not everyone wants or can utilize state financing.

So, what is one of the best incentives that Pennsylvania can offer companies? I would suggest that streamlined, predictable, and coordinated permit review is one of, if not the most meaningful incentives that can be offered.

In addition to being the Vice President at GREP, I am the current President of the Pennsylvania Economic Development Association (PEDA), the statewide association of local, state, corporate and non-profit economic development professionals. PEDA's mission is to promote sound economic development policies, provide leading-edge economic development education and nurture an effective statewide economic development network to foster the economic growth of the Commonwealth.

For several years, we have been discussing streamlining the permitting process as an important step for the Commonwealth. Excessive permitting timelines and onerous regulations – associated with various state agencies – result in increased project timeframes and costs,

impairing economic growth and job creation. Due to the uncertainty caused by these increases, investment and related jobs are often sacrificed and Pennsylvania communities' competitiveness is negatively impacted.

It is not about cutting corners and ending up with projects that violate established ordinances. It is about a clear and consistently applied permit review process that is of benefit to everyone.

Permit applications that are analyzed and considered more efficiently and effectively afford a reasonable degree of comfort and certainty that the timing and expenses associated with the permitting processes will be more predictable.

Streamlining the permitting process and expediting collaborative inter-agency review for high priority economic development projects raises the level of economic prosperity in all our communities. It keeps us competitive – no incentive money involved.

(See "Focus on Berks County Business" on page 16)

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BUSINESS PROFILES

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For over 30 years, Christine Messmer, M.S.F., CFP® has been serving clients by offering objective, integrated and comprehensive financial planning services. She acts as a fiduciary and endeavors to consistently act in the best interest of her clients and to place their interests ahead of her own.

Financial planning services may be modular or comprehensive, and a plan may be verbal or written providing alternative solutions with the best course of action for the desired results.

Financial planning areas include: Cash management; Risk management; Wealth accumulation; Wealth preservation; Retirement planning; Education planning; Tax planning; and Estate planning.

Christine Messmer, P.C. is the Registered Investment Advisory Firm owned by Ms. Messmer. As a fee-only firm, compensation is limited to the fee charged for services. Guided by an in-depth understanding of the client's personal situation, goals and resources, Ms. Messmer will professionally manage investment assets. She strives to provide a risk conscious approach and objective advice with the highest level of integrity. In addition, it is important to her to provide clients with knowledge, clear explanations and quality service.

Ms. Messmer's expertise in financial management and investment planning will help you to take a fresh approach in creating your financial future.

For additional information, please call Christine Messmer at 610.489.7925; email: chris@messmer-financial.com; and visit: christinemessmer.com

Wallace Services, Inc.

Wallace Services, Inc., based in Zieglerville, PA, has been a professional, family-owned business for over 50 years, providing sales, installation and service for electrical, heating, cooling, and indoor air quality needs. Lawrence and Doris Wallace established Wallace Electric, Inc. in 1965. Since then, Larry and Doris have passed the business into the hands of their hard working employees, who have continued the Wallace tradition of providing the most reputable, reliable servicer for Southeastern PA communities.

Wallace Services specializes in electrical wiring, heating, cooling, and indoor air quality, with an

emphasis on family values and craftsmanship. Wallace Services employees have over a century of cumulative experience in the heating, cooling and electrical fields. Their customers have entrusted the comfort of their homes to their skilled technicians for over 50 years.

Wallace Services offers maintenance agreements; 24-hour emergency service; is fully insured; and financing is available to qualified customers. Wallace Services is located at 1213 North Gravel Pike, Zieglerville, PA. For additional information, please call 610.287.9838 or 610.367.0249; and visit www.WallaceServicesInc.com.

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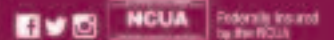


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LEADING PEOPLE, INC. Fleetwood, PA

FOCUS ON BERKS COUNTY BUSINESS

(Continued from page 14)

How Can Leading People, Inc. Help You?

**By Jim Elliker, President,
Leading People, Inc.**



I believe strongly in helping people succeed in their work. And I would like the opportunity to help your people. Let me introduce myself:

My name is Jim Elliker, and I am president of Leading People, Inc. a local start-up dedicated to helping people become leading people. I have had the privilege of serving in the U.S. Navy, a Fortune 500 public company, and a leading private company. Most of my experience is in the field of Human Resources, where my passion is around the development of others.

In your organization, you probably have a number of people related challenges. These may include the following:

1. You have a very talented employee who is also very difficult to manage.
2. You have an enthusiastic but inexperienced leader.
3. You have a team that is struggling to get along.

As a leader, you have the largest impact on the improvement of the above situations, but you could use help.

In the first situation, I can independently get to know your talented yet difficult to manage person, and through a series of coaching sessions get to the heart of where the conflict occurs. With that awareness, we can jointly create a change of approach.

In the second, an inexperienced leader often needs a sounding board to better understand their strengths and weaknesses, and to consider how they want to lead throughout their career. Careers start now – and a new leader, with a little help – can

begin to learn right away lessons that last a lifetime.

In the third, teams often need to take some time to clarify their mission, their individual strengths, and communication needs. But having someone from the outside helps to bring these issues to the forefront, and set the team off in the right direction.

This is the kind of work I love to do, and would be honored to have the chance to do it with you and your team. Consider contacting me if you would like to talk through options of how to work together.

For additional information, please call Jim Elliker at 484-344-8269; and visit: Leading-people.net.



St. Francis Home Seeks Community Support



St. Francis Home is the dream of two hospice nurses who wanted people who were diagnosed with a terminal illness to be able to live their final days in a family environment surrounded by people who will provide compassionate care with the mission to never let a resident die alone.

Our Story began in January 2012. A Board of Directors was established, land was donated in memory of Dr. Robert Impink, and fundraising for the project began.

(See "Focus on Berks County Business" on page 18)



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

Listings For SALE

FOR SALE (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN- 3,825SF PLUS LOWER LEVEL (BASEMENT)-90% FINISHED. LOWER LEVEL (BASEMENT) CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,900 PLUS UTILITIES. **INTEREST TO PURCHASE**

FOR SALE (ZC2164) 4 ASH ST., W. POTTSBORO- .95 ACRE COMMERCIAL LOT SITUATED CONVENIENTLY ON RTS 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. \$124,000

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

FOR SALE (ZC2182) 101 NORTH YORK STREET, POTTSBORO- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **INTEREST TO PURCHASE**

FOR SALE (ZC2212) 821-823 MUEHLBERG AVENUE, MUEHLBERG TOWNSHIP- 3,000SF BUILDING CURRENTLY AN OPERATING SIGN BUSINESS. TENANT OCCUPIED. ADJACENT HOME INCLUDED WITH LISTING. NEW PRICE INCLUDES PRINTING BUSINESS, ALL VEHICLES, EQUIPMENT AND INVENTORY. SELLER WILL TRAIN NEW OWNER. **REAL ESTATE ONLY CAN BE PURCHASED FOR: INTEREST TO PURCHASE (OWNER FINANCING AVAILABLE)**

FOR SALE (ZC2221) 113 REHRERSBURG RD., REHRERSBURG- UNIQUE PROPERTY w/1 RESIDENTIAL UNIT and 2 LARGE COMMERCIAL FACILITIES CONVENIENTLY LOCATED BETWEEN I-76 & 422. SELLER FINANCING AVAILABLE FOR UP TO 15 YEARS. \$1,199,000

FOR SALE (ZC2226) 33 E. PHILADELPHIA AVE., BOYERTOWN- COMMERCIAL UNIT ON FIRST FLOOR, 3BR APARTMENT ON 2ND FLOOR. 2 CAR DETACHED GARAGE LOCATED IN MIDDLE OF BOYERTOWN. VARIOUS POSSIBILITIES. \$160,000 **(OR LEASE, see listing for lease ZC1171)**

FOR SALE (ZC2230) 1063 ROUTE 100, BECHTELSVILLE- PROPERTY SITUATED ON HEAVILY TRAVELED ROAD. **RESTAURANT w/HOTEL LIQUOR LICENSE**. APPROX. 16,000SF. 1ST FLOOR CONTAINS U-SHAPED BAR-SEATING FOR 35. RESTAURANT SEATING UPSTAIRS-160 PEOPLE. ALSO HAS DECK AREA. 2ND FLOOR CONSISTS OF 7 ROOMS & BATH. BANQUET FACILITIES ON LOWER LEVEL-150 SEATING CAPACITY ALSO HAS PATIO AREA. SEPARATE INCOME PRODUCING PROPERTY CONTAINS 2 COMMERCIAL RENTALS & 2 (2) BR APT RENTALS. GROSS RENT OF \$3,800/MONTH. LARGE PARKING LOT ALL SITUATED ON 13.99 ACRES w/PUBLIC SEWER. **INTEREST TO PURCHASE**

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

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PENDING (ZC2155) CAMP SWATARA ROAD, MYERTOWN

PENDING (ZC2222) 148 STAUFFER ROAD, BECHTELSVILLE

FOR SALE (ZC2237) 2741 N. 5TH STREET HIGHWAY, READING- COMMERCIAL PROPERTY WITH SIGNAGE ON BUSY HIGHWAY AT THE CORNER OF N. 5TH STREET & WILSON STREET. 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. \$150,000 **ALSO FOR LEASE AT \$1500/MONTH + PROPANE AND ELECTRIC. LEASE TO PURCHASE WILL ALSO BE CONSIDERED.**

FOR SALE (ZC2238) 1311 BEN FRANKLIN HIGHWAY W, DOUGLASSVILLE- TURN KEY PROFESSIONAL MEDICAL/BUSINESS CENTER. 8000 SQ FT WITH INCOME FROM TENANTS. POSSIBLE OWNER FINANCING. \$1,100,000

FOR SALE (ZC2239) ROUTE 562, BOYERTOWN- 0000 LOCATION! GOOD INCOME! INVESTMENT PROPERTY LOCATED ON ROUTE 562. BUILDING INCLUDED BUT NOT THE BUSINESS. BUSINESS IS CURRENTLY LEASED. CALL OFFICE FOR FULL DETAILS! \$305,000

FOR SALE (ZC2240) 2803 E. HIGH STREET, POTTSBORO- LOOKING FOR HIGH STREET EXPOSURE IN LOWER POTTSBORO? THIS PROPERTY IS FOR YOU. 2 UNIT OFFICE COMPLEX. THE FRONT UNIT IS COMPRISED OF APPROXIMATELY 1700SF. FORMER INSURANCE OFFICE. NOW VACANT. THE SECOND UNIT CURRENTLY HOUSES THE DISTRICT JUSTICE OFFICE. APPROXIMATELY 4,054SF WILL BE VACATED SOMETIME IN 2016. GREAT LOCATION. GREAT INVESTMENT OR OWNER USER BUILDING. BOTH UNITS ALSO AVAILABLE FOR LEASE. PLEASE CALL AGENT FOR DETAILS. \$899,000

FOR SALE (ZC2241) 2841 CAMP SWATARA ROAD, MYERTOWN- 10 ACRES OF PRIME DEVELOPMENT LAND ZONED VILLAGE DISTRICT. CALL FOR DETAILS. \$480,000

SOLD (ZC2231) 31 N. 5TH STREET, READING
SOLD (ZC2232) 101 N. 5TH STREET, READING
SOLD (ZC2233) 101 N. 5TH STREET, READING
SOLD (ZC2234) 101 N. 5TH STREET, READING
SOLD (ZC2235) 101 N. 5TH STREET, READING
SOLD (ZC2236) 101 N. 5TH STREET, READING

LEASED (ZC1156) 12 South Reading Avenue, Boyertown

LEASED (ZC1162) 1304 East High Street, Pottstown

LEASED (ZC1164) 127 E. Philadelphia Avenue, Boyertown

LEASED (ZC1168) 1240 E. Schuylkill Road, Pottstown

Listings For LEASE

(ZC1012) 1200 East High Street, Office Building, Pottstown- Suites from 200-900SF. \$1.35/SF includes all utilities.

(ZC1070) 180 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PMMC. Handicapped accessible, elevator, ample parking and various size suites from 200-900SF. Competitive rates and flexible terms. All utilities are included. NO COMMON AREA MAINTENANCE charges. Call for more details!

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

(ZC1088) 261 High Street, Pottstown- 2,500SF BRAND NEW OFFICE SPACE. Could be used for dance or karate studio. 2 separate bathrooms- handicapped accessible. \$1,350/Month + heat, AC, electric and 1/2 water invoice.

(ZC1146) 32 Wells Road, Suite #4, Parkersburg- Office/retail space situated along busy Route 724. 900SF with offstreet parking, available immediately. Signage on Route 724. \$850/Month + heat, elec. and trash. Water and sewer included. NO CAM. Call for Details

(ZC1149) 4 Ash St., Pottstown- 10,000SF Warehouse to be built to specifications is situated conveniently on Route 422, 724 & 100. \$3,750/Month - \$4,500/MON

(ZC1159) 28 Sunnybrook Road, Pottstown- Brand new space situated in Lower Pottsgrove just off High Street. The 3000SF suite is self contained and can be completed to fit your exact needs. Office/Medical space with large private parking area and signage available. Call for details.

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

(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- 10,000SF has been **LEASED**. AVAILABLE. 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) 18 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. **INTEREST TO PURCHASE**

(ZC1166) 32 Wells Rd, Suite #3, Parkersburg- Office/retail space situated along busy Rt. 724. 565SF former financial services office with offstreet parking. Available immediately. Signage on Rt. 724. Call for details.

(ZC1167) 880 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, Morgantown- (1) 400SF Office Space. Lease for \$500/Month. Tenant pays only Electric. Offstreet parking & private bath.

(ZC1169) 562 Main Street, Parkersburg- 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. \$15.00/SF + Utilities. Call for details.

(ZC1171) 33 E. Philadelphia Avenue, Boyertown- First floor commercial office space located in the middle of Boyertown. \$895/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.

(ZC1173) 2803 E. High Street, Pottstown- High Street exposure in Lower Pottsgrove. Former Insurance office. 1600SF, several offices, work area, kitchenette, available immediately. \$1200/Month + Utilities.

(ZC1174) 2803 E. High Street, Pottstown- Lower Pottsgrove office building, currently occupied by District Justice. Over 4,000SF. 25+/- parking spaces, one level, handicap accessible, High Street signage. Call for details. \$16.50/Month + Utilities.

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FOCUS ON BERKS COUNTY BUSINESS

(Continued from page 16)

To date, approximately \$300,000 has been raised thanks to the generosity of individual donors, and the business community of Berks County.

At the present time, our home is under construction in Shillington, PA. The exterior of our home is completed and it is our hope to have the interior completed and operational by the end of the year. Several businesses have donated time, labor and materials. During the winter months the interior will be a work in progress. We are looking for donations of materials and labor to help complete this project.

St. Francis Home is a new and wonderful idea and we feel sure it will be a wonderful asset to our community. Our annual Christmas appeal was held from November 23 to January 6, 2016. And our annual Spring Gala, the Friends of Francis Festival will take place on Thursday, April 14th at The Crowne Plaza, Wyomissing, PA.

For reservations or to get on our mailing list, or for general information on volunteering, contact us at www.stfrancishome-reading.org or call 610.670.1050.

Berks Digital Inc.

Gary and Elaine Brown founded Berks Digital Inc. in 2005, with a focus on maturing digital printing technologies, which have changed the printing industry. Starting in the basement of their Muhlenberg township home they quickly outgrew the home business. In 2008 they moved operations to their current location at 2620 Hampden Boulevard, Reading PA. In 2010 Berks Digital acquired a competing company that focused on the "Large Format" market and 2015 marked the 10th consecutive year of sales growth for the firm.

"This year we've upgraded our roll printers and added 98" wide UV flatbed and roll capabilities for expanded service and quality" said Gary Brown, partner at Berks Digital. With continued investment in automation technologies they have been able to offer both large and small companies fast turn around times on high quality digitally printed materials at competitive prices.

(See "Focus on Berks County Business" on page 20)

LEAVING YOUR LEGACY TOUCHES OTHERS' LIVES



THE GOOD LIFE

By Merra Lee Moffitt, CFP®, AWMA®, CMFC®, AIF®,
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What happens to your stuff when you are gone?

Usually when people pass away, there is a huge focus on the things they owned and who gets what. But a legacy isn't only about leaving what you've earned, but also what you've learned.

The notion that you can have a lasting legacy by handing down ideas and values may be a totally new way to look at it. Here are some ways you could pass on the things and ideas, as well as your wealth.

Through your Will — There are many ways you can leave a legacy. The most obvious, of course, is bequeathing an inheritance to your survivors through your last will and testament.

Through Physical Things — My Aunt, who I hope lives many decades more, once asked each of her nieces and nephews

what 'thing' we wanted to inherit from her house that she could include in her will. I picked a piano stool because as a child I would swing around in circles on such a stool and thought it great fun. Sometime small tokens have outsized joy. She can be assured that the selections written in her will have meaning to each recipient.

Through Charity — Another way you could leave a legacy is by contributing money or the equivalent (like cars, boats, antiques) to a charitable cause that reflects your values.

(See "The Good Life" on page 21)



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FOCUS ON BERKS COUNTY BUSINESS

(Continued from page 18)

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

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

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Be Prepared for Identity Theft



By Dale Rothenberger

Risk is a natural part of the business landscape. If left unmanaged, the uncertainty can spread like weeds.

If managed effectively, losses can be avoided and benefits obtained.

In business today, risk plays a critical role. Almost every business decision requires executives and managers to balance risk and reward. Effectively managing the business risks is essential to an enterprise's success.

How safe is your data? What would happen if the data got into the wrong hands ... Consider:

- A stolen laptop cost the Cancer Care Group PC \$750,000 in HIPPA fines (and HIPPA does not just apply to medical records).
- The US Government Office of Personnel Management was hacked for personal data on 4.2 million employees or contractors.
- Toymaker VTech hit by largest ever hack targeting kids.
- Verizon reports over 90 percent of industries have suffered some sort of employee health information breach.

Attack methods are not tied to latitude and longitude — human error, a major cause of breaches, is a global phenomenon too. There are three types of security controls for information systems that can be employed by an organization:

- System-specific controls (i.e. provide a security capability for a particular information system only);
- Common controls (i.e., controls that provide a security capability for multiple information systems); or
- Hybrid controls (i.e., controls that have both system-specific and common characteristics)

Nearly 59 percent of U.S. small and medium-sized businesses don't have a contingency plan that outlines procedures for responding to and reporting data breach losses.

Questions to Consider:

- What information do you collect?
- How do you store the information?
- Who has access to the information?
- How do you protect your data?
- What steps are you taking to secure your computers, network, email and other tools?

Identity theft affects over 10 million victims each year, and has been the number one complaint to the FTC for fifteen consecutive years. Losses to businesses are in the hundreds of billions. Safeguarding employees and families against identity theft is now more important than ever before. With the average time it takes to get your records back in order (FTC estimates the average is 600 man hours) having an effective monitoring program is critical in today's world.

(See "Focus on Berks County Business" on page 22)



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THE GOOD LIFE

(Continued from page 19)

These wishes can be accomplished both during your life and by your written will at the end.

Through Example — Many of my clients involve their children in supporting the causes they care about. While giving their time, talent and treasures, they ask the kids to help lend a hand at events by being volunteers.

Throughout your Life — You could create a meaningful gifting plan so your kids and grandkids would receive money while you're alive, allowing you to watch them benefit from your generosity. This could include gifting annually over several years to avoid gift taxes, or occasionally such as when one child/grandchild needs help.

Through Thoughtful Downsizing — My mother (who I insist must live to be 100) has been downsizing her possessions for several years. With six kids, she has somehow found and disseminated our baby rings, six of my grandmother's homemade quilts, six selections from her 25th wedding anniversary presents, six sets of meaningful photographs from our childhoods, and so on. She has managed to downsize her house while reminding us of our collective happy family memories.

Through Beneficiary Election — Naming a person or collection of people on your bank, brokerage or retirement account bypasses the will and the probate

process (which can be lengthy, costly and public). Your accounts should be reviewed periodically (every few years) so that you don't un-intentionally disinherit a new arrival such as a child or grandchild. Nor would you want an ex-spouse or deceased parent to remain named when they are gone. Reviewing these with your advisor every few years may help keep your intentions in line with changes over your lifetime.

Through Business Ownership — If you own a business that has ongoing value, you'll want to make sure that it continues to thrive after you are no longer able (or want) to run it. It would be a good idea to plan ahead if you have family with the interest and acumen to continue running and growing that business. One possibility is to give them increasing control over the business while you gradually step back.

Each family's needs and wants are somewhat unique. Talk to your financial planner to help formulate your legacy so that you could have a lasting impact spanning way beyond your lifetime. 

Merra Lee Moffitt CFP®, first and foremost is a financial educator. If you want the kind of caring, thoughtful, and educated financial planning she can bring, call, click or come by at 610.628.2054, www.Welcome2TheGoodLife.com/MerraLee, or 30 Commerce Drive, Wyomissing 19610. This information is not intended to be a substitute for individualized legal advice. Please consult your legal advisor regarding your specific situation.



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FOCUS ON BERKS COUNTY BUSINESS

(Continued from page 20)

Monitoring should not only be your personal identity (Social Security number, credit cards and bank accounts), but everything connected to you, including your passport, email, phone numbers, driver's license number, medical IDs and more.

Whether you are an individual, a small business or a large world-wide corporation, being prepared for identity theft can mean the difference in staying in business; and educating and equipping your employees with the tools to monitor suspicious activity goes a long way in being able to respond promptly and efficiently.

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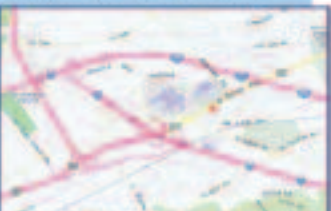


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Archives

NINE TIPS FOR YOUR SPRING MARKET HOME SALE

Rumor has it that the 2016 spring market in residential home sales will outperform the sales of last year. Mortgage rates are holding at lows, sellers are getting their ask-for numbers, and buyers have more options for financing than ever before. So, what can we add here?

The recipe for buying and selling a home are unchanged. While cost, location and curb appeal are key, home prep and staging will bring the seller more and higher offers for their sale. Your home must attract the right buyer from photos, descriptions, and more than likely, content posted on the Internet. But what happens when the agent and prospect show up for the look-see?

We would like to offer a few tips for getting your home ready to sell and what to look for if you are a buyer.

1. Seller – clean up the yard for the real estate photographs. No one wants to see your children's toys or your trashcans in the driveway. Remove your extra car, boat or RVs to temporary parking during the visit. Better yet, rent storage space for the duration of your sale process. It won't be long.

2. Buyer – look for upkeep in the yard and landscape. Well-tended property is valuable, dead or dying trees, bushes or other damaged foliage is costly to trim, treat or remove.

3. Seller – if it needs painting, paint it. If in a whimsy of watching HGTV, you painted with bold and exciting colors, it would be beneficial to bring in a professional painter to return your home to a neutral palette. Buyers are generally trying to envision their own broad strokes and may not be as adventurous as your tastes dictated.

4. Buyer – calculate changes that are necessary, changes that are desired, and

changes that are frivolous. Statistics tell us that new homeowners spend approximately an additional and unplanned \$9000 on the small fixes, upgrades and revisions to a new home within the first three months of ownership.

5. Seller – by all means, hire a home stager if you are not at the housekeeping equivalent of a Hilton. Stashing your family memorabilia, knick-knacks, trophies, stray magazines, old sneakers, and puppy toys, is recommended for the same reason that neutral paint is the color of money. A stager may make the suggestion of removing furniture to simplify rooms or create the illusion of more space, or move furniture into unfamiliar patterns to create a more attractive, if less comfortable room arrangement.

6. Buyer – measure your current belongings and then measure and map out your new environment. If you are downsizing, you will make decisions on keeping or letting go of the "big stuff." If you are moving into space that is not directly similar to your current home, it makes sense to measure, make a chart of the future location of the major furniture and have your chart on hand for moving day. Moving a piano, king-sized bed or armoire twice makes no friends.

7. Seller – adding a few colorful, well-placed plants around the front of the house creates a welcome feeling for the buyer. Whether your plants are in exterior containers you can move to your new home, or simple annuals spotted about, adding a bit of festive color to the home has shown that the curb appeal is greatly increased. A dusting of mulch will give the landscape a finely cared for look.

(See "Nine Tips: Home Sale" on page 28)




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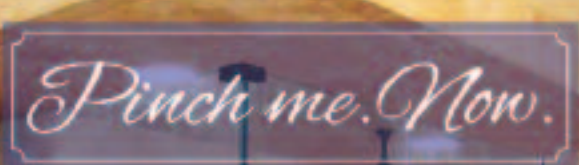
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NINE TIPS: HOME SALE

(Continued from page 27)

8. Buyer – hire a licensed home inspector to check out all of the nooks and crannies that are not apparent to the civilian eye. Choose an inspector with a background in construction and one that provides a comprehensive report on the condition of both the house and grounds, inside and out, from bottom to top. If they miss something major, the cost could be drastic.

9. Buyers – Sellers – Agents – NARI-BIE recently published their 2016 Consumer Guide & Business Directory of Contractors ~ Products ~ Services. This guide is a great resource in looking for professional help to prepare a home for sale, or for customizing a newly purchased home. NARI-BIE approved members are bound by a code of ethics and peer review. If you haven't already picked up a guide at the Pottstown Family and Home Expo, call our office at 610.323.1700 or email a request for the directory at info@nari-bie.org. The guide can also be downloaded at nari-bie.org

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(PART 1 OF 2)



EFFECTIVE CORPORATE COMMUNICATIONS

By Jeanette Juryea, President, QubComm

Even though they make up a small percent of your overall communication, headlines and subheads are the most important real estate on the page. That's because 8 out of 10 people merely scan the largest print. If the few pieces of big copy don't draw them in, there's no chance they'll read the little copy.

Remember, we're smack in the middle of the age of over-information. You get about one second to grab a reader's attention and draw him in before he tosses the communication aside. Get the headlines right and you've won 80% of the game.

Here's how to write a winning heading:

Answer your reader's question, "What's In It For Me?"

To craft a good headline, you need to understand what motivates your audience. Remember, he's asking, "What's in it for ME?" not "What's in it for YOU?" What does he REALLY want? In other words, state the benefit of your product or point – in terms that speaks to your reader.

There may be more than one benefit to every product. The one you choose needs to resonate with your particular audience. For example:

Product	Purpose	Benefits
Windshield wiper blades	Wipes rain from windshield	• Keeps you safe in the rain • Keeps schoolchildren safe in the rain • Helps car pass inspection
Blender	Mixes ingredients	• Healthy smoothies • Delicious sauces • Fun cocktails, etc.

Let's say you're launching a new drill. Your reader probably didn't wake up this morning thinking, "I don't have a drill. I think I'll go buy one." He just needs a (product) drill see he can (purpose) drive in screws for a project. But, he REALLY wants (benefit) to get the project over with so he can watch the big game.

He opens the paper and sees your headline, "Save 15%: 5-speed drill with 24-piece bits in titanium case." Then he turns the page and sees a competitor's headline that says, "Precision Drills — Finish the job in half the time." Bingo! Guess which drill he's going to buy.

TIP: What your audience REALLY wants may surprise you. Don't assume you know it unless you've done a survey or focus group. They can be well worth the expense if done right.

Make it clear what you're selling (or communicating)

- Put keywords as early in the headline as possible. While it's not necessary to state the product name in the headline, you can incorporate it if it's helpful for clarity.
- Use simple terms in complete sentences to keep your headline fast and easy to grasp.
- Limit your main headline to 9 words (less is more).

Use positive terms instead of negative. "You can" statements work well too.

Stay tuned: Part 2 of this topic will discuss subheads and callouts. Meanwhile, if you need help understanding your audience or with crafting winning headlines, QubComm can help. See our ad for contact information. 📧

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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Periscope



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

I've discovered a new favorite Social Network... Periscope.

First of all, what is Periscope? Here's the official description direct from trafficgenerationcafe.com. Periscope.tv is a life-streaming app owned by Twitter, which allows you to share, watch and engage with comments to live video broadcasts. With only 10 Million users since its launch in March, it's really a baby in the world of social networks, but a baby who could quickly grow.

Since my last article about the trends happening in 2016, I downloaded Periscope and began to use it immediately and found it very easy to set up and use. Since then I've heard all sorts of reasons why people are afraid of using Periscope. I heard everything from, "the whole world is watching you" to "do you know what kind of terrible stuff is on?" Then I thought about Twitter, itself. Your Twitter account is as good as your followers. The same applies to Periscope. Your Periscope account is based on whom you choose to follow.

I look at many of the social media platforms in a very different way. As I learn about a social media platform, I think about my clients and how it might work for them. As I was cruising around Periscope, one that came to mind is a new client we have, a tanning salon. Their client base is the millennials. There are so many ways to show snippets of sunless spray tan and how to use tanning beds, the list could go on and on.

Then there's my cosmetic ecommerce client with aloe-based products. She will have fun with this as she uses Periscope to show the world how to use the anti-aging masques and foundations. There will be a

multitude of ways she will be able to engage with clients. It will be a great resource for her to connect not only to Twitter, but also her Facebook client base.

Oh, did I mention how cool it can be for realtors? Imagine a live broadcast on the day of an open house. Make it personal. A house is a home. Imagine involving Periscope to humanize the house buying process by showing people going through the house as you broadcast it to your followers or potential buyers who happen to come across the broadcast on Twitter.

Wouldn't it be neat to watch an old diesel train as it travels down the rails? This is a must for WK&S Railroad to show all the happy travelers as they take them back in time on one of their special excursions. My favorite part would be when the shift the engine from the front to the back of the train, or is it the back to the front? I guess it is the back to the front because the caboose is always behind the engine on the way up the tracks. All these would be ideas to live broadcast and for the world to see. There's nothing private about that live broadcast.

So what can you do on Periscope? Three things: broadcast, watch broadcasts and comment to broadcasts. There are two types of broadcasts: Private and Public.

Can you control who follows you? Yes. I've only been on Periscope for less than a month. In the beginning, because I didn't understand how to control the followers, I ended up with people all over the world viewing and following me.

(See "Mastering Social Media" on page 32)

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STORAGE FACILITIES: B&S SELF STORAGE
TECHNOLOGY / BUSINESS SOLUTIONS
MIDCORE SOLUTIONS
TECHNOLOGY/COMMUNICATIONS
SCHULTZ TECHNOLOGY
TRANSPORTATION
KLEIN TRANSPORTATION
TRAVEL & AUTOMOTIVE SERVICES
AAA
VIDEO PRODUCTION/TELEVISION
PCTV NETWORK
WELLNESS SALON / SPA
ELEMENTS TO WELLNESS

A Website Created to Light Up Your World...

DAVIDSON KEEN

FROM INDOOR M...

TO THE KITCHEN OF YOUR DREAMS

Interlace Communications & goMAaVA

DESIGN MARKETING SOLUTIONS

10 Zions Church Road, Suite 201 | Shoemakersville, PA 19555

484-709-6564 | www.gomaava.com | alyse@gomaava.com

iciconnect gomaava interlace communications

MASTERING SOCIAL MEDIA
(Continued from page 30)

I quickly learned, through a great tutorial, how to block followers. Because I only want people who I know, I have “zero” followers and I am only following five people. I have six broadcasts. My suggestion would be to connect through Twitter, if you have a Twitter account and then make any changes you like to your account, once on Periscope. With all this said, I’d love to change those followers from “zero” to 100. Follow me @gomaava. [Hey, I needed to take this opportunity with a shameless plug!]

Can you control who views your broadcasts? Yes and no. If it is a public broadcast, no. If it is a private broadcast, yes. As a public broadcast, viewers will have the opportunity to view as it is being broadcasted and replay within 24 hours of broadcast. They will have the opportunity to comment as well. With a private broadcast, you invite your friends to view the broadcast. This is great for webinars.

Only 24 hours? What happens to your broadcast after 24 hours? No worries. It is still part of your account. You do want to save it to your camera roll to be able to share it later through YouTube, in emails, Twitter, and Facebook. Wherever you want. One of my clients who uses Periscope to broadcast forums actually goes on YouTube and uses it to create a small snippet of the Forum, as a way to send out through his other Social Network channels and encourage people to view the whole forum.

Before broadcasting, be it private or public, you can tweet on Twitter that you have begun a broadcast. It’s very easy to do. It will pick up the title of your broadcast, your name, and a small URL to go directly to the broadcast. I strongly suggest doing this for any broadcast you want to have seen or on replay.

Just like Facebook likes and Twitter re-tweets, Periscope has an easy way to show you like a broadcast. As you are watching a broadcast you can double tap on the screen and you’ll see a stream of hearts appear and disappear. You just liked the broadcast. You want hearts so that you appear on the “Most Loved List.”

I hope this quick overview of Periscope has shared with you some idea and what to and not to do when getting involved with Periscope. If live broadcast or video is something you would like to incorporate in your business marketing, Periscope needs to be on the top of your list. Next month, Facebook marketing for your business.

Alyse Mitten and the team of Interlace Communications provide businesses and nonprofit organizations with Online and Print strategies to market their businesses. Give them a call to learn more about how to create a website focused on marketing and incorporate social media and email engagement along with your website. Iciconnect.com alyse@gomaava.com | 484.709.6564.



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

2015-2016 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Heather Chandler, President, Sealstrip Corporation

CHAIR ELECT

Richard Graver, President, The Victory Bank

TREASURER

Baran Schultz, CEO, Schultz Technology

IMMEDIATE PAST CHAIRMAN

Rod Martin, Owner, Martin Stone Quarries, Inc.

SOLICITOR

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

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Bill Breslawski, Maillie LLP

Cindy Conard, John Middleton Co.

Sean Deviney,

The Body-Borneman Companies

Michelle Drager, Foundation for
Pottstown Education

Glenn Ebersole,

Hollenbach Construction, Inc.

Joe Fava, Clothes to Home Dry Cleaning

Peter Glennon, SEI

Peggy Lee-Clark, Montgomery County
Community College

Dave Lewis, Exelon Corporation

Rick Lewis, Lewis Environmental, Inc.

Rich Newell,

Pottstown Memorial Medical Center

Frank Strunk, National Penn

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

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

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

Melissa Shainline,
Marketing and Administrative Director,
melissa@tricountyareachamber.com

Sparking AHA! Moments at the 2016 "Take Our Daughters and Sons to Work Day" Luncheon!



**Featuring Local Singer-
Songwriter Stephanie Grace
– "Her AHA Moment –
Super Shy to Gifted
Singer and Songwriter!"**

Growing up, Stephanie never thought she could be a singer, and now she does it for a living! She has opened shows for platinum artists like Taylor Swift, Scotty McCreery, The Charlie Daniels Band, and more! Stephanie will share her story of growth and her AHA Moment!

Thursday, April 28

11:30 AM – 1:30 PM

Brookside Country Club

Prospect & Adams Sts., Pottstown, 19464

\$15 per Chamber Member Adult

\$10 per Child through 12 years of age

*This is a great way to entertain your child
over lunch as they join you for
"Take Our Daughters and Sons to Work Day!"*



Stephanie
GRACE

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE -

Lunch Sponsor \$250

Benefits include:

- Complimentary luncheon for a Parent and a Child.
 - Company name or logo marketed on all printed media
- Logo on the event page on Chamber Website
 - Logo in *Route 422 Business Advisor* in post event article
- Acknowledged from podium at event
 - Display table at event

Please contact Kitty Papp at
kitty@tricountyareachamber.com
if you are interested in sponsoring the event.

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 February 17.

*The following businesses have been approved by the Chamber's Board of Directors. When purchasing goods and services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you **Always Buy Chamber!***

ARRO Consulting, Inc.
649 North Lewis Road
Limerick, PA 19468
610.495.0303
www.thearrogroup.com
Engineers – Civil / Environmental / Mechanical / Municipal
They are an engineering and consulting firm specializing in civil/ municipal engineering, environmental consulting, water and wastewater, as well as stormwater.
Referred by: Glenn Ebersole, Hollenbach Construction, Inc.

ClimeCo Corporation
10 N. Reading Ave.
Boyertown, PA 19512
484.415.0501
ClimeCo.com
Environmental Consultants
ClimeCo Corporation is a respected project developer, advisor and trader of environmental commodity market products. ClimeCo provides expertise on regional criteria pollutant trading programs, California cap-and-trade, ODS destruction, voluntary markets and project development and financing of internal CO2 abatement systems.

Community First Development Corp., Inc.
201 N. Hanover Street
Pottstown, PA 19464
484.949.8473
www.c1dc-pa.com
Nonprofit Organizations
Their organization was created to empower their community in a caring way to achieve economic development.
Referred by: Mark Malizzi, Fred Beans Ford of Boyertown, Inc.

Cooney Manufacturing Co., LLC.
313 Circle of Progress Drive
Pottstown, PA 19464
610.326.3011
www.cooneymanufacturing.com
Manufacturers & Processors
Cooney specializes in assembly and custom packaging of piping sub-assemblies and accessory kits for Original Equipment Manufacturers and other industrial/commercial customers who utilize valves, fittings, and other components. Their multi-faceted packaging/fabrication capabilities provide cost-effective solutions.
Referred by: Russell Lowe, Fraser Advanced Information Systems

Green Allies
Althouse Arboretum
1794 Gilbertsville Road
Pottstown, PA 19464
267.371.2288
www.green-allies.org
Nonprofit Organizations
A 501c3 nonprofit with a mission to empower students and support their sustainability efforts. They run the Althouse Arboretum in Upper Pottsgrove, an outdoor community center with picnic facilities, educational features, and a low-ropes course for team building programs.
Referred by: Chris Delp, Fulton Bank

Right at Home Pottstown
600 Creekside Drive, Suite 603
Pottstown, PA 19464
610.458.5050
www.easternpahomecare.com
Homecare Services; Senior Services
Right at Home is a leader in the in-home senior care industry. Their trained caregivers provide quality in-home care for seniors and disabled adults who need some assistance to maintain their independence. The Right at Home difference is found in their compassionate people and their reliable process.

Translogistics, Inc.
321 N. Furnace St.
Birdsboro, PA 19508
610.637.5053
www.translogisticsinc.com
Transportation; Consultants; Software Design / Programming; Trucking / Common Carriers
TLI empowers manufacturers and distributors to reduce time and costs in their supply chain through industry expertise, innovate technology, and teamwork.
Referred by: Heather Chandler, Sealstrip Corporation

CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

38 YEARS

AAA East Central

26 YEARS

A. D. Moyer Lumber and Hardware – Gilbertsville

Richard A. Zuber Realty

20 YEARS

MACnificent Pages / Route 422 Business Advisor

16 YEARS

Atris, Inc.

10 YEARS

Penn Foundation, Inc.

RiverCrest Golf Club & Preserve

6 YEARS

John Middleton, an Altria Company

Scott A. Weller Carpentry & Cabinets, Inc. dba Solar By Weller

1 YEAR

Artemis Design, Inc.
Coventry Planners LLC

Daniel Boone Area School District

Decorating Den Interiors

Kingdom Life Church

Stacy Gerhart Independent Beauty Consultant with Mary Kay

Wings of Victory Outreach Corporation

Member Renewals

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

American Heritage Federal Credit Union

Boyertown Area Education Foundation

Boyertown Oil and Propane

Cappelletti Pinter & Company, P.C.

Catalyst Outdoor Advertising

Columbia Boiler Co.

Complete Graphics, Inc.

Dancing Tree Creations Artisans Gallery and Studio

Gorski Engineering, Inc.

GVF

L&J Cleaning Service, Inc.

Lewis Environmental, Inc.

Limerick Township

Maillie LLP

Meridian Bank

Moyer's Catering

My Dad's Flooring

National Penn

O'Donnell, Weiss & Mattei, P.C.

Pennsylvania Business Council

Pottstown Little League

Pottsgrove School District

Pottstown Roller Mills, Inc.

Reading Foundry & Supply Co.

Rutter Roofing

The Rotelle Companies

Sanatoga Water Conditioning, Inc.

Schuylkill River National & State Heritage Area

Spring Valley YMCA

Tri County Toyota

Twin County Construction Co., LLC

Upper Pottsgrove Township

Walnut Woods

Weigner Insurance & Financial Services, Inc.

Wendy's Flowers

West Pottsgrove Township

Wyomissing Optometric Center, Inc.

Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success.

Contact **Kitty Papp** at 610.326.2900 or kitty@tricountyareachamber.com.

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., March 10
7 – 9 AM

MEMBERSHIP BREAKFAST

Copperfield Inn at Lakeside, 594 W. Ridge Pike, Limerick, 19468
This breakfast will feature a Congressional theme and a presentation by **Ben Taylor**, Executive Director of the U.S. Chamber of Commerce's Great Lakes Regional Office. Congressmen confirmed to date: **Patrick Meehan; Ryan Costello.**
\$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

Mon., March 14
8:30 – 10 AM

POWER NETWORKING BREAKFAST

Chamber Office, 152 E. High St., Suite 360, Pottstown, 19464
This is your chance to make new business contacts and promote your products and services as you **NETWORK** full speed ahead meeting face-to-face with other Chamber Members. This event is limited to 28 participants – one per company (first to register). Bring plenty of business cards. A continental breakfast will be available.
Members Only; \$15 per Member; Reservation Required

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.

APRIL SAVE THE DATES

Thurs., April 7
8:30 – 10 AM

NETWORK SMARTER ON LINKEDIN

Chamber Office, 152 E. High St., Suite 360, Pottstown, 19464
As a follow-up to the previous presentation on Social Media Marketing, **Adrean Turner, "Coach Adrean"**, Career Fulfillment Expert, will focus on key strategies and actions to create a strong **LinkedIn** profile. Discover ways to maximize business opportunities to gain more clients, increase exposure and build influence within your industry. A Continental Breakfast will also be provided.
Members Only; No Charge; Reservations Required
A joint effort of TriCounty Area Chamber of Commerce and TriCounty Community Network, Inc.

Wed., April 20
11:30 AM – 1 PM

WOW LUNCHEON

Brookside Country Club, Prospect & Adams Sts., Pottstown, 19464
Janine Quigley, Warden, Berks County Jail, will present on "Take Command and Capitalize on the Chaos". She will share her personal journey as a woman in the workforce and the challenges she faces in the jail environment. She will also discuss challenges we face every day in our workplace.
\$26 per Member (prepaid by 4/15/16); \$32 per Member (invoiced or after 4/15/16); \$35 per non-member
Sponsored by: Frederick Living; Pottstown Memorial Medical Center; Salon Evolve

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
Platinum Sponsors: Exelon; Pottstown Memorial Medical Center
Gold Sponsors: Maillie LLP; Media Fusion Technologies, Inc.; O'Donnell, Weiss & Mattei, P.C.
Silver Sponsors: Boyertown Oil and Propane; Diamond Credit Union; Hollenbach Construction, Inc.; John Middleton Co.; Montgomery County Community College; Pottstown Area Health & Wellness Foundation; and Schultz Technology. *Sponsorship Opportunities Available*

Weds., April 27
5 – 7 PM

PROGRESSIVE BUSINESS CARD EXCHANGE

Limerick Square Shopping Center, 70 Buckwalter Road, Royersford, 19468

Join us as we visit Chamber Members in the Limerick Square Shopping Center, Royersford for a progressive **NETWORKING EVENT**. Participants will begin at **American Heritage Federal Credit Union** where they will get their name tags and be Welcomed with a special Signature Drink. They will then proceed to the AAA building for a short overview and then conclude the tour at **MAXOUT Strength Studio** for light refreshments and select beers from a local brewery. Bring plenty of business cards as each of the sponsors will be drawing for a door prize at their locations.

Members Only; No Charge; Reservations Appreciated

Sponsored by: AAA East Central; American Heritage Federal Credit Union; MAXOUT Strength Studio.

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

The theme of this year's event is "Sparking AHA Moments". This luncheon will include presentations and engaging activities for your sons and daughters. Local Singer-Songwriter **Stephanie Grace** will be in attendance and will share her journey which led her to a promising future in the music industry.

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

Sponsored by: Diamond Credit Union; KenCrest EmployNet; Pottstown YMCA; PeopleShare, Inc.

Sponsorship Opportunities Available

SAVE THE DATES

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

Wed., May 25
Gates Open 6 PM
Game Time 7:05 PM

CHAMBER NIGHT AT THE READING FIGHTIN' PHILS

Members: Join Chamber Members at the Reading Fightin'

Phils game versus the Erie Sea Wolves. Find your tickets in the May issue of the Route 422 Business Advisor.

Sponsored by: About All Floors; Berks County Abstract Company; Brandywine Institute of Orthopaedics; Chestnut Knoll; Citadel Federal Credit Union; H & H Systems, Inc.; Kulp Car Rentals; Media Fusion Technologies, Inc.; Orlando Law Offices, P.C.; Schultz Technology

Sponsorship Opportunities Available

Rain Date – Sunday, June 5, 1:35 PM

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



REMINDER

**The Chamber Office will be
closed Friday, March 25, 2016
for the Easter holiday.**

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

BCE Recap

On February 2, Chamber Members gathered at Gianni's Catering and Events in Pottstown to celebrate the January Business Card Exchange. Members received a tour of the newly opened and redecorated venue site.

Sponsored by:



From Left to Right: Deanna Pizzi, Catalyst Outdoor Advertising; George Yanoshik, Patient First; Chris Gibson, FASTSIGNS; and Liz Peters, Tri County Area Federal Credit Union network at the January Business Card Exchange.

THE NEXT BUSINESS CARD EXCHANGE

Pottstown SCORE in partnership with Connections on High, Inc. will be hosting the next business card exchange. There will be several giveaways during the evening as SCORE is excited to celebrate their 25th Anniversary!

- **Tuesday, March 22**
- **4 – 6 PM**
- **Connections on High, Inc.,**
238 E. High St., Pottstown, PA 19464
(Connections on High is located in the New York Plaza building)

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

Workshop On Wednesday Recap

Kimberle Levin, Kidztri3, led attendees through an informative and interactive workshop on "Smart Networking... Secrets Revealed." She provided attendees many tips on how to perfect their networking skills including:

- Be respectful of people's time
- Set a goal for each event you attend
- Say "no" to no-win situations
- "Connect with all people, not just the right people"

Kimberle ended the event with a demonstration on the best way to shake hands when networking. The luncheon was held at Gianni's Catering and Events in Pottstown.

Speaker, Kimberle Levin (Left) and WOW Sponsor Vicki Kriczky, Frederick Living.



Sponsored by:



THE NEXT WOW LUNCHEON

Berks County Jail Warden, Janine Quigley, will be presenting on her personal journey being accepted as a woman in the workforce. Janine was a presenter at the 2014 Tri-County Area Women's Roundtable.

- **Wednesday, April 20**
- **11:30 AM – 1 PM**
- **Brookside Country Club,**
Prospect and Adams Sts., Pottstown 19464

Leadercast

The World's Largest One-Day Leadership Event

Chris Barez-Brown
Author & Creativity Guru

Steve Wozniak
Co-Founder of Apple

Nick Saban
Head Football Coach at The University of Alabama

James Brown
Network Broadcaster, CBS Sports & News

2016 Host
Tripp Crosby
Comedian & Director

Rorke 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.



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



Our Biggest Networking Event of the Year!

ANNUAL DINNER



JANINE DRIVER

NEW YORK TIMES
BEST-SELLING AUTHOR

MEDIA EXPERT FOR
NBC'S TODAY SHOW,
20/20, CNN

A PRESENTATION LIKE NO OTHER!

HOW TO USE THE NEW BODY LANGUAGE TO
INCREASE YOUR BOTTOM LINE!

THURSDAY, APRIL 21, 2016 ★ 5-9PM

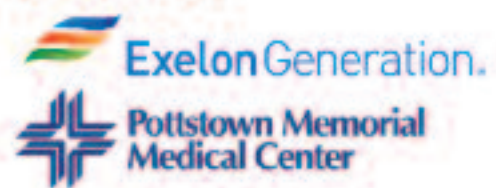
RIVERCREST GOLF CLUB & PRESERVE
100 GOLF CLUB DRIVE, PHOENIXVILLE, PA 19460

\$95 PER MEMBER | \$150 PER NON-MEMBER | \$850 PER MEMBER TABLE OF 10

SPEAKER:



PLATINUM:



★ SPONSORSHIP OPPORTUNITIES AVAILABLE ★

SPEAKER SPONSOR:

CODY Systems



Headquartered in Pottstown, PA, CODY is a privately-held, woman-owned family company that provides software and data management, integration, and exchange solutions for public safety, law enforcement, anti-fraud, and other public sector entities of all sizes and tiers. Our solutions focus on better management, sharing, integration, and analysis of information and data for resource allocation, prevention of crime, officer and citizen safety and more efficient public sector cost effectiveness and delivery of government services. CODY's software solutions are proudly in use at close to 500 agencies nationwide, covering 20 states and ranging in size from rural police departments up to state-wide and federal agencies with widely diverse agency missions. Founded in 1979 by David and Frances Heffner, CODY Systems is now one of the most highly respected software providers in the market. Known for its top-notch solutions and personalized customer support, CODY continues to uphold the ethics of the "CODY way" - honor, integrity, innovation, creativity, determination, and a 'people-first' philosophy.

COMPANY HIGHLIGHTS:

35 years in business: Over this time, CODY has established longevity and stability in the market and lasting customer partnerships. We have entered the second generation of our family company, with roots that are deep and true to the original core ethics that built CODY strong.

Sustained 98% Customer Retention: CODY works with its customers to develop long-lasting business relationships. In fact, many CODY customers refer to themselves as members of the "CODY family".

100% Privately-held American Company: When you partner with CODY, you partner with confidence, knowing we are a 100% privately-held American corporation. ALL jobs and operations - from support to data conversions and integration - are conducted in the United States.

24x7x365 LIVE Customer Support: People-first Customer Service: No convoluted menu systems. No machines. NO VOICEMAIL. When you call CODY you will talk to a LIVE person, any time, day or night.

Integrated R&D: Rather than place a percentage on our R&D expenses, we view R&D as an integrated part of our entire business process. Through

our Wishlist customer feature and enhancement request process, we are constantly improving our solutions based on the suggestions and advice from experts in the market - the customers who use our solutions every day.

Stability: Over 500 agencies strong: CODY remains financially strong and stable as it serves over 500 agencies from New Jersey to California, ranging in size from State-wide data integration solutions to small single agency police department RMS solutions.

PLATINUM SPONSOR:

Pottstown Memorial Medical Center



PMMC is a full-service community hospital conveniently located off Route 422, at Armand Hammer Blvd. and High St. The hospital offers a full range of healthcare services and a medical staff of nearly 300 skilled physicians, and more than 40 medical specialties.

PMMC's Emergency department treats more than 42,000 people each year. Comprehensive hospital services include medical/surgical services, critical care, respiratory care, inpatient psychiatric care, same day surgery center, Maternity & Women's Health Center, Center for Orthopedics and Spine, Wound Care Center; Pottstown Memorial Regional Cancer Center, a partner of Fox Chase Cancer Center, is accredited by the American College of Surgeons has again received an Outstanding Achievement Award, one of six hospitals in the country to do so. PMMC is Joint Commission accredited for Hip and Knee replacement, as well as Primary Stroke Center.

A multitude of conveniently located outpatient facilities include CarePlex, featuring outpatient rehabilitation and Occupational Health; Boyertown Imaging and Rehabilitation; Pottstown Scanning and Treatment Center, now featuring Cyberknife; TriCounty Physical Therapy, TriCounty Comprehensive Pain Management, TriCounty Surgery, TriCounty Neurology, as well as family/pediatric care in Pottstown, Douglassville, Boyertown and Birdsboro, and soon in Collegeville.

Supporting the community, PMMC offers quality, informative programs mostly conducted through Senior Circle, a program for those 50 and older. PMMC is dedicated to working with the greater Pottstown community to improve the lives of those we serve.

GOLD SPONSORS:

Maillie LLP

EXPERTISE BEYOND THE NUMBERS



Maillie LLP is a CPA firm with over 70 years of experience in business, government and non-profit accounting and business consulting. We offer broad accounting capabilities to track, analyze and manage every financial aspect of your business, agency, or organization.

Maillie is also a "Top 25" regional accounting firm as ranked by the Philadelphia Business Journal, and since 2012 has been identified by Inside Public Accounting as one of the "Top 200" firms in America. Today, we continue to grow, leveraging our seven decades of experience to help our clients achieve success.

www.maillie.com; Mont Clare - 610.935.1420

Media Fusion Technologies, Inc.



Media Fusion Technologies, Inc. (MFT) is a multi-media marketing services company specializing in website development, custom programming and application development, in-house website hosting and maintenance, as well as conventional graphic design and print services. MFT was founded 30 years ago by Darrell K. Kean as 'DK Kean Photographic Services', a commercial and industrial photography company. Since then, numerous ways to market organizations have evolved and with that, Media Fusion Technologies has evolved as well. In keeping with the ever-changing landscape of Internet design and functionality, MFT has firmly established itself as a leading source for all graphic design as well as full-service Internet and Intranet website creation and complete online application development. From a robust shopping environment to advanced Search Engine Optimization (SEO), Social Media Management and all points between, a website marketing solution is available at MFT.

(Continued on page 39)

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



'Progress Man' visited Dancing Tree Creations Artisans Gallery and Studio and spoke with (from L to R) Lyn Camella-Rich, Beth Camella-Rich, and Deb Hetrick-Overley.



Ed Overberger, N.E. Fisher, a Division of McCarthy Engineering Associates, Inc. (left) takes Progress Man on a tour of the renovated space and new conference room.



'Progress Man' was led on a tour of The Swamp Door Antiques & Curiosities LLC by Lisa Romero.



Boyertown students learning on the VEX Robotics systems, provided by the Foundation for Boyertown Education.

2016 BOYERTOWN AREA PROGRESS DINNER – PART 2



The Colebrookdale Railroad Preservation Trust received this year's James K. Boyer's "Quality of Life" Award. Colebrookdale Railroad Director Nathaniel Guest (left), receives the award from Heather Chandler (right), President of Sealstrip Corporation and TCACC Board Chairman. See last month's issue for more information on the Railroad and the "Quality of Life" Award!



Each year, at the Progress Dinner, Boyertown Area High School Students produce a video highlighting the Greater Boyertown Area's progress during the past year. This year's video featured "The Adventures of Progress Man" with Progress Man visiting: Dancing Tree Creations Artisans Gallery and Studio; N.E. Fisher, a Division of McCarthy Engineering Associates; The Swamp Door Antiques & Curiosities LLC; and the Foundation for Boyertown Education. To view the video, visit the Chamber's website and click on News & Media > Chamber Rewind > Event Presentations > 2016!

Dancing Tree Creations Artisans Gallery and Studio is an art gallery and studio that features art, fine crafts, gifts, and more from over 200 artists in North America, with over 50 of these artists living locally. The studio has been in operation for 5 years but renovated and moved into the old Iron Monger Building in early 2015. Renovations included all new HVAC, electronics, and heating for the building. A kitchen was added which can be utilized as a classroom and cooking demonstration area. Dancing Tree also features local young artists in their "Budding Artist" Exhibits. These local up-and-coming artists are students from local school districts. Proceeds from the Budding Artist Exhibits go to the specific artist of the piece.

N.E. Fisher, a Division of McCarthy Engineering Associates, was founded in 1987 by Neil Fisher. McCarthy Engineering offers full service engineering and consulting services for various specialties. The N.E. Fisher location in Boyertown specializes in mechanical, engineering, and plumbing design for hospitals, churches, and various industrial accounts. Currently, there are 15 employees at the Boyertown location, but with the merger with McCarthy Engineering, the hopes are to double this in the near future. The space in Boyertown was recently renovated and expanded to include a new conference room and a new training room. The hope is to see a growth in clients and employees, and a growth with the local community.

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The Swamp Door Antiques & Curiosities LLC is an antiques and collectibles co-op that opened in October 2015. The location features 41 vendors who pay for their shop area through a monthly fee. Vendors range from as far north as Allentown and as far south as Philadelphia. Little remodeling was needed, but a few walls were knocked down and placed up to create an ideal location for their vendors. The Swamp Door is focused on three things: 1) ensure that the opening success continues; 2) give back to the local community; and 3) be seen as the gateway to antiques and collectibles in the region.

Foundation for Boyertown Education is a 501(c)(3) nonprofit organization providing support to fund programs and initiatives in the Boyertown Area School District. The tax deductible donations, provided from donors in the local community, help to support art & music, enrichment, after school activities, and STEM to name a few. In 2015, the Foundation helped to purchase VEX Robotics starter kits for both Boyertown Junior High Schools. These kits will help teach students programming, problem solving, and basic robotic mechanics.

Two students were recognized as the 2015 TriCounty Area Chamber of Commerce Boyertown Area High School Scholarship Recipients. Annually, the Chamber presents a total of up to \$1,000 to Boyertown Area High School Seniors entering business, vocational or professional fields. Each student receives \$500 toward his or her education. At this year's event, a special 50/50 raffle drawing was held with the Chamber's proceeds going to the scholarship fund. We appreciate everyone's generosity – we were able to contribute almost \$400 back to the scholarship fund total.

2015 Scholarship recipients were **Jessica Kurtz** and **Ty Austin Miller**. Jessica currently attends Hofstra University and is majoring in Pathology. Ty currently attends Penn State University and is majoring in Business.

The Chamber would like to thank the 2016 Boyertown Area Progress Dinner Committee and Boyertown Area School District Staff and Students who helped to make this another successful event! Special thanks to the Boyertown Area Senior High School String Ensemble for providing musical entertainment for the dinner hour as well as the host, La Massaria at Bella Vista Golf Course.

Special Thanks

2016 Boyertown Area Progress Dinner Committee
Carol Beadencup, Bally Block Company
Deborah Bertolet, Boyertown Museum of Historic Vehicles
Adrienne Blank, Building a Better Boyertown
Glenn Ebersole, Hollenbach Construction, Inc.
Greg Herb, Herb Real Estate, Inc.
Stephen S. Longacre, The Longacre Co.
Robert Scoboria, Boyertown Area School District
Boyertown Area School District Staff and Students:
William Cherkasky and Students – Telecommunications
Chris Cinquini – Orchestra Director

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. March's Business of the Month was chosen from Members who attended the January Membership Breakfast.

TOMPKINS

VIST Bank

Strong, Steady, and Local

The banking landscape is changing in southeastern Pennsylvania, but one thing will remain: the personalized approach of community banks like Tompkins VIST Bank.

"We offer local decision-making and a wide range of online and branch services," says Joe Bergquist, vice president of commercial lending for the Montgomery and greater Phila area. "Most importantly we treat customers as individuals, an approach that's becoming rarer on a local level."

Focused on the 422 Corridor

The hundred-plus-year-old Tompkins VIST Bank has a network of 19 branches and business centers throughout Montgomery, Berks and other parts of southeastern Pennsylvania and a special focus on serving businesses along the 422 corridor.

The Oaks branch is managed by Jeremy Anderson, who is enthusiastic about the marketplace and knowledgeable about small business lending and other business services. "Our technology is user-friendly," Jeremy says. "For example, services like cash management and remote deposit capture are set up and supported by real people who customers can talk to, not just by phone or website."

A Team Approach

The bank takes a team approach in serving customers. For example, if the need is non-banking financial services, bankers like Joe and Jeremy bring in other specialists. Insurance, for example, is provided by Tompkins Insurance advisors who serve customers in the branches or at Tompkins Insurance's office in Pottstown. "Tompkins Insurance was ranked among the top independent property / casualty agencies in the nation by Insurance Journal," says Vaughn



Back Row: Jeremy Anderson, Branch Manager, Tompkins VIST Bank. Joseph Bergquist, Commercial Lender, Tompkins VIST Bank. Front Row: Scott Gruber, President and CEO, Tompkins VIST Bank, and Vaughn Zimmerman, Account Executive, Tompkins Insurance

Zimmerman, lead advisor in the Pottstown office. "Our strength is in the array of options and pricing we can offer through our relationships with leading insurance carriers throughout the country. That, coupled with our commitment to providing unrivaled service, means our customers ultimately benefit," he said.

Tompkins Financial also provides wealth management services through the local offices of Tompkins Financial Advisors.

Supporting the Community

The bank is dedicated to serving its communities, with staff active in many chamber organizations and on business and non-profit boards.

"Customers often say that they see Tompkins VIST Bank people everywhere – at community fundraisers, business and professional meetings and neighborhood events," Joe says. "We enjoy helping the community and our involvement benefits us as well: A local business switched to Tompkins VIST Bank because our lender had established relationships through the local chamber of commerce.

"Our growing customer base is proof that we're big enough to have all the services businesses need, but small enough to care," says Joe.

ANNUAL DINNER GOLD SPONSORS:

(Continued from page 37)

In addition, MFT still provides commercial / industrial photography, commercial print design, radio and TV production and placement, world-wide press release creation and deployment and a list of other marketing services for customers regionally, nationally and internationally. Employing a highly-skilled crew and utilizing an arsenal of the very latest in web-development software and hardware, MFT's suite of custom-developed Content Management System (CMS) tools allows the entire content area of a MFT-designed website to be managed solely by the MFT's CMS tools. Like each website, these tools are tailored to meet specific customer criteria during every deployment. The advanced technologies in the CMS feature powerful tools to control static textual and in-body picture / video graphical content along with dynamic database-driven modules. Together, these tools enable website managers to keep their site content fresh and administer their website with no programming knowledge required. Learn more about MFT at www.gomft.com or call (800) 307-3533. Media Fusion Technologies, Inc. - 151 S. Reading Ave. - Boyertown, PA 19512

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throughout Montgomery, Chester, Berks and other Counties for over 60 years. We have fully-staffed offices in both Pottstown and Phoenixville, and the legal team at OWM Law is focused on our clients and their needs.

The attorneys at OWM Law represent businesses, municipalities, banks, individuals, families, and charitable organizations. In addition, several OWM Law attorneys are licensed title agents, and OWM Law routinely conducts residential and commercial real estate settlements in both of our office locations.

While each OWM lawyer maintains an individual practice, to better serve our clients we also utilize client service teams concentrating in specific areas of the law. Through the development of these focus groups, we are able to draw on and support each other, allowing us to handle complex transactions and provide the guidance and solutions our clients need.

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LEADERSHIP TRI-COUNTY

LEADERSHIP UPDATE – FEBRUARY

Leadership Tri-County Class of 2016 March session focused on **Health and Human Services** in the community.

Class members began the day with an overview presentation by **Rich Newell**, CEO, of **Pottstown Memorial Medical Center**, the largest employer in Pottstown. They offer a full range of healthcare services and a medical staff of nearly 300 skilled physicians and more than 40 medical specialties. Rich also stressed the value of Leadership to the class stating that Leaders are the future of any organization. **Robin McMonagle**, Administrative Director of Rehabilitation Services and a member of the Leadership Class of 2016, spoke on behalf of **Occupational Health at Careplex** and the many roles they play with employer – employee health related issues.

The next stop of the day for the class was a visit to **Frederick Living**, a Continuing Care Retirement Community rooted in the Mennonite Heritage. **John Hendrickson**, CEO, and **Vicki Kriczky**, Director of Marketing and Sales, addressed the class on all the features and amenities available at the site. Frederick Living is in its 120th year of providing services. Their objective is to care for and enrich the life of older adults. The **HOME** is their greatest competitor.

The class next made a visit to **KenCrest EmployNet**. KenCrest provides training and employment services for adults with intellectual and developmental disabilities. The organization first started in 1905 in Phoenixville as a Tuberculosis clinic and has grown throughout the tri-county area. **Lisa Harner**, Director of Community Programs, provided a tour of the facility.

The class returned to the Chamber for an overview of the **Olivet Boys and Girls Club Ricketts Center** by **Nelson Leon**, Club Director and **Jocelyn Charles**, Assistant. At the present time there are six clubs in the Reading area with another one currently being built and one in Pottstown. These clubs provide an opportunity for children ages 6 through 18 to learn social skills through activities and educational programs and opens doors for many of them to be able to interact in the community. At times they may see as many as 50 children enter their doors at

the end of the school day. The club has also been able to give out full scholarships to some of these children along the way.

The class finished up the day with an overview and tour of the **Pottstown Area Seniors' Center** given by **Brian Parkes**, Executive Director. The Senior Center is now in its 40th year and provides services for adults 50 + years of age. They started with around 200 members their first year and now have over 3,000. Their mission statement is to "keep active and independent for as long as possible." They offer 40 different programs and services a week with a staff of 8 and approximately 100 volunteers.

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

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1: Vicki Kriczky, Director of Marketing and Sales, leads the Leadership Class on a tour of Frederick Living.

2: The class toured KenCrest EmployNet and was able to see clients busy at work!

3: Representatives from Olivet Boys & Girls Club, presenting to the class on their organization.

Leadership
TRI-COUNTY

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



Meet the Class



Son Nguyen

Son Nguyen is the Senior Lead Financial Analyst for Altria Client Services, LLC. He has worked in the tri-county area for the last year. In his free time, he enjoys hiking.

Son received a Bachelor of Science from the Virginia Commonwealth University. His business role model is his very first boss.

The Leadership Tri-County program is important to Son because it is a great personal development opportunity. He is most looking forward to meeting future business leaders in the tri-county area.



Deb Penrod

Deb Penrod, Retired Attorney, formerly worked in the Pharmaceutical Industry. Now she is currently a community volunteer. She has lived in Pottstown since 2002 and currently has a few rescue cats. Deb's special interests include aviation, history, reading, and municipal government.

Deb received her Bachelor of Science in Pharmacy from Ohio State University. She also received a Juris Doctor of Law from Temple University. Her business role model is Scott Bentley of VideoRay, LLC. Although she does not know him personally, she believes he is a fabulous example of someone who had great business ideas and talent, and now gives back extensively to Pottstown. Her personal business philosophy is to "do good, be good, and have fun." Deb has tried to encourage two organizations she is involved with to become Members of the TriCounty Area Chamber and take advantage of the networking and expertise.

She believes that participating in the Leadership Tri-County Program is important because it helps to ensure a base of qualified volunteers for non-profit service, and individuals involved can learn the details of how a community actively survives on non-profits and volunteers. Deb already has a passion to be involved in community activities, but she is looking forward to learning the best practices and to obtain training on how to bring more value to non-profits and the community.

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"MADE IN THE TRI-COUNTY AREA" TOUR

On Friday, January 29, members of the TriCounty Area Chamber of Commerce were hosted by **Beacon Container Corp.**, 700 West First Street, Birdsboro for the second in a series of "Made in the Tri-County Area" Tours. Beacon has a complete line of packaging products for every customer and are recognized as a leader in packaging and point-of-purchase displays. They currently have 122 employees and operated two 10 hour shifts. Their primary territory spans New Jersey, the southern tier of New York, Delaware, Maryland, and Pennsylvania, which they deliver with their own trucks. Beyond that, commercial carriers are used for shipments across the U.S. In 2015, they served approximately 700 active customers. Beacon Container is currently entering its 61st year in business.



Chamber Members on their tour of Beacon Container Corporation.

NEW MEMBER RECEPTION

The Chamber hosted a New Member Reception on January 28 at the Chamber's office in Pottstown. About 15 new Members, who joined the Chamber since September 2015, attended the event. During the reception, attendees enjoyed refreshments and networked with other new Members. They had the opportunity to learn more about the Chamber from President Eileen Dautrich as well as other Chamber staff.

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



The following New Members were presented with their certificates. From left to right: Lisa Romero, The Swamp Door Antiques & Curiosities, LLC; Jim Thomson, JT's Gourmet Delivery LLC; and Elyse Royer, Traffic Planning and Design, Inc.

SAFETY IN THE WORKPLACE FOR YOU AND YOUR EMPLOYEES

On Tuesday, February 16, **Sergeant Ed Kropp** and **Officer Greg Fritz, Pottstown Borough Police Department**, held a Safety Seminar at the Chamber Office. 15 Chamber Members were in attendance and learned that "safety starts with yourselves." The presentation featured key points including: administrators should set policies; safety education should be provided for all employees; conduct background checks on all employees; and that a zero tolerance policy should be established at a workplace.

Suggestions on how to deal with an active shooter in the workplace were also discussed including an informational video on "Run, Hide, Fight."

Sergeant Kropp and Officer Fritz ended the session by answering questions from attendees.



Sergeant Ed Kropp Jr. (right) and Officer Greg Fritz (left) provided attendees with information and tips at the safety seminar.

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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: **Office Administration**

Know someone looking for a job?

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

Chamber Members currently with job openings:

- **Reflections Hair Designs** – Hairstylist

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"Take Our Daughters and Sons to Work Day" Luncheon



See page 33 for additional information!

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PA CHAMBER MEMBERSHIP

FEATURED MEMBER BENEFIT OF THE MONTH

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...And much more!

For more information on membership with the PA Chamber, contact their membership team at 877.381.8618 or chambermembership@pachamber.org



REGIONAL CHAMBER BUSINESS CARD EXCHANGE

On February 18, TriCounty Area Chamber Members had the opportunity to network with each other and members of four other local Chamber of Commerce: Perkiomen Valley Chamber, Phoenixville Regional Chamber, Spring Ford Chamber, and Upper Perkiomen Chamber. The event was well attended and was held at Copperfield Inn at Lakeside in Limerick.



Over 200 business professionals attended the event to meet and get introduced to representatives beyond the membership of their host Chamber.

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From Left to Right: Carla Haydt, Executive Director, Spring Ford Chamber; Eileen Dautrich, President, TriCounty Area Chamber; Jessica Capistrant, President, Phoenixville Regional Chamber; Luanne Stauffer, President, Upper Perkiomen Valley Chamber; and Renee Blomstrom, Executive Director, Perkiomen Valley Chamber.

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WHO REVITALIZES A DOWNTOWN?



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

Any time you hear of a town that wants to revitalize the downtown area, there are reasons for people get together to form a revitalization committee. Some towns are not that bad. Some towns are really bad. The question is always, what do we do to fix it? Many times, the answers the group comes up with, are to tell others what to do.

Most times these strategies are not successful. People resent it when you try to make them work. I know, because I do it all the time. Public sector people for the most part are in a difficult position. If you have comprehensive code enforcement, someone will complain that they have to do this, or they have to fix that. If you have a police force that takes no quarter, all of a sudden, they are too zealous.

Revitalization groups should look to themselves for positive action, and seek to gain an alliance with the agency involved in dealing with the issue.

Complaining is not enough, the key to success is positive action by the revitalization group.

I will use Phoenixville as an example. We had many problems with people standing on the corner selling drugs or sex. The conversations started with, the police do not do their job. "We see transactions happening all the time," I was told in a meeting. I suggested that we get proactive and start 911'ing these folks. When we left that meeting, I knew that although people said they would call in the crimes, that they would not get involved.

Before the next meeting, I spoke to the police and told them that we needed a beat officer downtown and was rebuffed... in a nice way. Manpower issues, they have to protect the entire borough, was the reason explained to me. I asked the police if they respond to 911 calls in the downtown (just to reinforce the obvious) and was told that they do. The day of the meeting I checked how many 911 calls were made in the downtown, and came up with a big zero.

The next meeting started with the drug dealing and prostitution issue. I brought up that people have to call 911 and no one did call. One guy got very uptight and said they were the merchants and not the police.

(Continued on page 44)



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Gunga Din (1939) | Apr 3 — 2pm
Stairway to Heaven (1946) | Apr 17 — 2pm
Royal Opera House and Ballet on Screen
La Traviata | Mar 20 — 4:30pm
Giselle | May 8 (Mother's Day!) — 4:30pm
The Sleeping Beauty | Jun 12 — 4:30pm

POINT ENTERTAINMENT PRESENTS



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The Capitol Steps | Apr 8 — 8pm
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Jake Shimabukuro | Apr 17 — 7:30pm
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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 43)

I explained that it had to be a combined effort, and scheduled the police to come to the next meeting.

Again, at the next meeting we determined that there were no 911 calls and the meeting became very interesting because the police explained they did not have the manpower to put a beat cop downtown, and if people wanted action, they needed to call 911 when they see it happening. The merchants then responded by doing their part.

Once we had the 911 calls, I could go to work and access the procedure. Institutional actions were performed and with the help of the merchants dedicating some time to calling in some of the obvious criminal offenses, things got better. They only got better because people cared. If the people doing business down there did not care, why would anyone? Of course that is a rhetorical question and the answer is everyone should care.... but, when you are dealing with public issues, it is important to take a participatory stance.

Some measure, that I initiated to aid the effort, met with resistance. The "No 'Ho

Zone" that I created in a 10-foot interval of sidewalk in front of Ellie's Choice store was extremely successful in making it uncomfortable for the sex vendors to work in front of the store. They got around it by crossing the street, but some of the merchants thought I was too extreme. Although there was less sympathy for the drug dealers when I spoke up and claimed the main drug corner as "my corner." So I split the difference and disbanded the handwritten sign and the chalk marked sidewalk and the "No 'Ho Zone" went away. I felt that I also, was operating in the spirit of consensus. It was the true meaning working in concert with the constituency.

The same happened with the promotion of the town. At first, no one wanted to advertise what we were doing. They wanted the revitalization committee to work in somewhat of a vacuum. I adopted the strategy not to advertise what we were doing at all and just do the event. It appeared that people would see what we were doing when they drove down Bridge Street.

(Continued on page 46)

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HOW LONG DO I HAVE TO TELL MY EMPLOYER THAT I WAS INJURED?



LEGAL PERSPECTIVES

By Daniel E. McCabe, Wolf, Baldwin, and Associates, P.C.

Employers like to tell their employees that if they did not give notice of a work injury within 24 hours, there is nothing the employer can do for them. This type of workplace policy is not in step with the law. Employers will often tell their employees that any injury not reported "right away" will not be considered. This could not be further from the truth.

Section 311 of the Pennsylvania Workers' Compensation Act, 77 P.S. Section 631, provides that notice is required within 120 days of injury. So, there is the general rule. You have *four months* to provide notice to your employer that you've been injured at work, although compensation is not payable until notice is given. You might ask why someone would be given that much time to give notice of a work injury? Well, injured workers would say that if they reported every instance where they were injured on the job, or if they reported every time they felt some type of pain while working, there would certainly be many more claims than necessary. Commonly, the only reason injured workers report an injury is because the pain that they felt didn't go away as expected. In other words, many injured workers claim that when they injured their back they just figured that they pulled a muscle and that it would get better relatively soon. It was only after the pain continued to get worse, week after week, that they finally told their employer. As you can guess, when an injured worker approaches their employer to tell them that he or she was injured three weeks ago and never said anything, the employer certainly is not happy and might

be suspicious. However, this fact scenario is quite common.

The PA Workers' Compensation Act is remedial in nature. This means it is meant to help injured workers, and it will be construed liberally by the courts. Thus, the Act is written so that an injured worker, who no longer has the right to sue for pain and suffering, will have every opportunity to report a work injury. Therefore, the second sentence of Section 311 provides that the time to give notice of an injury does not begin to run until the employee knows, or by the exercise of reasonable diligence should know, of the existence of an injury and its possible relationship to his or her employment. Thus, if someone is injured at work because of some type of repetitive trauma, for instance repetitive activity which causes carpal tunnel syndrome, the time for notice would only start when that person is aware that the carpal tunnel is being caused by some activity at work. This extension of the time to give notice has recently been considered by the courts and has likely been expanded by Gahring v. WCAB (R and R Builders and Stoudt's Brewing Co.), No. 534 C.D. 2015 (Pa. Cmwlth., November 23, 2015).

(See "Legal Perspectives" on page 47)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 44)

We held a standard event, and every Friday produced a promotion that included music and art. We secured a following, but customers kept saying to the merchants that they did not know anything about our promotions. At that point, merchants finally did some group advertising in some regional publications and some subsidized TV commercials. That is when we start to really draw many people to the downtown.

I think the part that I liked the best was that everyone became a marketing person, and now there were an abundance of ideas. Many of the ideas failed — like an April in Paris promotion, as well as a couple of other disastrous promotions organized by merchant Richard Houck (I gave him an "A" for effort), but they were mistakes of commission and not of omission. You cannot be afraid to fail, but by the same token, it has to be well thought out idea with other merchants supporting the idea.

It appeared that the promotions that would work were more a function of the group process than an independent idea that no one was on board with. At one point in time, I had to start objecting to merchants closing down a street for what turned out to be a waste of time and promotional effort, that actually kept people from the town rather than bring people to the town. That came from merchant Jerry Davis leading a charge to stop closing down the street, which helped a lot. Again, it was merchants saying what they thought, and securing consensus within and not within the group.

It is the group process and a common sense of direction that revitalizes downtowns, and not so much the government, but more the property owners and the business people in the town working in common purpose. 📌

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

LEGAL PERSPECTIVES

(Continued from page 45)

The *Gahring* case held that a claimant's notice to his employer that his back pain was related to his increased work hours constituted sufficient notice of his injury under the Pennsylvania Workers' Compensation Act. Again, this is yet another example of the remedial nature of the Act. One might question whether an employer should be ascribed notice of a work injury when a complaint is received merely about pain which the employee relates to increased hours. However, right or wrong, the courts are now holding that notice of pain related to increased hours would constitute notice of an injury under the Act. Thus, a diligent employer would want to report such a complaint to its workers' compensation carrier right away.

Most injured workers do not realize that a repetitive type injury can certainly be considered a work injury under the Workers' Compensation Act of Pennsylvania. When an injury happens over time and not from a single acute incident, many employees don't realize that the injury may be covered under the Workers' Compensation Act. For example, if an employee lifts heavy logs for four

hours and develops severe back pain at the end of the four hours, will the resulting back injury be work-related? Unfortunately, many workers would not know the answer to this question. Because of their lack of knowledge of workers' comp law, they may not give notice to their employers within the required 120 days. A claim is absolutely barred if notice is not timely given to the employer. Further, an injured worker must realize that an acute injury – an injury which has a specific identifiable cause, such as lifting something heavy and suffering from immediate pain – is not necessarily the only way someone can have a compensable work injury in Pennsylvania.

Injured workers commonly do not realize that their activity at work is causing an injury. It's only after a number of months that they finally seek medical treatment. It might be that the injured worker is only aware that his injury is work-related because the treating doctor informs her so. For example, an employee suffers from pre-existing asthma. However, as part of her job she is required to be in an environment where glass dust is being inhaled.

(See "Legal Perspectives" on page 49)

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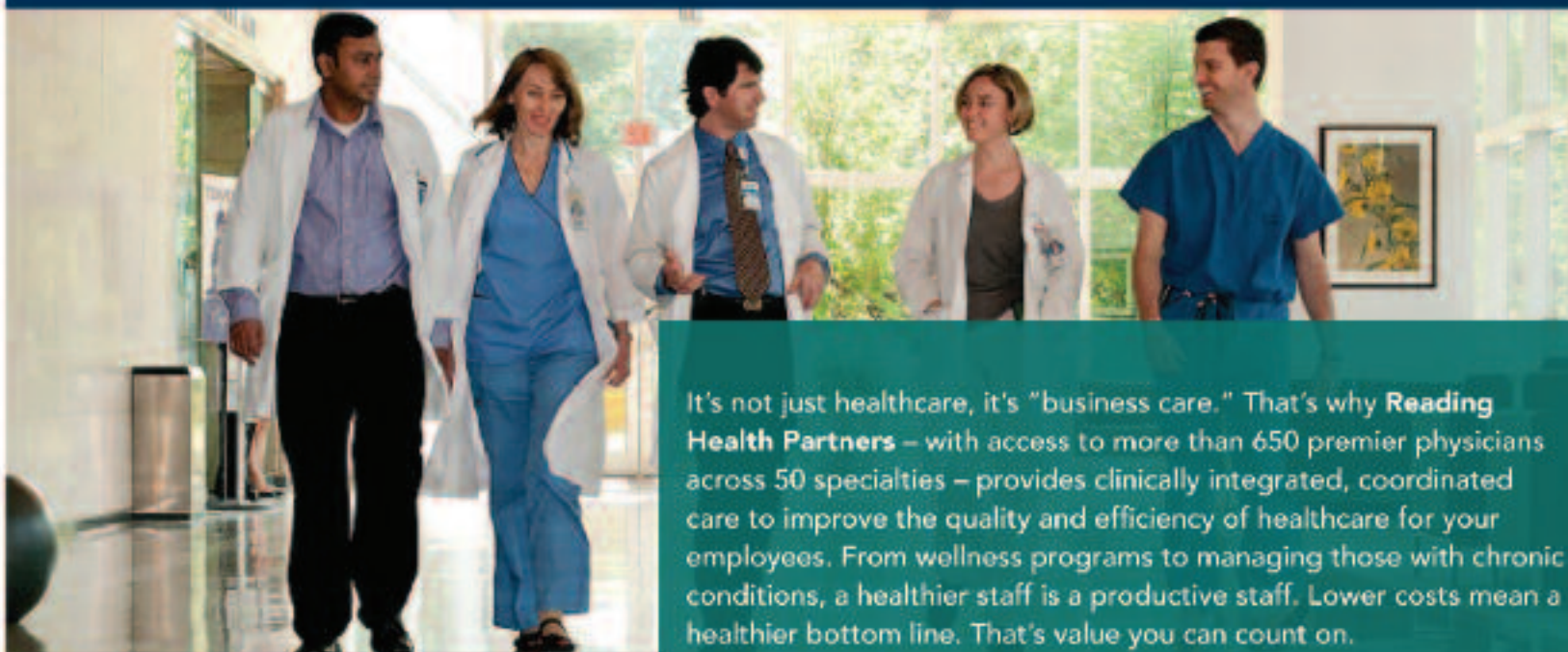
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LEGAL PERSPECTIVES

(Continued from page 47)

This environment continues on for two years, and finally the employee realizes that her asthma has gone from manageable to debilitating. However, she is not sure why her asthma has worsened. It's only after she sees her family doctor who begins to question why her asthma has suddenly taken a turn for the worst that she begins to realize that her condition might be work-related. After she tells her doctor the environment in which she works, the doctor concludes that the inhalation of glass dust has been causing a continual aggravation of her pre-existing asthma. Now that the worker actually knows of the work-relatedness of the injury, she has the obligation to tell her employer, or "give notice," that she believes the work environment is causing an injury with 120 days.

There are some examples of when the 120-day notice period may actually be extended. For example, where the employee is exposed to continuing multiple traumas, the injury does not take place until the last exposure or trauma occurs, which usually means the last day of work. Therefore, the injured worker could argue that the 120 day notice period does not

begin until the last exposure. For example, if an injured worker was developing carpal tunnel syndrome because of operating a machine which required repetitive movement of the hand, that employee may not be required to give notice until 120 days after the last exposure. However, this would require the fact that the employee did not know, nor would he have been reasonably expected to know, that the work being performed was causing the injury. The date of injury on such a repetitive trauma case would usually be considered the last day of work. Situations such as this, however, can often be difficult for the injured worker to prove. If a reasonable person would have realized that the operation of a particular machine would be causing carpal tunnel syndrome, the courts may find that the employee knew, or should have known that the injury was occurring. However, given the remedial nature of the Act and the courts' general liberal application of the law, the above situation would likely be considered work-related with the notice being required within 120 days of the last exposure.

(See "Legal Perspectives" on page 50)

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LEGAL PERSPECTIVES

(Continued from page 49)

Another issue that often is raised when it comes to notice is whether notice of the causation of an actual work injury has been given to the employer. For example, if the injured worker goes to his employer and says that "his back is killing him," does that constitute notice to an employer that some type of injury has had occurred? Most likely, it does not. The Act and the accompanying case law set out specific guidelines as to what is required by the injured worker to give notice to the employer, and the report of pain alone is not enough. The general rule is that the injured worker must tell the employer that an injury occurred in the course and scope of employment and what part of the body is injured. Therefore, in the above example, notice would likely be acceptable if the injured worker simply added "my back is killing me because I injured it today at work." While this sounds like common sense, the average person doesn't expect to be injured at work, and doesn't always realize that simply telling their employer that some part of their body hurts is not sufficient notice.

While notice issues are usually not the biggest issues in a litigated case, the above examples are certainly reasons for any

injured worker to realize that it is critically important to give notice to his or her employer of any type of injury. Further, whether an employee has complied with the notice provisions of the Workers' Compensation Act is a question of fact to be determined by a Workers' Compensation Judge. Because of these levels of complication, injured workers should always consult with a competent workers' comp attorney if they even suspect a work related injury. Employers who are put on notice of a work injury should contact their workers' compensation insurance carriers right away, no matter their internal policies about how long a workers has to report an injury. ■

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C.. He and managing attorney Levi S. Wolf are two of less than 200 lawyers across the state who have been certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmccabe@wolfbaldwin.com.

PARADOXES IN LEADERSHIP



HUMAN CAPITAL MANAGEMENT

By William Kreider, CEO of HR FUTURE GROUP

Two-thirds of CEOs do not receive any outside advice on their leadership skills

I like to read. A lot. Anything, fiction, biographies, newspapers, all of the magazines I can speed-read while standing in the bookstore, research journals, the sides of cereal boxes; and "too many to count" management, leadership and HR related books throughout my career. Yet, of all of my profession-related reading, one book stands out. It was not for what it taught me, it was unique because it made me rethink many things that I thought I already knew. The name of the book is *Management of the Absurd* by Richard Farson, PhD. (1996), a psychologist, professor at Harvard Business School, University Dean and CEO. In an absurd thinking style, we will take the knowledge we already possess and instead of adding more, let's make it more inclusive, more insightful by turning our thinking upside-down. Appropriate reactions include, acceptance, confusion, or disagreement. After all, this stuff is absurd. Examined below are excerpts from the book.

Embracing Paradox and Absurdity

Remember "Theater of the Absurd?" The moniker became attached to a group of playwrights that questioned traditional theater for oversimplifying and over rationalizing human affairs. They felt that only by recognizing the mystery and absurdity of life, was the dignity of people served.

Paradoxes are seeming absurdities. Our natural inclination is to endeavor to resolve the paradox, to have them become less peculiar, to rationalize them. Ever the contrarian, Farson asks us to become comfortable using paradoxical logic to understand our employees, ourselves and therefore manage better. He regards them as exercises for the mind.

The Opposite of a Profound Truth Is Also True

Many of our great achievements in every intellectual pursuit are dependent on rational, logical thinkers. Nevertheless, this linear, clear-cut thinking has also limited us. Things are good or bad, true or false, but not both. Yet when confronting a conflict we often say, "well, yes and no", or, "it's a little bit of both." A healthy organization needs full and accurate information. However, to be truly healthy, it needs some degree of communication distortion and deception (or if you prefer: diplomacy and tact). In addition, consider the "filtering" of information, up and down, at which middle managers must excel. Every deal is both good and bad. That is why leadership is essentially the management of dilemmas, tolerance for ambiguity, coping with contradictions and understanding, valuing, and accepting, the coexistence of opposites.

Nothing Is as Invisible as the Obvious

Many important discoveries, artistic creations, and the best management decisions come from taking a fresh look at what people take for granted or cannot see precisely, because they are too obvious and become invisible. (A spy's advice: hide in plain sight). The invisible obvious (forest for the trees) is a major factor in why the prediction of future trends is particularly challenging. A prediction relies heavily on knowledge of current conditions. Except that, present conditions are largely invisible even to those who spend their lives looking at them.

(See "Human Capital Management" on page 53)

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Pottstown Dance Theatre Repertory Ensemble Performs with PA Council on the Arts Grant

The Pottstown Dance Theatre Repertory Ensemble, the student company that recently brought down the house at Carnegie Hall, will perform "United" at the Kaleidoscope Center for the Performing Arts at Ursinus College this spring. The work will include the original piece choreographed by artistic director Michelle Jones Wurtz, "New World" which tells the story of the development of the United States set to the "New World Symphony" by Antonin Dvorak. This piece was featured at the 2006 Fringe Festival at the Freedom Theatre, cited by the Kennedy Center for Excellence, and is designed to promote healthy race relations.



and Elena Martinson entitled "Dream Come True" which discourages teen bullying. The final work, "Peaceful Assemble" (ahssem-blae) is designed to promote peaceful protesting when life seems unfair. The entire performance is work of art that stimulates positive social change.

The second act will open with a work set by Kirov Principal dancers Andrei Ustinov

and Elena Martinson entitled "Dream Come True" which discourages teen bullying. The final work, "Peaceful Assemble" (ahssem-blae) is designed to promote peaceful protesting when life seems unfair. The entire performance is work of art that stimulates positive social change.

The project has been partially financed by the Pennsylvania Council on the Arts and PECO Energy, and will be held on April 30th at 7:30pm, and May 1st at 3pm. Tickets are available at the Pottstown Dance Theatre, at www.pottstowndance.com, and at the box office upon arrival. Group discounts are available. See the performance that will change your life and warm your heart! 🎭

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HUMAN CAPITAL MANAGEMENT

(Continued from page 51)

A dramatic example from Farson: About thirty years ago, he was a speaker at a conference of two thousand women, under the theme of "What is Today's Woman's Future?" He suddenly noticed that all of the speakers were MEN. It occurred to him that the reverse situation would never occur. This striking example of the attitudes toward women opened his eyes. What he and the others had all been blind to was now painfully obvious.

Effective Managers Are Not in Control

Management based on control and manipulation cannot succeed in matters of the absurd. It is not suggested that managers fail to act, exercise their authority, or follow their own good judgment. What people need to know is, they are dealing with a genuine person, not someone who is only managing them. Management's strength should be in other qualities — passion, sensitivity, tenacity, patience, courage, vulnerability, firmness, enthusiasm, wonder.

Most Problems That People Have Are Not Problems

You can solve a problem; you can only cope with a predicament. A problem is created by a mistake, something going wrong. When we find the cause, we can correct it. A predicament, paradoxically, is more likely to be created by conditions that we highly value. Most of the important areas of our life, such as marriage and child rearing, are complicated inescapable dilemmas-predicaments where no choices look very good or better than other choices. Hence, the need for coping skills. In the workplace, senior leaders face predicaments much more often than problems.

This incredible book is filled with many more such examples. Some will confuse you, enlighten you, or anger you because of your strong disagreement with his ideas. However, they will all make you think upside down and maybe differently. 📖

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

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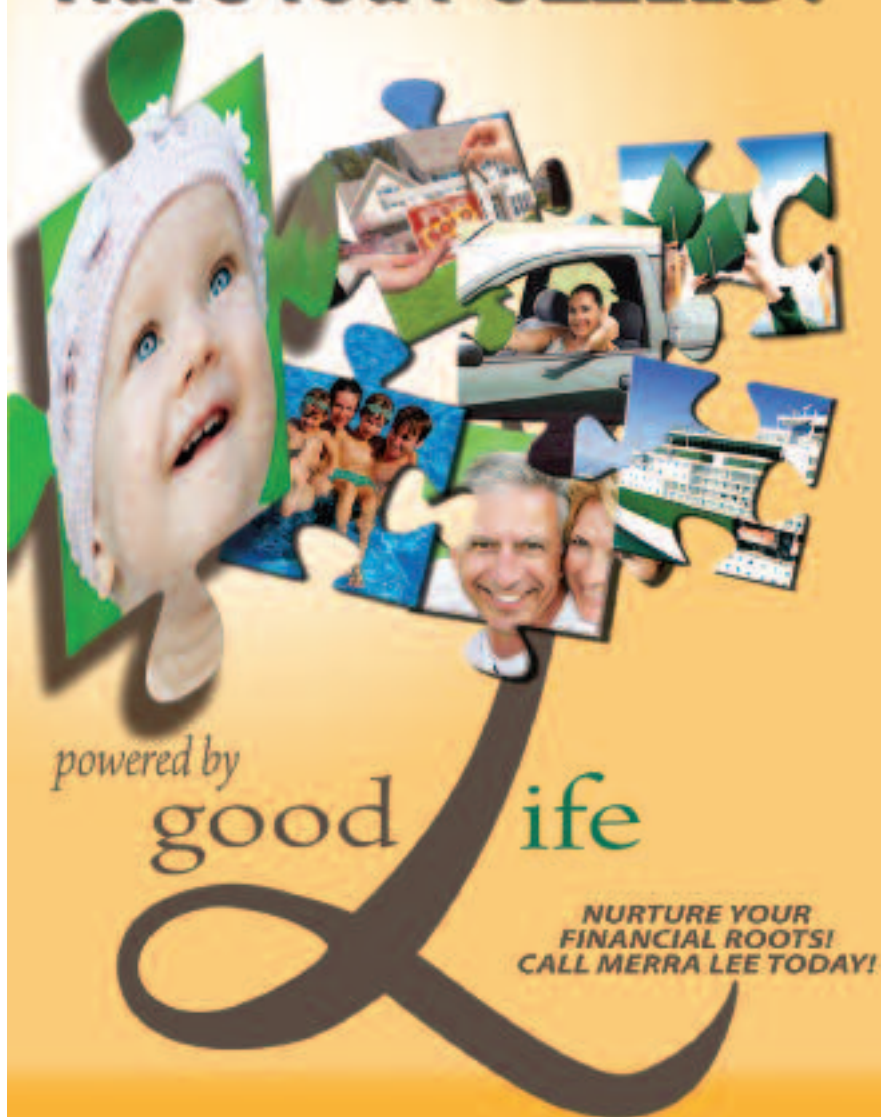
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Pottstown Area Seniors' Center Celebrates 40 Years by Announcing New Name

At its monthly birthday celebration and 40th anniversary kickoff luncheon in February, the Pottstown Area Seniors' Center announced that it is changing its name to the TriCounty Active Adult Center.

The organization's executive director, Brian Parkes, explained to the many seniors in attendance that the name change was made to "better reflect the area and the people (the organization) serves."

In February of 1976, a few Pottstown residents filed the papers to create the Pottstown Area Seniors' Center. Shortly thereafter, the group began meeting in the basement of the Christ Episcopal Church in Pottstown. By the end of the first year of operations there were almost 200 members, with many coming in daily for a hot lunch and social and recreational programs.

Quickly outgrowing the church, the center moved to the "Eagle" building on High Street in Pottstown, where staff, support, programs and activities were all expanded to meet the needs of the growing number of seniors in the region. In 2000, it was decided that the Eagle build-



Senator Bob Mensch (left) helps executive director Brian Parkes unveil the new name and logo of the Pottstown Area Seniors' Center at their monthly birthday luncheon.

ing no longer met the needs of the members, and the center was moved into a shared space with the Pottstown YMCA, where it spent the next 15 years.

As the organization grew to nearly 3,000 members, space became limited, and the center began the search for another new home in 2012. Many buildings, sites, and partnerships were explored before the center decided to purchase the former Pottstown Health Club. Renovations began on the building in 2015, and are expected to be completed in spring of 2016.

(See "Pottstown Area Seniors' Center" on page 57)

The Pottstown Rotary Club Wants You!



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

This is your opportunity to grow your business and your circle of friends, and help make your community a better place to live and work.

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

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www.pottstownrotary.org

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REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

UPCOMING EVENTS

Young Professionals Networking Event – March 1

The Phoenixville Regional Chamber of Commerce and the Phoenixville Jaycees 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. For a full schedule of events and up to date information, please visit www.phoenixvillechamber.org.

Time: 6:00pm; Cost: Free!; Location: Bistro on Bridge, 208-212 Bridge Street, Phoenixville, PA 19460

Chamber 101 – March 17

The Chamber is holding a special orientation for members who want to know how to get the most out of their membership on Thursday, March 17 beginning at 8:30 am. This event offers new, existing, and potential members a face-to-face opportunity to make connections with other Chamber members and staff as we provide an overview of the various tools available to market your organization.

Time: 8:30am; Cost: Free!; Location: to be determined

March Membership Meeting – Breakfast March 8



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!

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!

Time: 7:15 am

Cost: \$20 pre-registered, \$25 at the door. \$30 for non-members. Location: to be determined

Annual Awards Dinner – March 30

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.

Time: 5:30pm

Cost: Individual Tickets: \$65, cash bar available; Table Sponsorships (seats 8): \$455

Location: Phoenixville Country Club, 355 Country Club Road, Phoenixville, PA 19460



For more information about attending or sponsoring this event, please visit www.phoenixvillechamber.org/AnnualAwardsDinner

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REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

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The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

UPCOMING EVENTS

March 1, 2016 – Network Before Work

8:00am – 9:30am
Penn Liberty Bank, Limerick
Networking and Continental Breakfast

March 10, 2016 – March Member Luncheon

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

March 17, 2016 – Shark Think Tank

11:30am – 1:00pm
Brookside Country Club
*Business Owners Only

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

April 5, 2016 – Network Before Work

8:00am – 9:30am
Bryn Mawr Trust Bank
Networking and Continental Breakfast

April 7, 2016 – WIN Fashion Show

11:00am – 1:00pm
Brookside Country Club
Benefits Operation Backpack

BUSINESS TO BUSINESS EXPO



Keynote Address by Dr. G. Terry Madonna

Wednesday, March 30, 2016

11:00am – 2:00pm

Pope John Paul II High School,
Royersford

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.

Both speakers as well as admission to the event are FREE OF CHARGE and a complementary 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.

POTTSTOWN AREA SENIORS' CENTER

(Continued from page 55)

After 40 years of serving older adults, the decision was made to change the name of the center in 2015. No longer serving just “seniors” and seeking to more accurately describe the area served by the center, the name was changed to the TriCounty Active Adult Center. Along with the name change, the organization has launched a new website, www.TriCountyAAC.org.

“With 10,000 Americans turning 65 every day, the demographic of what constitutes a ‘senior’ is rapidly changing,” said Parkes. “Also rapidly evolving are the senior centers that are preparing to serve this next generation of older adults.”

According to Parkes, senior centers across the country are updating their images and expanding their programming. No longer just places to get a hot meal and play Bingo, modern senior centers are offering Yoga, Zumba, educational programming, health checks, music classes, and much more.

“At 40 years young, and with a brand new location opening shortly, we felt the time was right to make a change,” Parkes explained.

Today, the TriCounty Active Adult Center is a modern facility offering a daily hot lunch, and nearly 40 social, recreational, educational, and exercise programs each week. A professional staff is always available to answer questions, assist with forms, and provide guidance.



The TriCounty Active Adult Center serves adults age 50 and better with programs and services including information and referral assistance, a daily lunch, exercise programs, social activities, and much more. The mission of the TriCounty Active Adult Center is to enhance the well-being of its members by providing services and activities that promote an independent and healthy life style. The TriCounty Active Adult Center has nearly 3,000 members residing in the tri-county area. Anyone living in the tri-county area (Berks, Chester and Montgomery counties) who is 50+ years of age is welcome to use the senior center. Learn more at www.tricountyaac.org or by calling 610.323.5305. 📞

NEW FOR 2016: Network Before Work

Come and enjoy a continental breakfast while meeting fellow chamber members and discussing hot topics that relate to local small business professionals. This new event is for members only and offers a morning networking opportunity. We would like to thank the following banks for being our first sponsors of the event. Penn Liberty Bank, Harleysville Savings Bank, Bryn Mawr Savings Bank and Victory Bank.

Photos from February's Chamber Luncheon at Cutillo's Restaurant



PERKIOMEN VALLEY CHAMBER OF COMMERCE

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

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

PV Stars Best of the Valley 2nd Annual Awards Gala

Collegeville, PA - On Thursday, February 11, 2016, nearly 150 local business and community leaders from Montgomery, Chester and Southern Berks Counties gathered at Perkiomen Valley Chamber's 2nd Annual PV Stars Awards Gala held at RiverCrest Golf Club & Preserve in Phoenixville. The three-hour gala included networking, music, dinner and awards.



The audience was captivated by the heartfelt story delivered by Keynote Speaker, Kevin Reilly, former NFL Eagles Special Teams Captain, amputee and cancer survivor. In 1976, Kevin's cancer diagnosis carried a 30% chance of survival and resulted in surgery to remove his left arm, shoulder and four ribs. Kevin's story is merely about survival, it is a tale about faith, resiliency of the human spirit and finding the very best in us and sharing those gifts with others. "The human spirit is stronger than anything that can happen to it," said Kevin Reilly. "I challenge you to use those skills and those blessings to help others."

Following the keynote address, finalists were recognized and award winners were announced.

The Finalists



"Finalists in nine award categories were recognized for contributions including community food drives, volunteer programs, charitable contributions, civic acts, safety and community service. The determination of winners came down to just one or two votes in many of the categories. All finalists and winners deserve recognition and celebration for their efforts in making a positive impact on our region in 2015."

Congratulations to top three finalist in each category!

- **Small Business of the Year WINNER: Keenan, Cicitto & Associates.** Finalists: Kelly Insurance Group; Patriot Pest
- **Medium Business of the Year WINNER: Merrymeade Farm.** Finalists: Kriebel/CzarStar Security, The Victory Bank
- **Large Business of the Year WINNER: Wegmans Food Markets.** Finalists: Brandywine Senior Living at Upper Providence; Rockland Immunochemicals
- **Business Star of the Year WINNER: David Akers, LMS Solutions.** Finalists: Catherine Gear, Signal 88 Security; Julie Brufke Wenger, Phoenix Tax Consultants
- **Non-Profit Organization of the Year WINNER: Mom's House.** Finalists: Perkiomen Valley Youth Basketball; Spring Valley YMCA

- **Humanitarian of the Year WINNER: Steve Rock.** Finalists: Dutch Schrap, Howard Scott
- **Distinguished Service Person of the Year WINNER: Craig Markle, Worcester Fire Department.** Finalists: Zenon Janicki, Collegeville Fire; S. Christian Nascimento, Methacton School Board
- **PV Chamber Member of the Year WINNER: Kip Bilo, Kriebel/CzarStar Security.** Finalists: Judy Kehr, The Eye Shoppe; David Maris, Marco Motors
- **Emerging Business of the Year WINNER: Collegeville Yoga Bar.** Finalists: Coval & Associates CPA; Evolutionary Home Design

Event Sponsors:

- Gold: **Brandywine Senior Living at Upper Providence**
- Silver: **DOW, Kreider Health Solutions, TR Insurance Group, and Wegmans Food Markets**
- Bronze: **Maillie LLP, Phoenixville Hospital, Service King, and Wells Fargo Advisors**
- Supporting Sponsors: **BTC Awards, Community Music School, Kelly Insurance, Lindt, Reynaldo Caparros Photography and Cinematography, Risher Van Horn Florist, RiverCrest Golf Club & Preserve, and Ursinus College**



PHOTO COURTESY OF READING EAGLE: SANDI YANISKO

PV Stars honored Thursday evening are, front row from left, Kelsey Givler, Merrymeade Farm; Lynn Fleisher, Keenan, Cicitto & Associates; Stefania Davidse, Collegeville Yoga Bar; Wendy McKeon, Mom's House; and Steve Rock, Variety Club Camp and Development Center. The other honorees are, back row from left, John Carr, Merrymeade Farm; Craig Markle, Worcester Volunteer Fire Company; David Akers, LMS Solutions Inc.; Kip Bilo, Kriebel/CzarStar Security Inc.; and Steve Aloj, Wegmans.

UPCOMING EVENTS

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

March 3, 2016 – Business Matters Luncheon

Delos, Inc. specializes in using technology to facilitate business processes and communications. 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. Visit www.PVChamber.net for registration and location. 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. Individual Tickets \$35 member, \$50 non-member. Visit www.PVchamber.net for details.



Keynote Speaker
Brock Blomberg
President of Ursinus College.



March 24, 2016 – Business Owner Roundtable

The PV Chamber welcomes **business owners and key decision makers** to participate Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Limited to 18 attendees, PVCC members-only. Cost: \$25. Next Session: April 28th

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

11:30 a.m. - 1 p.m.

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

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

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

In 2016, 350 DOW employees from Philadelphia will join the 800 colleagues already at the Collegeville site. On April 14th, employees from DOW Philadelphia will be on-site to tour the facility and learn about the Perkiomen Valley region. 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 only \$135; participation in marketing bags \$30, Marketing Bag Sponsor \$200. Registration and details call 610-489-6660 or visit <http://www.PVchamber.net>

April 27, 2016 - Annual PV Chamber Mixer at Kalejta Financial Management, P.C.

Celebrate the End of Tax Season! Bring your old paperwork to be securely shredded to our "Shred Day Mixer" and let's say goodbye to tax season together.

Kalejta Financial 740 W. Main Street, Trappe
4:00-6:00p.m.

Members: FREE; Nonmembers \$10



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YOUR RESULTS, YOUR FAULT



MARKETING SOLUTIONS

By Maria L. Novak

In business the results you get can be “relatively” proportionate to the effort you put in. So far so good, but a problem arises when people don’t do anything or do the wrong thing to try and get results.

Far too often people will play the blame game. “I tried this to get more business happening and it didn’t work and the same with that, and that and on and on ... nothing’s working!”

I think it’s a bit like this, I want to build a house, I have some materials and I put them together but it’s not working... of course not - no plan coupled with low skills, I may end up with a house with no floor, no roof or missing a number of key items. The same in business, if you need to market the business you need to know something about marketing, Human Resources; you need to know Finances, Tax, operational issues, hopefully you get the picture.

If you don’t know something you need to find out how to do it properly. Take marketing for instance, doing it properly makes a huge difference to the results, doing it long enough to see the results really flourish is another thing again. Being able to measure the results is another thing again.

OK I hear you saying “There are only so many days in the week and hours in the day.” Here are my responses:

- If you don’t like doing any of the things which HAVE to be done in business, get someone else to do it. Outsource the

task to free you up to do more of what you really want to do in the business.

- Plan your time better, delegate more.
- Many people in business work long hours, often doing only the tasks that need to be done in business hours in that time slot (calling customers etc.) then working after hours on other tasks like bookkeeping.
- Stop procrastinating; either you want the business to do well or not; if not get out of it.
- Stop using creative avoidance techniques to “stay busy” and get nothing done.
- Success is working toward any worthwhile goal, therefore get better at setting your goals.
- Focus on the results you want by being outcome driven.

Your business should provide a great lifestyle for you in so many ways; let it be all it can be by being the best business owner/operator you can be. Being at fault should not be an option, being successful should be your main priority. 🗑️

Maria L. Novak Dugan is president of Marketing Solutions & Business Development, a firm in West Chester, PA, offering creative marketing services and goal implementation for small & medium sized businesses. For more information, contact Maria at 610-405-0633 or MariaNovak001@yahoo.com or visit www.Maria-L-Novak.com



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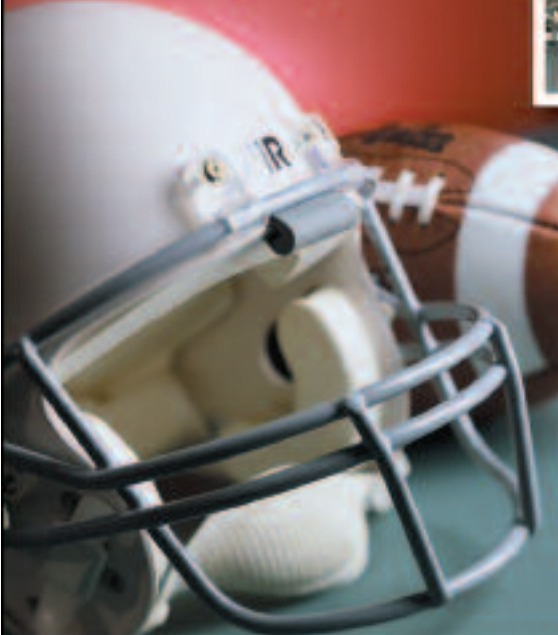
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