

INSIDE: Avoid Esoteric Verbiage! • Pictures Can Say 1,000+ Words • Focus On Pottstown Businesses

JUNE 2016

ROUTE 422 Business Advisor

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

McGEE ELECTRIC, LLC



**Sharing the
"POWER" of Family**



Presorted
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334
Pottstown, PA
19464-0334

GET IT ONLINE 422BIZMAG.COM

Keeping Employees on the Job is Our Job.

1988
2016

- *Work Injury Medical Care*
X-ray, Lab Services & Suturing as needed
- *Occupational & Physical Therapy*
- *Physical Capability Screenings*
- *Ergonomic Services*
- *Employment Physicals*
- *DOT Driver Medical Certification Exams*
- *OSHA Required Medical Surveillance Exams*
- *Drug & Alcohol Screening & MRO Services*
- *Immunizations*
- *TB Skin Testing*
- *Respirator Clearances & Fit Testing*
- *Hearing & Vision Testing*
- *Training CPR, First Aid, AED, BBP*
- *OSHA & DOT Regulatory Compliance Assistance*
- *Travel Medicine Clinic*
- *Onsite Health Services Available*

Healthy and productive employees are vital to every company's bottom line.

WORK INJURY CARE AVAILABLE 24 HOURS A DAY, 7 DAYS A WEEK

When a worker is injured, recovery is important to all involved.

For over 28 years, Pottstown Memorial Medical Center's Occupational Health and Work Recovery programs have provided a range of quality, cost-effective, specialized services to Tri-County area employers and their employees.

We place a strong emphasis on teamwork, communication and medical management for early case resolution. Our goal is to partner with area employers to reduce workplace injuries and to avoid lost time accidents. Our collaborative approach emphasizes ongoing communication between the employer, the injured worker and our medical providers.



Occupational Health
of Pottstown Memorial Medical Center
at CarePlex

610-326-2300 • PottstownMemorial.com

Tri-County Area Business Campus • 81 Robinson Street, Pottstown, PA 19461
Located just off Routes 100 & 422 • Convenient Hours Monday-Friday

Work injuries (non-life threatening) should be treated at CarePlex. After-hour injury care provided by PMMC's Emergency Dept. Employee will be referred to CarePlex for follow-up medical care.



New Rhoads Transportation, Inc. has a long family history in school bus transportation dating back as far as 1928

David F. Kutz, Steve & Sally Rhoads' grandfather, started with three buses in 1928 transporting school students in Amity Township, which eventually became a large part of what makes up Daniel Boone Area School District. David continued in the farming and school bus business until his death in the spring of 1964. At that time, his daughter, Elizabeth and her husband, Jay S. Rhoads, purchased the buses and continued to operate and grow the business until 1990.

In 1990, New Rhoads Transportation, Inc. was formed by Steve Rhoads, President, the son of Elizabeth and Jay.

In the early 2000's, Sally Rhoads came on board to help manage the everyday operations. The company continues to grow and expand its services. A sister company was added in 2004, Rhoads Limousine Service, Inc., so we could better service the varied transportation needs of the surrounding communities.

Our stable of vehicles has just about any style of ride you can imagine. From a 36-passenger bus to our brand new 18-passenger Limo Coach to a tricked out stretch Hummer with all the bells and whistles to several old fashion-style trolleys, down to traditional Lincoln Town cars. From one person to an entire wedding party we can take care of delivering everyone in style.



Rhoads Limousine Service, Inc. family includes two full-time reservationists and dispatchers on staff as well as two additional people to help with overflow. Each and every time you place a call to our office, you will get someone to talk to during regular business hours (weekdays 8:00 AM to 5:00 PM and Saturdays 8:00 AM to 12:00 PM). All other times, an answering service will connect you with the "on-call" person to help with emergencies and last minute reservations.

Our chauffeurs are selected very carefully. They all must have a clean driving record, good customer relations, and a friendly/professional personality. All drivers are the employees of Rhoads Limousine Service, Inc. and are fully insured and protected with Workmen's Compensation Insurance. All drivers are required to complete log books to record the time they are working. You will never have a tired driver as we strictly conform to the FMCSA hours of service regulations. These regulations prohibit driving more than ten hours per day or working more than fifteen hours per day. At least eight hours off is required before continuing to drive again.

Words can't explain how much enjoyment we get when we can be a part of someone's special occasion that will provide memories which last lifetimes. And because we have such a strong supportive work environment, it feels more like an extended family here at Rhoads. So please stop by, view our fleet and meet some of our drivers, so you can let us take care of your transportation needs!

***For additional information, please call 610.689.4600
or 1.800.528.3569, and visit www.RhoadsLimos.com.***





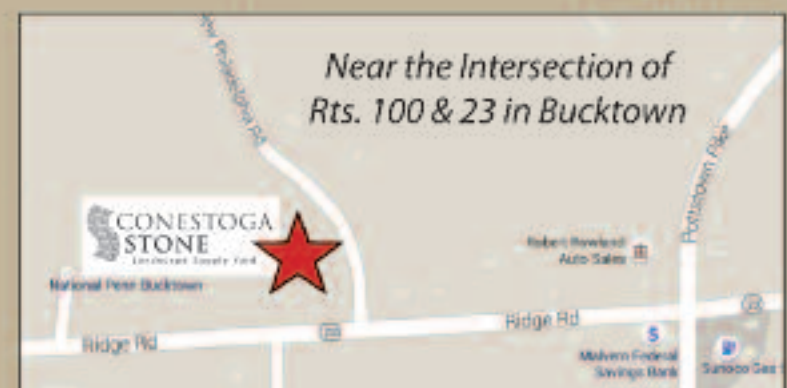
CONESTOGA STONE

Landscape Supply Yard

1101 Ridge Road • Pottstown, PA 19465

610-656-6466

Natural Stone
Decorative Stone
Veneer Stone
Boulders
Sand
Soils
Compost
Mulch
Fencing
Grass Seed



www.ConestogaStone.com



Cover Story: McGee Electric, LLC – a family business that for two generations has treated its customers like family, providing a complete range of residential and commercial electrical services. Now also a PowerPro Elite dealer for Generac Power Systems.



20: Time to hit the links! Check out some of the area's best public golf courses.



27-31: Browse the Business Marketplace to grow your business, network, and keep your money local.



Follow us on LinkedIn

at: [linkedin.com/company/macnificent-pages-route-422-business-advisor](https://www.linkedin.com/company/macnificent-pages-route-422-business-advisor)



Like us on Facebook

at: [facebook.com/422BusinessAdvisor](https://www.facebook.com/422BusinessAdvisor)

Visit 422bizmag.com for...

- Our Current Issue Online
- Archives with Hundreds of Useful Articles
- Video Interviews • Advertiser Links
- Federal, State, County & Local Resource Links

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



Contents

- 11 | Focus On Financial Services**
- 13 | The Good Life**
College Bills Are Coming!
- 17 | Mastering Social Media**
Use A Picture. It's Worth A Thousand Words...
- 19 | Pottstown NARI-BIE**
Opt For The Best Outcome – The Backyard You Only Thought You Could Imagine!
- 32 | Effective Corporate Communications**
Avoid Utilization Of Esoteric Verbiage!
- 34 | Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 35 | Route 422 Dining Guide**
- 37 | TriCounty Area Chamber Of Commerce**
News & Events
- 47 | Downtown Marketing & Development**
Leveraging Local Dollars as a Way for Funding Projects, Part 2
- 49 | Legal Perspectives**
Medical Marijuana Becomes Legal in Pennsylvania — And What You Need to Know
- 52 | Focus On Pottstown Businesses**
- 59 | Human Capital Management**
Recognizing The Power Of The Small Business Economy
- 60 | Regional Chamber Roundup**
News & Events: Spring-Ford Chamber Of Commerce, Phoenixville Regional Chamber Of Commerce & Perkiomen Valley Chamber Of Commerce

... AND MORE!

Published by: MACnificent Pages, P.O. Box 334, Pottstown PA 19464-0334
Subscribe online! www.422bizmag.com

Editor & Publisher – Bill Haley; Advertising Manager – Patti Seigel;
Advertising Representative – Scott Haley

To contact the Route 422 Business Advisor:
phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

McGEE ELECTRIC, LLC

Sharing the "POWER" of Family



Adam McGee, Owner/Partner



Jake McGee, Owner/Partner

PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

In this ever-changing and increasingly chaotic and impersonal world, it's nice to know there is one thing you can still trust and rely and build on — the power of Family. Joseph McGee II started McGee Electric out of the back of his Volkswagen Beetle in 1976, serving the Phoenixville area. His perseverance paid off as he succeeded in establishing his electrical contracting business by doing quality work with attention to detail, at a competitive price; and by sticking to his core principles of treating every customer like a family member, and giving back to the local community.

Joseph moved his business to North Coventry in 1979, where a few years later he sponsored a Coventry Little League team and eventually put up lights in the local ballpark so the youngsters could extend their playing time. "It was always important to our father to help others by treating people how you would want to be treated and to give back to the community," recalls Adam McGee, who along with his brother Jake McGee operate McGee Electric today. The entire McGee family pitched in to keep the business going upon Joseph's untimely passing in 2000.

Like father, like sons. Today, owners/partners Adam and Jake McGee continue to grow and build the family business with the help of office manager Kristy McGee, facilities manager Keith Himmelreich, and their friendly staff of quality technicians. "Our father lived the philosophy of doing the type of work that you are proud to put your name on and can stand behind, and we continue to strive every day to live up to his standards," Adam and Jake McGee explain. "We continue doing that by keeping our head held high and being proud of our family name with our customers and in the business community. This can only be achieved by the relentless endeavor to treat every project as if our name depended on it."

McGee Electric recently moved their headquarters to a new showroom at 72 Robinson Street in Pottstown, centrally located to serve their ever-growing family of satisfied customers throughout Montgomery, Berks and Chester counties and beyond. No doubt Joseph would be tremendously proud to see how his sons have sustained and nurtured the business that he created, while remaining true to their father's founding principle — Treat every customer like a member of your own family, the McGee family.

McGee Electric specializes in the sale, installation, maintenance and repair of **GENERAC®** products.



Home Backup Generators



Light Duty and Heavy Duty Portable Generators



Power Washers



Water Pumps



Keith Himmelreich, Facilities Manager



Kristy McGee, Office Manager

Although providing a complete range of residential and commercial electrical services has always been the foundation on which the business was started, McGee Electric became an Authorized Generac Power Systems dealer in 2006, and has since grown to become a PowerPro Elite Dealer recognized by Generac, specializing in the sales, installation, maintenance and repairs on Generac Generators and their products, including portable power products, power washers, and their new water pump line. PowerPro is one of the highest levels of distinction available to members of Generac's dealer network and open only to those that meet the most a certain set of sales and customer service criteria.

"People rely on electricity more now than ever," explains Jake McGee. "Electricity is more in demand, and the electrical grid is more vulnerable than ever. In recent years outages have become more frequent and they last longer," he said, adding that loss of power can be caused by more than just the weather. "If a car hits a pole, the power goes out, and it could be out for a while. The availability isn't always there for utility companies to get to it. People store more food nowadays and there are more finished basements that have sump

pumps. People invest \$50,000 into a finished basement and it can be ruined if there is no power to the sump pump and the basement fills up with water. It's important to have some sort of back-up power," he said.

With businesses today so dependent on email and the Internet, losing power is more than an inconvenience. That includes home-based businesses. "You definitely have more and more people working from home," said Adam McGee, pointing out that loss of power means loss of productivity. "I hear it all the time when I go out on estimates, that when you work from home, you can't afford to be without power, and that's their sole purpose of putting an automatic standby generator in their home."

McGee Electric chose to represent Generac because it is a reliable, established vendor. "They are number one in the residential industry," said Adam McGee. "Seventy-five percent of residential generators are Generac generators. They've come a long way. Just like us, they started in a small garage back in the 1950s. Now they are a multi-billion dollar company based in Wisconsin. They are gaining on their competition in commercial and industrial generators as well."

(Continued on page 8)



**Headquarters/Showroom at
72 Robinson Street,
Pottstown.**

Printing and Signs Simplified!

Business Printing Solutions

small format

• Flyers • Brochures • Postcards

Large Format

• Displays • Yard Signs • Banners

and much more...



Conveniently located off the
Spring Valley Road exit from Rt. 12,
2620 Hampden Boulevard
Reading, PA 19604 • 610-929-1200
www.BerksDigital.com

Think Big!

Call Today! New customers receive 10% OFF your first order, through Dec 31, 2016. Please mention this ad at time of order to receive discount.

A TRUSTED SIGN SECURE YOUR HOME & BUSINESS



- ★ SECURITY SYSTEMS
- ★ FIRE ALARMS
- ★ CARD ACCESS & CCTV



**KRIEBEL
SECURITY
INC.**

ADVANCED TECHNOLOGY. GREAT SERVICE.
BEST PRICES. LOCAL PROFESSIONALS.

CALL DAVE CZARNECKI
FOR THE LOWEST MONITORING RATES IN TOWN.

215-679-5921 ★ 1-800-982-8867
www.kriebelsecurity.com

DE 11-145 | PA 003138 | NJ 34BF00033500



Penn Liberty Bank's Commercial Banking Team

Let our dedicated team find the right solution
for your business. Give us a call today!



- Commercial Mortgages
- Commercial Construction Lending
- SBA Lending - Express & Preferred
- Business Term Loans

Blue Bell | Chester Springs | Downingtown | East Goshen
Limerick | Malvern | Oaks | Paoli | Trooper | Wayne
888-795-7366 | WWW.PENNLIBERTYBANK.COM

Member FDIC | Equal Housing Lender | NMLS ID# 562729

DE MEDIO'S
BUILDING MAINTENANCE

25+ Years of Service!

***A Complete Janitorial Service for
Commercial & Office Accounts***

- Owner Supervised Staff
- No Job Too Small or Large
- Affordable Rates/Great Value

- Floor Waxing & Refinishing
- Carpet Cleaning - Upholstery Cleaning
- Weekly-Monthly-Yearly-Contracts

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor
www.JDeMedio.com

COVER STORY

(Continued from page 7)

"They are constantly evolving, improving their product," added Jake McGee. "They offer a quality product that comes with a better warranty than others out there." McGee Electric offers a free five-year extended warranty with the purchase and installation of a Generac automatic standby generator. They also offer at a discounted rate an upgradeable seven-year or ten-year extended warranty.

"Generac has the nation's largest dealer network," said Adam McGee. "The serviceability of the units, the reliability and availability of parts, and the quality of service providers, including our certified technicians, is excellent," he said, adding "McGee Electric can give you the security of back-up power with solutions to fit almost any budget."

McGee Electric offers Full Turnkey installation and financing for qualified customers on Generac automatic standby Generators, and they take the time to ensure that each customer gets exactly the right system to meet their needs. To check out the entire line of generators, please visit www.mcgeegenerators.com.

"We really bring a personal touch," said Adam McGee. "I come out to your home, and we sit down and talk. I am going to customize a system for your needs, and your family's needs. It's very personable from the minute I meet you. My guys, when they come out, they are your friends by the time they leave. It's that kind of experience throughout you owning the generator, and being a preventive maintenance customer of ours."

McGee Electric is also, of course, a full service residential and commercial electrical company, dedicated to setting the standard for quality and service in electrical work. With a vast supply of state-of-the-art electrical equipment and a highly trained expert staff, they bring fast, reliable, quality and honest electrical service to any customer's project, big or small. For a full extensive listing of the range of residential and commercial electrical services provided by McGee Electric, please visit www.mcgee-electric.com. McGee Electric also offers 24/7 emergency services.

McGee Electric is a member of the NARI-Building Industries Exchange of Pottstown and Vicinity, and a frequent exhibitor at the organizations annual Home Show. McGee Electric is also a proud member of the TriCounty Area Chamber of Commerce. "I do think it's important to network and get to know a lot of the other local business owners," says Adam McGee. "We definitely have seen a benefit, especially in the past few years and we've gotten a lot of business and built a lot of good relationships out of it." ■



For additional information or to become a member of the McGee customer "family," please call 610.326.3333, or email: mcgeeelectric@comcast.net; and friend them on Facebook at www.facebook.com/McGeeElectric.

Easy.

Payroll processing and business solutions
almost as easy as mac and cheese.

**COMPLETE SUPPORT FOR
YOUR SMALL
BUSINESS**

- Powerful payroll processing & support
- Pay-as-you-go workers compensation insurance
- Full control with online access and mobile apps
- Effective time and attendance solutions
- Complete Human Resources support

EXPRESSDATASYS.COM | 610.495.7166

Health Care Professionals:

Join your health care colleagues at Sunnybrook Village Business Campus – perfect for your 1st (or 2nd) office



Great Location:

- 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

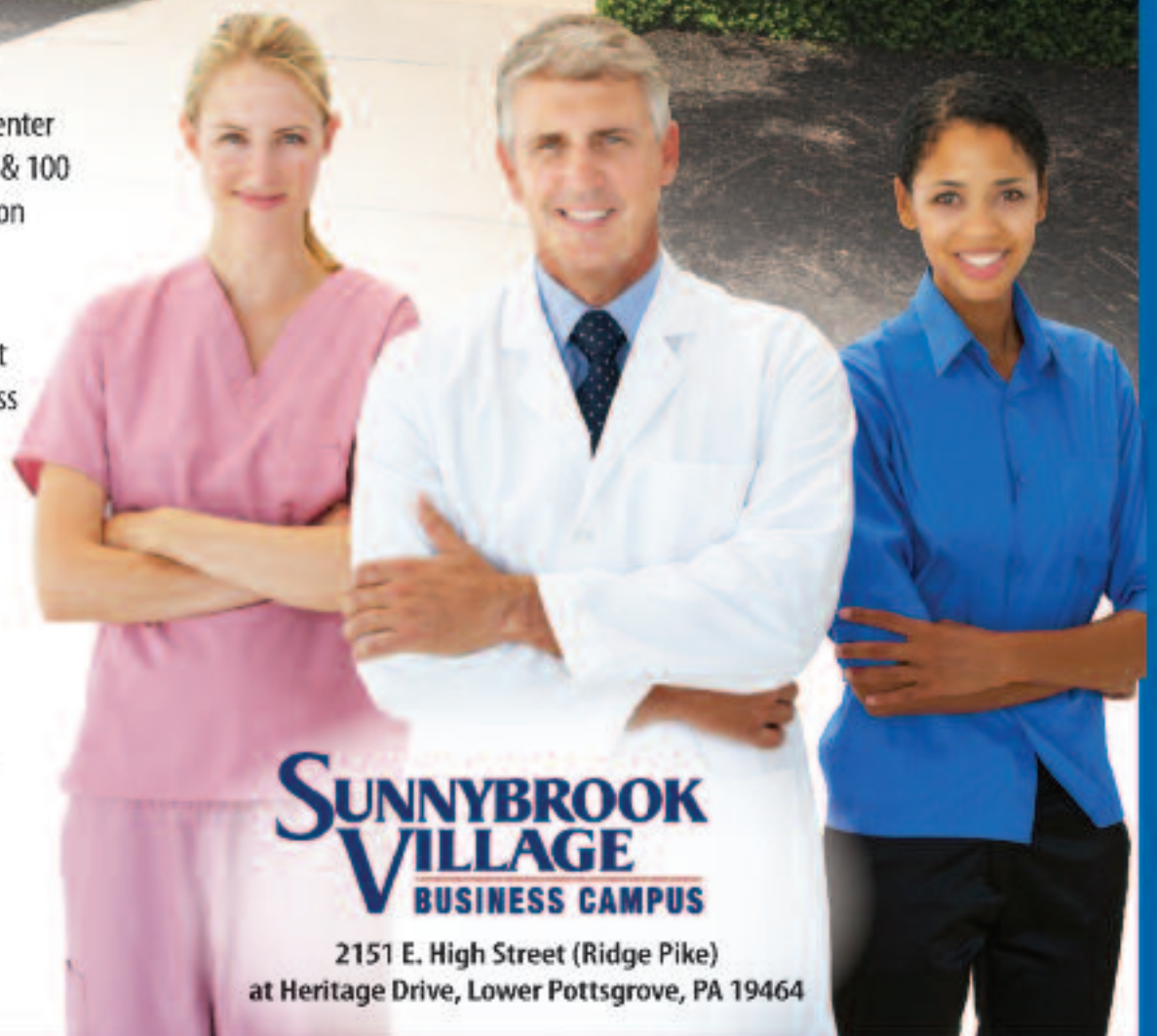
Great Space:

- 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 & 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.



**SUNNYBROOK
VILLAGE
BUSINESS CAMPUS**

2151 E. High Street (Ridge Pike)
at Heritage Drive, Lower Pottsgrove, PA 19464

Contact Matt Katzen Today: 215-491-7700 mkatzen@heritagecommercialgroup.com

Did Your Bank Change Direction?



Is the change at the bank impacting your business?

Change can be good, but not when it negatively impacts your business, wastes your time, and causes you unnecessary frustration.

Businesses throughout the region have chosen The Victory Bank and now enjoy an unmatched banking experience like no other.

If you expect your business to **succeed**, you need a **local** partner that you **trust**, one who will **listen, advise, and assist** you as needed.

When you are ready to make change for good, we're here for you.



Member FDIC

The Business of Banking...Done Right.



548 North Lewis Road, Limerick, PA 19468 | 610.948.9000 | www.thevictorybank.com

OWNER - OPERATED

OVER 42 YEARS' EXPERIENCE



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132

embodyssunoco.com

• STATE INSPECTION

• GENERAL REPAIRS

• AIR-CONDITIONING SERVICE

• PA EMISSIONS TESTING

BUSINESS PROFILE

Dirks Pest Management Specialist

Dirks Pest Management Specialist provides a full range of residential and commercial termite and pest control inspections, treatment and services. Since 2004, owners Micheal and Nancy Dirks have been serving customers in Montgomery, Delaware, Chester and Berks counties in Southeast Pennsylvania by providing safe, integrated solutions that focus on both the entire problem and long-term results.

In addition to providing effective solutions to combatting the gamut of common home-invading pests such as ants, mice, snakes, silverfish, etc., Dirks Pest Management Specialist also provides termite inspection, certification and treatment; pre-construction treatments; inspection letters and reports; wildlife and critter control and removal; bed bug inspection and treatment; and mosquito control. A typical pest management program includes inspecting and assessing the environment; recommending the most appropriate solution to the pest problem; removing, trapping, spraying and baiting, as necessary; and providing ongoing monitoring and re-treatment.

The treatment products Dirks Pest Management Specialist uses contain fewer chemicals, which means they are safe and environmentally friendly. Micheal Dirks uses only products he trusts –

and that have been fully made and manufactured in the United States. The company stands by their work, their techniques, and their treatments – so much so, they offer a 100% satisfaction guarantee.

Dirks Pest Management Specialist is a second-generation family-owned and operated business. The company is licensed and insured, and belongs to the National Pest Management Association and the Pennsylvania Pest Management Association, Inc. All Dirks Pest Management Specialist technicians are licensed and certified by the Commonwealth of Pennsylvania, and all attend ongoing educational and technical training and seminars to ensure they remain current on state-of-the-art solutions to pest control. The company's focus on community and customer satisfaction has earned it Montco's Happening List recognition in 2015 and 2016. For full information on all Dirks Pest Management Specialist services, visit their website at: or call their office at: 610-813-2200.





DIRKS 610.813.2200

PEST MANAGEMENT SPECIALIST

FREE ESTIMATE

& \$34 off any

New Service!

www.DirksPMS.com

Subject to change without notice. | Cannot be combined with other offers.

FOCUS ON FINANCIAL SERVICES

How to Prepare for a Retirement Plan Distribution



By Dean Fox, Independence Planning Group

One of the most important financial decisions that many people make involves the distribution of money from one or more retirement plans. When the time comes to begin making withdrawals, many plan participants are not prepared to make the decisions that may be right for them. Often, they don't understand the choices available, or they may not anticipate the deadlines for their decisions – so they fail to seek the professional help they need before these deadlines occur. If a retirement plan distribution is on the horizon for you, this article can help you identify important issues to consider. For more personalized assistance, be sure to consult a financial professional well in advance of any distribution deadlines you may face.

It All Starts With a Trigger Event

Any retirement plan distribution begins with a "trigger event." This is an occurrence that may cause the money in your plan account to be distributed to you under the terms of the plan. The six most common trigger events are: 1) separation from service (i.e., quitting, being fired, or offered early retirement); 2) reaching retirement age; 3) reaching age 59½ in a plan that allows distributions after that age; 4) death; 5) disability; and 6) termination of the plan.

Once a trigger event occurs, participants (or their beneficiaries) normally are entitled to receive their vested account balances, less any outstanding plan loan balances. It would be wise to pay back your loan prior to taking your distribution. Any outstanding

loan may be treated as a premature distribution subject to tax and a 10% penalty. For many people, this is the "biggest paycheck" they may ever handle, representing years of personal savings, accumulated earnings, and perhaps even employer contributions.

Perhaps the most important point to make about handling a distribution involves the need to **plan ahead** for the best way to handle that distribution, based on your personal circumstances. For example, if your company is downsizing and laying off workers, don't wait for "pink slip day" to seek information or advice. Many other pressures may be swirling around you when the trigger event takes place, and you need time to plan for handling your money wisely.

(Continued on page 12)



Providing Strategic,
Holistic Wealth and
Investment Advice
for Small Businesses
and Families

Sound Advice. Real Results.

758 East High Street • Pottstown, PA 19464

610-970-8555 • IPGPottstown.com



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

Your Life. Your Business. Your Law Firm.

*The OWM Law Business, Banking & Real Estate Team:
James C. Kovaleski, Gary L. Stein, Michael B. Murray, Jr., Joseph K. Kowey,
John A. Kowey, Jr., Henry T. Zule, David A. Megay*



OWM Business Lawyers handle all phases of business including Start-up or Purchase, Contract Negotiations, Financing, Employment Issues, Succession Planning & Dissolution. OWM Real Estate Attorneys handle Commercial Development, Residential Transactions, Tax Assessment Appeals, Title Insurance, Municipal Zoning & Land Use. Whatever your legal needs are, OWM is ready to be part of your team!

Pottstown:

41 E. High Street
Pottstown, PA 19464

610-323-2800



www.owmlaw.com

Phoenixville:

347 Bridge Street, Ste. 200
Phoenixville, PA 19460

610-917-9347



Full-Service
Digital Marketing Agency

Contact Us for Your Next
Marketing Project!



DaBrianMarketing.com

610.743.5602

21st Century Learning

DILE
Digital Learning Environment

Motivating Curricula

STEM

POTTS GROVE HIGH SCHOOL RENOVATION PROJECT
Building for the 21st Century

the Arts

Focused on Students - Soaring to Excellence

Learn more at www.pgad.org

POTTS GROVE SCHOOL DISTRICT



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists

**We've Got
The 422
Region
Covered!**



**Subsurface Investigations Construction Inspection and
Geotechnical Design & Analysis Clean Fill Testing
Stormwater Infiltration Testing Laboratory Soils Testing
Carbonate Site Assessments Environmental Site Assessments
and Remediation**

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-697-5701

Lehigh Valley: 610-987-4540

South Jersey: 856-768-1901

QUALITY * COMMITMENT * PERFORMANCE

Sanatoga Animal Hospital

2814 East High Street
Sanatoga, PA 19464

610-326-6346
www.sanatogavet.com

Accredited by American Animal Hospital Association for nearly 25 years

Loving Care and Compassion
State-of-the-Art Equipment
Comprehensive Approach Emphasized in Treating Patients

Dental Care • Diagnostics • Surgery
Radiology • General Preventive Patient Care

FOCUS ON FINANCIAL SERVICES

(Continued from page 11)

Your Choices Are Many

One of the first steps in planning for a trigger event is to understand all your choices for handling your money, and then select the best one for you. You will probably have several of the following options for the distribution of your retirement plan money:

- **Leave money in the existing plan and let it compound.** Depending on the kind of plan it is, and its terms, you may or may not have this choice. If you do, however, leaving money in the plan means you will be limited to the plan's investment choices. You probably won't be allowed to put more of your own money into the plan after you leave work. However, you may be investing in institutional shares which generally have lower fees than retail share classes outside the plan. Choosing this option, even in the short term, can help you avoid making a mistake in how you take your distribution.
- **Take an annuity income payout from the plan, if one is offered.** This choice converts plan money into a fixed income guaranteed by an insurance company. However, once you accept this choice, you generally can't change it. The annuity income may provide less purchasing power the longer you live, because of inflation.
- **Pay tax on the distribution and invest or spend the after-tax amounts.** This is usually not an attractive choice – especially if your plan account balance is large. The distribution will be added to your other income (for the year in which you take your lump-sum distribution) – and you could find yourself taxed in the *highest* income tax bracket. (This means you may pay significantly more in income taxes than if you took your money over time.) In addition, unless you're age 55 or older and separating from service – or if you are under age 59½ – your distribution also could be subject to a 10% federal tax penalty, *on top of* any current income tax you may have to pay.
- **Transfer the money to the plan of your new employer, if the new employer's plan allows for such transfers.** Tax law changes encourage transfers between companies and types of plans. To make this choice work, you'll need to fill out the appropriate paperwork to ensure that your money is properly transferred from one plan to the other. In this case, as long as you don't make any withdrawals, you won't owe current income tax, and all your plan money can continue to grow until you begin receiving it.

- **You can transfer the money directly to a Traditional IRA in your own name.** You must arrange this transfer between the company you are leaving and your choice of IRA provider. In this case, you do not actually receive money and there is no current income tax consequence.
- **You can receive the distribution and then "roll it over" to a Traditional IRA in your own name.** You must deposit money into the IRA within 60 days of receipt. Your current plan provider will withhold 20% of the distribution for federal income tax, so you will have to replace this amount yourself (from other sources) if you want to avoid tax and possible penalty on that portion of the money. If you are planning to do a rollover, try to do the direct transfer described above, since it will enable you to avoid the 20% withholding.
- **You may transfer money to a Roth IRA, if you qualify.** In a Roth conversion, you pay current income tax on the converted amount and then can qualify for tax-free distributions later on, if you meet certain requirements.

Which Choice is Best?

It's impossible to say which distribution option might be right for you, without carefully evaluating your options. And with so much money at stake, you need to make sure your analysis is thorough and considers both your personal circumstances and your long-term financial needs. That's why it usually pays to sit down with a financial professional well in advance of a trigger event. Many professionals can help you understand the tax and investment consequences by using retirement distribution software and customized illustrations. They also can explain other choices you may have. When you consider how long and hard you have worked to earn your "biggest paycheck," it's well worth the effort to make the most of it with the help of a qualified financial professional.

Prepared by The Guardian Life Insurance Company of America, New York, N.Y. The information contained in this article is for general, informational purposes only. Guardian, its subsidiaries, agents or employees do not give tax or legal advice. You should consult your tax or legal advisor regarding your individual situation..

(Continued on page 14)

COLLEGE BILLS ARE COMING!



THE GOOD LIFE

By Merra Lee Moffitt, Senior Partner, Wealth Strategist,
Good Life Financial Group

If you have kids in college, the Fall tuition bill is on its way to your mailbox in June-July. If you have a first time starting Freshman, this is your first REAL experience with paying for college. If your kids are younger, now is the perfect time to get serious with college planning how you and/or your kids will pay college expenses.

Although all families are different, here are a few ways families prepare:

Start or add to your 529 plan – A 529 College Savings Plan can be started even before your child is born. Here in Pennsylvania there is tax deduction for contributions. In a 529 earnings are tax free. Grandparents can also contribute either along with the parents or into an account the grandparents own. They control and own the funds should circumstances change.

Understand what college loans are available – About 30 percent of students take federal student loans, according to Sallie Mae, while 7 percent take out private loans. There are also Parent loans that are owed by the parents rather than the student. Some loans have limits, such as the Federal Stafford Loan. Some have very low interest such as the Subsidized Stafford Loan available to lower income families. Understanding all the loan options available, which ones you qualify for, and their payback terms can be daunting for parents and students alike. Get help in determining which types are best for your family.

Scholarships and Grants – Some higher-priced colleges give scholarships to students, effectively tuition reduction, and can be non-needs based. There are scholarships you can start applying for starting

senior year in college. There are even websites that help you determine which scholarships you are eligible for.

Work Study, summer jobs – If you are a business owner hire your kids. Not only will their tax bracket be lower than yours, but the money can be put into their account as part of your college planning. The National Center for Education Statistics (NCES), which is run by the U.S. Department of Education, found that students working 15 hours weekly have a significantly higher GPA than students working 16 or more hours and students who don't work at all. Almost all schools offer work study programs with work on or near campus.

Plan for the payment – Some people plan that major mortgages or other loans will be paid before the time college starts. This method lets you continue a payment that has already been maintained by your cash flow. For example, some clients have rental properties that will go toward college expenses as soon as their mortgages are paid.

College payment plans – Most colleges allow monthly payment plans. Paying monthly can be a way of spreading the payments so they fit better into your income and expense plans rather than all at once.

(Continued on page 15)



TENTS PARTY
Rentals & Planning



Tents for all Occassions!
Largest Selection in the Tri-State Area

CALL FOR FREE ESTIMATE
610-495-1433
Mention this ad ... get 15% off!

- Tents • Canopies •
- Tables • Chairs •
- Lighting •
- Dance Floors •
- Stages Available •



CALL US FOR GREAT INSURANCE RATES PLUS SUPERB SERVICE AND THAT PERSONAL TOUCH

bodyb@bb4ins.com
www.bodyborneman.com

Boyertown 17 E. Phila. Ave 610-367-1100	Pottstown 230 E. Schuylkill Rd 610-323-9420
Phoenixville Franklin Commons 610-933-1400	West Chester 1530 Paoli Pike 610-719-6000



Hardware & Software – PC & Server Management – Backup & Recovery – Help Desk



Cube Info Solutions 610.482.4359
Your IT solution provider of choice cubeinfosolutions.com

Best in class computer support/IT services



for small and medium businesses

Call us for a FREE Network Audit /Consultation
Outstanding Service • Knowledge & Experience • Proven Track Record

Microsoft technologies (Exchange, SharePoint, Microsoft Office 365) – Cloud Services

Web Design & Development, Social Media | Business Applications, Process Automation



**Celtic Woman
DESTINY
WORLD TOUR**

SATURDAY, JUNE 18 AT 7:30 PM

Santander | Performing Arts Center

SAVE \$5 PER TICKET WHEN YOU CALL TAMMY AT 610-898-7204 AND MENTION THIS AD!



Are you searching...

For new ways to increase visibility, lower cost and better manage your logistics needs? Over the past 22 years, Translogistics' clients have come to realize a level of control, visibility and cost savings that they had been missing out on.

Translogistics, Inc. is a fully managed Logistics Solutions Provider dedicated to helping our customers find solutions for their unique logistics needs.

If you are interested in learning more about how Translogistics could help your company, call us today and see why our average customer retention rate is over 10+ years.

Translogistics
We get you out of your office.

For more information, call 610-260-3210 or email us: paulb@tl.com

www.translogisticsinc.com

FAMILY OWNED & OPERATED SINCE 1967

**H&F
TIRE SERVICE**

Bridgestone • Firestone • Fuzion
Goodyear • Kelly • Dunlop • Michelin
Uniroyal • B.F. Goodrich • Carlisle
Continental • General • National

**Performance
Touring
All Season Radial Tires**

- Computerized Wheel Alignment / Balancing
- Full Brake Service
- Struts/Shocks
- Batteries
- Tire Repair / Wheels
- Emission Inspections
- Front End Specialists

SAME DAY SERVICE

POTTSTOWN

610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465

MON-FRI 8-5 • SAT 8-12

COMPLETE AUTO & LIGHT TRUCK REPAIR

- Oil & Lube
- Inspection Station
- Exhaust Systems
- Fleet Service
- National Accounts Welcome

Visit Us At www.hftire.com

FOCUS ON FINANCIAL SERVICES

(Continued from page 12)

A Guide on the Road to Retirement

By Chris Higgins, Providence Wealth Management



The title of the Beatles' song "The Long and Winding Road" could apply to the journey toward a comfortable retirement. For those who have the foresight to start preparing in their 20s, the journey could take 40 years or more. Even those who procrastinate might have 20 or 30 years to prepare.

No matter how long the road, there are sure to be plenty of winding turns along the way. A survey conducted after the 2008-09 recession found that nine out of 10 people, aged 50 to 70, had experienced at least one "derailer" that knocked them off the track to retirement. Although the broader economy played a part, many challenges were more personal, such as starting late, balancing college and retirement savings, and experiencing a traumatic event.¹

opinions they express. And online information is also aimed at the crowd.

So where do people turn for more personal advice? The study revealed a clear generational divide. Younger Americans (29% under age 30) tend to ask family, friends, and colleagues (vs. 2% age 70 and older), but older Americans who are closer to retirement or already retired (39% age 70 and older) are more likely to work with a financial professional (vs. 15% under age 30).

(Continued on page 16)

Where Do You Turn for Advice?

A recent industry study found that 17 percent of retirement plan participants did not seek any retirement advice at all. The most common source of advice — cited by 29% of plan participants — was the official information provided by their retirement plan providers.² This may be a good place to start, but such information is typically broad and impersonal, aimed at the group rather than tailored to individual circumstances.

There is also a seemingly endless stream of information available online. Some of it can be useful, too, but you have to be careful when listening to self-appointed "experts" who may or may not have the appropriate experience for the

Cell: 610-999-9729 Gerry Cooney
President

COONEY BROTHERS, INC.
PIPE VALVES FITTINGS
STEAM SPECIALTIES
INDUSTRIAL PLUMBING SUPPLIES

1850 Gravers Road, #100
Plymouth Meeting, PA 19452-2837

gcooney@cooneybrothers.com

610-272-2100
FAX 610-272-7072

www.cooneybrothers.com

Rhoads Limousine

Limo Services & Group Transportation Has Never Been Easier...

24 Hour Personalized Chauffeured Service

Special Occasions

- Weddings
- Birthdays
- Proms
- Anniversaries
- Sporting Events
- Airport Transfers
- Theatre and Concerts
- Shuttle Service
- Bachelor & Bachelorette Parties

Transportation Services For All Size Groups

- Coach Buses
- Corporate Events
- Small School Buses
- Sports Teams
- Large School Buses
- Church Groups
- School Trips
- Handicap Accessibility

Rhoads Limousine

610.689.4600 • 800.528.3569
1816 Weavertown Road, Douglassville, PA 19518
www.RhoadsLimos.com

VISA, MasterCard, Discover, American Express

f, in, Instagram, Pinterest, Twitter

Creative Responsive Local



First Priority Bank

Smart money banks here.®

BRANCH OFFICES IN BERKS, BUCKS, CHESTER & MONTGOMERY COUNTIES

610-280-7100
www.FPBK.com

Member FDIC

Equal Housing Lender



PROVIDENCE WEALTH MANAGEMENT

We will customize appropriate strategies to suit your vision and objectives and help you execute those strategies utilizing the following products and services:

- Tax Management
- Investment Management
- Retirement Strategies
- Estate Conservation
- Insurance and Annuity Products

(484) 902-8009

chiggins@providencewealthmanagement.com • 11 Spring Mill Lane, Collegeville, PA 19426

www.providencewealthmanagement.com

Securities offered through LPL Financial, Member FINRA/SIPC. Investment advice offered through Private Advisor Group, a registered investment advisor. Private Advisor Group and Providence Wealth Management are separate entities from LPL Financial.

FOCUS ON FINANCIAL SERVICES

(Continued from page 14)

On one level, it makes sense that younger people might turn to those they already trust rather than establish a new relationship with a financial professional. But considering the long road ahead, it might be just as important to take advantage of professional insight earlier in one's career. In a survey of baby boomers, 86% who worked with a financial advisor said they were better prepared for retirement because of the help they received.³ Even if retirement is still in the distance, why not take a tip from the boomers and establish a solid, well-considered foundation now, so that you can progress more confidently toward your long-term goals? If you're closer to retirement or already there, you may have an even more immediate need for guidance.

Of course, there is no assurance that working with a financial professional will improve investment results. But by focusing on your overall objectives, a professional can provide education, identify strategies for taking control of many financial situations, and help you consider options that could have a substantial effect on your long-term financial situation. ■

1) BusinessInsider.com, May 16, 2013 (most current data available)

2) ThinkAdvisor.com, July 23, 2015

3) Insured Retirement Institute, April 13, 2015

The information in this article is not intended as tax or legal advice, and it may not be relied on for the purpose of avoiding any federal tax penalties. You are encouraged to seek tax or legal advice from an independent professional advisor. The content is derived from sources believed to be accurate. Neither the information presented nor any opinion expressed constitutes a solicitation for the purchase or sale of any security. This material was written and prepared by Emerald. Copyright 2016 Emerald Connect, LLC.

PROVIDENCE WEALTH MANAGEMENT

For additional information, please contact Chris Higgins, Providence Wealth Management, 11 Spring Mill Lane, Collegeville, PA 19426; 484.902.8008; email: chiggins@providencewealthmanagement.com; www.providencewealthmanagement.com.

If all of business is a stage, we can help your people become

Leading People!

Do you have...

- A talented but difficult to manage employee?
- We can help!**
- An inexperienced but enthusiastic leader?
- We can coach!**
- A team struggling to get along?
- Let's bring them together!**

484-344-8269 www.leading-people.net

LEADING PEOPLE, INC. Fleetwood, PA

USE A PICTURE. It's worth a thousand words...



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

The expression "Use a picture. It's worth a thousand words." appeared in a 1911 newspaper article quoting newspaper editor Tess Flanders discussing journalism and publicity. With the ability to add text to that perfect photo, we can now say it's worth more than a thousand words.

Why visuals?

In 2015, both Facebook and Twitter introduced video to their platforms and for good reason. Studies have shown that users are 44 percent more likely to engage with content that contains pictures and video falls into that category.

So let's dive into the meat of this subject. Before we discuss the tools to use to create your visuals we need to create a strategy.

Decide what goal you want to achieve for the end result? Is it to drive traffic to your site or landing content? Create a connection or engagement (likes or comments), driving more shares or click-throughs, or a combination. Then determine exactly where you are going to lead them. Will it be a page on your site, a free download, a signup form, a blog, event information, or simply to view a video?

So what kind of visual should you have?

Audience Engagement: It's amazing to us and maybe frustrating to our clients how their audience engages when we post a motivational message. These are only one type of visual to include. Others include: quotes, tips, and photos. There's never a loss for comments on these types of visuals.

Value Added: Then there's what I call the value added visuals. These are how-to images, checklists, and tutorials. Pinterest is loaded with these. You show people how to save time, make or save money, or look more attractive, you'll have plenty of click-throughs. These do take longer to create. Because of the need to create screenshots and add content. Last month's article in the *Route 422 Business Advisor* included these types of visuals when I showed screenshots of a fledgling Facebook Business page which needed major help.

(Continued on page 18)

KIMBERTON WALDORF SCHOOL
THE ART OF EDUCATION

Spend YOUR SUMMER WITH US

Join us for active summer days filled with creek adventures, arts and crafts, creative play, picnics, woodland explorations, games, sports, and more on our beautiful 425-acre campus.

For children, ages 18 months through rising grade 7.

2016 programs run from June 27 through August 19.

kimberton.org/summercamp
Phoenixville, PA
610.933.3635



ICI FEATURED WEBSITE OF THE MONTH

Heller's Hillside Hideaway
When they wanted a scheduling system for their BnB. We delivered.

Hellers Hillside Hideaway

Home Our Cottage About Us Booking Calendar Contact Us

Welcome Friends.
We are delighted to welcome you to Heller's Hillside Hideaway, the perfect getaway!

About the Hellers
The idea was to create a serene, relaxing, and comfortable place to stay. Heller's Hillside Hideaway is a beautiful 425-acre campus with a creek, woods, and a large garden. It's a great place to relax and enjoy the outdoors. Heller's Hillside Hideaway is a beautiful 425-acre campus with a creek, woods, and a large garden. It's a great place to relax and enjoy the outdoors.

Local Attractions
It's not all just about the scenery. Heller's Hillside Hideaway also has a lot to offer. There are many local attractions, including the historic town of Phoenixville, the beautiful Schuylkill County Park, and the famous Schuylkill County Fair. Heller's Hillside Hideaway is a beautiful 425-acre campus with a creek, woods, and a large garden. It's a great place to relax and enjoy the outdoors.

Hellers Hillside Hideaway

Beautiful Accommodations

Whether you are a visiting family or just finding home, we have you covered.

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

RESIDENTIAL
ALUMINUM . VINYL



CRYSTAL™
WINDOW & DOOR SYSTEMS, LTD.
WWW.CRYSTALWINDOWS.COM

ARCHITECTURAL
COMMERCIAL

31-10 Whitestone Expwy, Flushing, NY 11354

800.472.9988

Celebrating

25

Years of Made-in-USA

**Offering Products and Services to
Help Your Business Grow and Prosper!**

Our experienced professionals listen to your needs and help you make the right financial decisions for your business.

Now Located In Limerick!
Limerick Square Shopping Center
70 Buckwalter Road
Limerick, PA 19468



We're Better.

Change to American Heritage Today!
888-JOIN-US-9 www.AMHFCU.org/Limerick

• 30 American Heritage branches in Southeastern PA
 • 30,000 Surcharge-Free ATMs Nationwide
 • 7,200 Shared Branches Nationwide

MASTERING SOCIAL MEDIA

(Continued from page 17)

Videos: Then there's video. With Periscope, Snapchat, and Facebook Live making it super easy to share, you need more than ever to have a plan. One of the features I like on Facebook Live is the ability to choose your audience. If you want to take a live feed but aren't sure whether there will need to be editing, just tape it to yourself, download and edit. Needless to say, videos require more planning and effort.

So what about the tools to make all these cool visuals?

Photos: Well first you need a photo. There are free sites to download royalty free photos. A word of caution: DO NOT grab photos from a Google Search. They may be watermarked and copyright protected. I learned the hard way. The sites are: FreeDigitalPhotos.net, StockVault.net, FreeImages.com and many more.

Text Apps: All of the tools I'm sharing with you are mobile apps. There are other programs you can use to create beautiful

graphics from as simple as PowerPoint to Photoshop. One of my favorite mobile app tools to add text to photos is Word Swag. It does cost \$3.99 but is well worth the invested money. It's easy to use and, if you don't have a photo, they provide plenty of photos to use. The downside to this one is that it is only available at the present time for IOS. Other tools you may want to check out are Over with its layering and blurring affects. Then there's Phonto which allows you to do a lot of things with text on images, as well. Oh, and did I mention PicMonkey and Canva?

Are you ready to make your pictures say a 1,000+++ words?

As you can see there are no reasons why you shouldn't add a visual to your messages on your social media, print material, blogs. You can create a visual for everything. 📱

Source: "Speakers Give Sound Advice". Syracuse Post Standard (page 18). March 28, 1911.

Source: <http://blog.hubspot.com/marketing/visual-content-variety-social-media>

POTTSTOWN NARI-BIE

OPT FOR THE BEST OUTCOME— The Backyard You Only Thought You Could Imagine!

Most everyone has the natural ability to imagine beauty – but not everyone has the natural ability to combine those vivid images with their hands in order to build, plant, and grow the yard of their dreams. If you are among those who possess all of these talents, you may be among those in the booming Do-It-Yourself market. For those of you who are not a creative DIY'er, there are many talented landscape designers who can make your dreams come true. Too many times, the professional and the amateur stay separated when their cooperation would likely improve the outcome – and deliver the backyard that dreams are made of!

Whether you are going to dig in and get your hands dirty, or leave the work entirely to a professional, check out the following six ways that working with a professional landscape designer is likely to improve your project:

Idea Generation: due to their training, and the innate characteristics of the persons attracted to this career, your landscape designer has a wheelbarrow of ideas waiting for you and your yard!

✓ **SITE ANALYSIS:** every parcel of land is unique and is a smaller part of a larger ecosystem. Your professional designer will have the knowledge of how site analysis and preparation play a part in site design.

✓ **CONCEPTUAL DESIGN:** Now that site analysis is out of the way, it's time for the fun stuff – turning your imagined vision into conceptual drawings. Your professional landscape designer will present a concept that considers your needs, wants and wishes with the characteristics of the natural environment of the existing landscape.

✓ **CONSTRUCTION PLANNING:** A seasoned professional will provide you the assurance that what you dream can be built, and that what is built, can be sustained.

✓ **BUDGET CREATION:** Understanding what things cost is very important no matter what project you undertake. Once the imagined vision has been narrowed and the aesthetic direction defined, your professional designer will help you understand cost. Of course, once the budget has been reviewed, it might be necessary to revise those conceptual designs!

✓ **PROJECT MANAGEMENT:** Your designer can manage the job from shovel to reveal and this includes the management of any necessary subcontractors.

Do you have a landscape project budding in your imagination but you don't know where to turn to get started? Remember to shop local and let NARI-BIE help you!

Founded in 1952 as the Business Industries Exchange, and affiliating with the National Association of the Remodeling Industry in 2012, NARI-BIE is a local not-for-profit trade association. To learn more about NARI-BIE, interested readers can visit our website at nari-bie.org or contact our office by calling 610.323.1700.

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

It is the mission of NARI-BIE to bring building industry professionals together to collaborate; educate; foster working relationships; and promote member professionals to the community. NARI-BIE prides itself on being the community's trusted resource for home and building projects and services.

Join us! Members and non-members are welcome to join us at our upcoming Membership Dinner on Tuesday, June 21st at 5:30 PM at Brookside Country Club as we present the Robert Palladino Memorial Scholarship to three graduating seniors one each from Pottstown High School, Berks Career and Technology Center, and Western Center. Help us celebrate success as you enjoy dinner and networking with your colleagues and peers. Cost is \$25 per person. Not a member, but want to join us? Your first dinner is on us.

Already booked on June 21st? Join us for our monthly Dirty Networking on Tuesday, June 28th at 5:00 PM at The Brickhouse in Pottstown! Come as you are (construction clothes are welcome!) and join us for networking as we enjoy complimentary appetizers and cash bar drinks.

For event registration or membership information, email Bill Pierce, executive director at BillP@nari-bie.org.



New Windows? Quick Install . . . Order NOW & Save!!!

GRABOYES FAMILY OWNED SINCE 1969
WINDOW & DOOR

FREE Window & Door ESTIMATES

610-279-3905
Do Your Window Shopping at a Place You Know & Can Trust!

www.graboyeswindows.com

VISA MASTERCARD DISCOVER

TJW HOME SERVICES Since 1998

We build what you dream.

\$500 OFF WITH NEW PROJECT OF \$1000

ALL WORK GUARANTEED, INSURED & LICENSED

267.844.1904 • TJWHomeServices.com

Just Imagine

CotY Winner of Multiple NARI CotY Awards

GEHMAN DESIGN REMODELING

We Take Your Home Personally

5 YEAR GUARANTEE

**Your house Is Too Important
To Leave Anything To Chance
Every Part Of Your Project**

From Design through Construction with responsive Service whenever you need us

215-513-0300 www.gehmanremodeling.com PA-297

FOCUS ON AREA GOLF COURSES



SPRING HOLLOW
Open to the Public!

GOLF DINING EVENTS

3350 Schuylkill Road (Route 724)
Spring City, PA 19475
610.948.5556
www.springhollowgolf.com

Butter Valley Golf Course

Butter Valley Golf Course, located in Bally, Pa, is known for being a family friendly course and even offers family discounts during evenings during the week. It's a great course to hone your golfing skills, teach a son or daughter or even get back into the game. The course features changing elevations, scenic layout and hole designs, and attentive staff.

New greens, tees and other changes have made the course more challenging in recent years, but it's still not too tough for the average player. The course features a new irrigation system that provides for excellent fairway and course conditions. Some things haven't changed. The beautiful rolling terrain, without condos or other nearby buildings, provides the same natural feeling that you've experienced on golf courses decades ago. It's the perfect place to "Renew the Spirit" with family and friends.

Butter Valley Golf Course is a wonderful course to hold a golf outing. There's also a great room off the Pro Shop and Runway Grille that has an old barn feel. It's perfect for a party or an event. The Runway Grille has specials going on this season to celebrate the 275th Anniversary of Upper Hanover Township. In the Runway Grille you can get some wonderful home cooked meals, sandwiches, beer and sodas, and great service, all at a great price.

The airport running through the course adds a unique element of awe and intrigue. Just keep your tee shot to the right on the par 5 # 15 or you could be on the runway. :) New in 2016 is the freshly installed Disc Golf Course that runs adjacent to the main golf course.

Butter Valley Golf Course offers a fun blend of action and accuracy. Special discounts and packaged rates are always available on the website at www.buttervalley.com, or call 610.845.2491.



GOLDEN OAKS GOLF CLUB & RESTAURANT

GOLDEN OAKS GOLF • CLUB

YOUR COUNTRY CLUB FOR A DAY

'Best of Berks' and 'Reader's Choice'
2008, 2009, 2010, 2013 and 2014, 2014 and 2015!

- 7,100 yd Championship Golf Course with 5 Tees for all levels of play.
- Learning Academy w/ state of the art teaching equip., lessons, clinics and practice facility.
- Well stocked ProShop offering professional club fitting, regripping and club repairs.
- Perfect setting for Corporate and Charity Golf Tournaments.
- Stay and Play Packages with overnight accommodations in our "Farmhouse."
- Restaurant and Bar offering lunch and dinner 7 days in season.
- Fabulous venue for Weddings and Banquets.

 Find us on Facebook Follow Us On Facebook for Daily Specials!

610-944-6000
goldenoaksgolfclub.com

Perfect for
GOLF • LUNCH MEETINGS MIXERS • OUTINGS

An affordable, beautiful course, just a short drive away!



BUTTER VALLEY GOLF COURSE

610-845-2491
buttervalley.com
South 7th St., Bally, PA

Hickory Valley Golf Club
38 Championship Holes on two exquisite courses —
The Presidential and the Ambassador!



Pro Shop Hours
Monday – Friday
7:30 – 6:00
Saturday – Sunday
7:00 – 6:00
Weather Permitting

Golf Balls from Titleist, Callaway, Bridgestone, TaylorMade, Precept and others. Clothing from Greg Norman, Bermuda Sands, Arigum.

Need clubs or lessons? See our "Ping Certified" Head Golf Professional and Director of Golf Steve Holachuk.

610.754.7733
www.hickoryvalley.com
1921 Ludwig Road, Gilbertsville, PA 19525

Pennsylvania's "BEST 36 Holes."

Arrowhead Golf Club

Arrowhead Golf Club, a mature and challenging public golf course with 27 meticulously maintained holes nestled in a serene woodland setting, is conveniently located in Douglassville, just five minutes from the intersection of Routes 422 and 662 North.

There is a fully stocked Pro Shop at Arrowhead Golf Course. You can buy anything from the golf balls and golfing supplies you need in order to play a round to the clubs, bags, clothing, and accessories that you need to either begin the sport or upgrade your tools of the trade. You can also visit the online store and obtain online coupons at www.arrowheadgolf.net.

Arrowhead has a snack bar at the Pro Shop where you can get sandwiches and sodas at any time during the day. They also have a Snack Shop at the 10th hole where you can get sandwiches on the weekends or use vending machines during the week. There are restrooms at the Snack Shop as well.

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and

evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge. Arrowhead is happy to provide catering for your event, or you can provide the catering yourself.

You are invited to visit Arrowhead and find out why they are one of the leading public golf courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, or if you need advice about buying equipment or supplies, just send an email to vmk0828@aol.com, or call Arrowhead at 610.582.4258. And visit Arrowhead online at www.arrowheadgolf.net.

Golden Oaks Golf Club and Restaurant

Golden Oaks Golf Club and Restaurant is very well known along the Route 422 corridor to most Golfers. Over the years, many of our customers have come from Philly and it's suburbs, since we are an easy shot west on 422, then north on to Rt. 662. Golden Oaks is located along 662 between the historic town of Oley and Fleetwood — about an hour and a half from center city Philly.

(Continued on page 22)

Florence McLean Owner & Operator Our 63rd Anniversary

Arrowhead Golf Club

A mature challenging public golf course with 27 meticulously maintained holes nestled in a serene wooded setting

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions • Catering
100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees Weekdays—\$20.00 Weekends—\$32.00
Riding Carts \$10.00 per person

Pro Shop • Snack Bar • Rental Clubs
5 minutes from Route 422 & 862N Intersection
For Tee Times Call (610) 582-4258

IVC

WEALTH ADVISORS

INTEGRITY | VALUES | COMMITMENT

(215) 392-6631

www.ivcwealth.com

Recruit, retain and reward your top employees through our strategic employee benefit program.

We will maximize the benefit of your corporate retirement program.



519 Ben Franklin Hwy W
Birdsboro, PA 19508
610.385.7847

1050 Berkshire Boulevard
Wyomissing, PA 19610
610.927.5620



ABOUT ALL FLOORS

Carpet
Hardwood
Laminate
Luxury Vinyl
Ceramic and Porcelain Tile
Vinyl Sheet

Financing Available
HIC #017011

www.AboutAllFloors.com

Business Banking
for the way **you** do **business.**




Local People. Local Decisions.
Discover how Discovery can help your business grow.

2744 Century Blvd.
Wyomissing, PA 19610

610.372.8010
www.discoveryfcu.org



Fewer Fees. Better Rates. Friendly Service.

EHR Evans, Hauseman & Richard, Inc.
One Source for Innovative Insurance Solutions

Your Hometown Insurance Consultants



YOUR ONE SOURCE FOR ...

- Auto
- Home
- Business
- Life
- Health
- Disability



Your Trusted Choice
Independent Insurance Advisor

Evans, Hauseman & Richard, Inc.
343 E. High Street | Pottstown, PA 19464
610-323-2201
info@pottstowninsurance.com
www.pottstowninsurance.com

ALL THIS TALK ABOUT The Cloud HAVE YOU A BIT CONFUSED?

Let 30+ years of experience
work it out for you!

USING THE CLOUD,
WE CAN ADD A
CUSTOMER PORTAL
AND DATABASE
ACCESS TO MAKE
YOUR COMPANY'S
WEBSITE EVEN MORE
USEFUL TO CLIENTS AND
PROSPECTIVE CUSTOMERS.

PCWORKS
610.831.2125 | pcworksnet.com

With this ad
FREE
Consultation!

YOUR CUSTOMERS WILL LOVE YOU FOR IT!

FOCUS ON AREA GOLF COURSES

(Continued from page 21)

Hickory Valley Golf Club

Welcome to Hickory Valley Golf Club, featuring Pennsylvania's "BEST 36 Holes." Hickory Valley Golf Club, located in Gilbertsville, boasts 36 Championship Holes on two exquisite courses — The Presidential and the Ambassador.

The flagship of Hickory Valley, the **Presidential Course** combines something new with something old, as the layout incorporates nine of the original 27 holes with a memorable trip through an abandoned nursery over the new nine holes.

The Presidential first will capture your imagination as it escorts our guests across wide fairways, large undulating greens and vast array of bunkers, lakes and environmentally sensitive areas. Including the signature Par 4 Second, a 450-yard gentle dogleg to the right that requires a long and accurate tee shot, setting up a carry to bunkered green guarded on the right by a large pond. As you make the turn to the back nine, the course tightens just a bit. The closing on the Presidential can be most challenging and require your undivided attention, as you may be faced with three of the best finishing holes you'll find anywhere.

The rewards and acknowledgments of quality of The Presidential are vast — a prestigious *Golf Digest* 4-star rating since opening in 1996, a *Golf Styles Magazine* "Top 100 Golf Course," and a *ZAGAT Survey* "Must Play."

Although shorter in length at 6,450 yards than its sibling, the elder statesmen **Ambassador** more than makes up for it in a classic mature design. What seems benign on the scorecard is not the case, as the routing weaves its way through massive 70-foot high hardwoods to gently rolling greens that slope from back to front.

(Continued on page 24)

Golden Oaks is 22 years old and is a 7,100 yard Championship Golf course recently ranked #2 in PA by Golf Advisor. But, don't let that intimidate you. Golden Oaks has 5 tees, including a Senior Tee and Ladies Tee — so whatever your skill level — you will enjoy your game. And while we are a very popular golf destination, you will find a dedicated and extremely friendly Staff in both the Proshop and Restaurant. Perhaps one of the most frequent compliments I hear is how well kept the property is and especially the greens. Yes, our greens are large with subtle undulations, and they are fast and true. Visitors are also impressed with our full service Bar and Restaurant where they can find everything from a great burger and craft beer to our Maryland Crab Cakes and a nice Chardonnay. The Restaurant is a great venue for Weddings and Banquets, as well as corporate events. We also offer overnight accommodations and Stay and Play packages in our Farmhouse.

We have some exciting new things happening Spring 2016. Golden Oaks is now managed by Raspberry Golf/Morningstar Golf and Hospitality and have a new Head PGA Pro Anthony Schweppe. Mr. Schweppe hails from York's Royal Manchester — our sister course and has both his European PGA card as well as his U.S. PGA card. Mr. Schweppe is also heading up our Golf Academy where we will have a flight scope and other latest technology for lessons. We are now offering club fitting for Taylor Made, Ping and Callaway; professional club repair and regripping. Mr. Schweppe specializes in working with High School and Collegiate Golf Teams as well as individuals looking to seriously advance their game. Golden Oaks is favorite destination for Charity and Corporate Golf Tournaments. Call the Proshop at 610.944.6000 ext. 1 for reservations and follow us on Facebook or our Website at GoldenOaksgolfclub.com.



We Work For You!

YOUR LOCAL COMMERCIAL EXPERTS



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

Listings For SALE

CALL TOLL FREE 1-866-948-2255

PENDING (ZC2237) N. 5th ST., HIGHWAY, READING

PENDING (ZC2133) CAMP SWATARA ROAD, MYERSTOWN

FOR SALE: (ZC2122) 124 N. CHESTNUT STREET, BOYERTOWN- 3,625SF PLUS LOWER LEVEL (BASEMENT)-50% FINISHED. LOWER LEVEL (BASEMENT) CONTAINS TWO POWDER ROOMS. MANY POSSIBILITIES. ALSO FOR LEASE-\$2,500 PLUS UTILITIES. **ASAP TO SELL**

FOR SALE: (ZC2164) 4 ASH ST., W. POTTSBORO- .96 ACRE COMMERCIAL LOT SITUATED CONVENIENTLY ON RTS 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. \$124,900

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

FOR SALE: (ZC2212) 521-523 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: \$100,000 TO \$125,000 (OWNER FINANCING AVAILABLE)**

FOR SALE: (ZC2225) 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. \$1,180,000

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 **(FOR LEASE, see listing for lease ZC1777)**

YOUR LOCAL COMMERCIAL EXPERT

FOR SALE: (ZC2230) 1063 ROUTE 100, BECHTELSDALE- PROPERTY SITUATED ON HEAVILY TRAVELED ROAD. RESTAURANT w/HOTEL LIQUOR LICENSE. APPROX. 15,000SF. 1ST FLOOR CONTAINS U-SHAPED BAR- SEATING FOR 35. RESTAURANT SEATING UPSTAIRS-160 PEOPLE. ALSO HAS DECK AREA. 2ND FLOOR CONSISTS OF 7 ROOMS & BATH. BANQUET FACILITIES ON LOWER LEVEL-150 SEATING CAPACITY. ALSO HAS PATIO AREA. SEPARATE INCOME PRODUCING PROPERTY CONTAINS 2 COMMERCIAL RENTALS & 2 (2) BR APT RENTALS. GROSS RENT OF \$1,800/MONTH. LARGE PARKING LOT ALL SITUATED ON 13.99 ACRES w/PUBLIC SEWER. **ASAP TO SELL**

FOR SALE: (ZC2236) 16 S. KEM 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. **ASAP TO SELL**

FOR SALE: (ZC2238) 1311 BEN FRANKLIN HIGHWAY W, DOUGLASSVILLE- TURN KEY PROFESSIONAL MEDICAL/BUSINESS CENTER. 8,000 SQ FT WITH INCOME FROM TENANTS. POSSIBLE OWNER FINANCING. **OWNER WILL LEASE BACK \$1,100,000**

FOR SALE: (ZC2239) ROUTE 562, BOYERTOWN- GOOD 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) 2963 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. \$699,900

FOR SALE: (ZC2241) 2841 CAMP SWATARA ROAD, MYERSTOWN- 10 ACRES OF PRIME DEVELOPMENT LAND ZONED VILLAGE DIST. CALL FOR DETAILS. \$400,000

FOR SALE: (ZC2242) 123 LITTLE ROUND TOP ROAD, LEHARTSVILLE- 166 ACRE CROP FARM IN NORTHERN BERKS COUNTY. ZONED AP. \$1,162,000

FOR SALE: (ZC2243) 222 LONG ROAD, LEHARTSVILLE- 231 ACRE CROP FARM IN NORTHERN BERKS COUNTY. ZONED AP. \$1,732,500

FOR SALE: (ZC2244) 105 S. WALNUT STREET, FLEETWOOD- 1+ ACRE ZONED COMMERCIAL INCLUDES HOUSE & INCOME PRODUCING PROPERTIES IN REAR. \$332,000

FOR SALE: (ZC2245) 180 PORTER ROAD, POTTSBORO-LOWER POTTSBORO TWP.- 18,000SF OF OFFICE BUILDING WITH GREAT INCOME AND PLENTY OF PARKING WITHIN WALKING DISTANCE TO PMMC. CURRENTLY ALMOST FULLY OCCUPIED. CALL FOR DETAILS. \$999,000

FOR SALE: (ZC2246) 60 MERKEL RD., GILBERTSVILLE- CONTRACTOR'S LOCATE YOUR BUSINESS RIGHT HERE IN THIS 3,400SF BUILDING THAT INCLUDES WAREHOUSE, OFFICE AREA AND GARAGES. PLENTY OF OUTSIDE STORAGE AREA, AND CONVENIENT TO ROUTES 73 AND 100. \$160,000

FOR SALE: (ZC2247) ANITY TOWNSHIP- 20+/- ACRES OF HIGHWAY COMMERCIAL VACANT GROUND WITH APPROX. 800 FEET OF FRONTAGE ON ROUTE 422. (3) PARCELS SOLD TOGETHER. WATER AND SEWER AVAILABLE. \$999,900

SOLD (ZC2235) BOWEN STREET, WINDSOR

SOLD (ZC2236) HARTMAN ROAD, PAOLI

SOLD (ZC2237) 12 SOUTH HAVEN DRIVE, READING

SOLD (ZC2238) 1801 ROUTE 100, WINDSOR

SOLD (ZC2239) 1801 ROUTE 100, WINDSOR

SOLD (ZC2240) 1801 ROUTE 100, WINDSOR

SOLD (ZC2241) 1801 ROUTE 100, WINDSOR

Listings For LEASE

(ZC1012) 1200 East High Street, Office Building, Pottstown- Suites from 200-900SF. \$10/SF includes all utilities. NO CAM CHARGES.

(ZC1070) 100 Porter Road, Pottstown- Professional office building situated in the immediate vicinity of PMMC. Handicapped accessible, elevator, ample parking and various size suites from 200-900SF. Competitive rates and flexible terms. All utilities are included. NO COMMON AREA MAINTENANCE charges. Call for more details!

(ZC1080) Lemon Street, West Pottsgrove- 1,500SF +/- 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.

(ZC1148) 32 Wells Road, Suite A4, Parkerford- Office/retail space situated along busy Route 724. 600SF with offstreet parking, available immediately. Signage on Route 724. \$650/Month + heat, electric 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 - \$4.50/SF NPM

(ZC1159) 20 Sunnybrook Road, Pottstown- Brand new space situated in Lower Pottsgrove just off High Street. The 3700SF suite is self contained and can be completed to fit your exact needs. Office/Medical space with large private parking area and signage available. Call for details.

(ZC1160) 2103 East High Street, Lower Pottsgrove- Lower Pottsgrove 2450SF first floor office suite with High St. exposure. Lease it all, or divide into individual offices. Ample parking. \$15.00/SF

(ZC1161) 412 Laurel Street SUITES, Pottstown- Suite 4- 18,000SF has been LEASED. AVAILABLE SUITES: Suite 1- 1,750-3,500SF, Suite 2- 1,825-3,550SF, Suite 3- 2,400-4000SF. gas, utilities, public water and sewer. Call for details.

(ZC1166) 32 Wells Rd, Suite #3, Parkerford- Office/retail space situated along busy Rt. 724. 585SF former financial services office with offstreet parking. Available immediately. Signage on Rt. 724. Call for details.

(ZC1167) 808 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, Margerstown- (1) 400SF Office Space. Lease for \$500/Month. Tenant pays only Electric. Offstreet parking & private bath.

(ZC1171) 33 E. Philadelphia Avenue, Boyertown- First floor commercial office space located in the middle of Boyertown. \$993/Month includes heat, water and sewer. Call office for showings.

(ZC1172) 2741 N. 6th Street Highway, Reading- Commercial property with signage on busy highway at the corner of N. 6th 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.

(ZC1174) 2083 E. High Street, Pottstown- Lower Pottsgrove office building, currently occupied by District Justice. Over 4,000SF, 20+/- parking spaces, one level, handicap accessible. High Street signage. Call for details. \$16.50/Month + Utilities

(ZC1175) 78 Wells Rd, Parkerford- Beautiful single brick office building surrounded by beautiful flower window boxes. Convenient location & great exposure on Rt. 724. \$850/Month plus heat and electric. No Common area maintenance fees.

LEASED (ZC1165) 16 N. York Street, Pottstown

LEASED (ZC1173) 2083 East High Street, Pottstown

LEASED (ZC1156) 12 South Reading Avenue, Boyertown

LEASED (ZC1169) 562 Main Street, Royerford

LEASED (ZC1154) 127 E. Philadelphia Avenue, Boyertown

LEASED (ZC1158) 1240 E. Schuykill Road, Pottstown

We Work For You! • CALL TOLL FREE 1-866-948-2255 • EXTENDING OUR SERVICES TO MEET YOUR NEEDS



MEA is a membership organization that helps mid-size businesses address their people challenges in a flexible, affordable way.

- ▶ Area's Leading Provider of Supervisory, Management, and Harassment Training
- ▶ HR Compliance Experts Ready to Support Your HR Staff
- ▶ Recruiting & Retention Services to Strengthen Your Workforce
- ▶ Compensation and Benefits Services
- ▶ Predictive Index Certified Partner

www.meainfo.org
800-662-6238

mea midatlantic
employers
association
Today's HR Solutions

Jeffrey Hogue Realtor®

**Because
Home
Matters**

OFFICE: 610-670-8568
CELL: 484-325-0111
JeffreyHogueRealtor.com



FOCUS ON AREA GOLF COURSES

(Continued from page 22)

Continuously praised from both the occasional as well as the accomplished golfer, the Ambassador is a course for all ages and levels of ability. The Ambassador offers impeccably conditioned fairways and some of the smallest and smoothest putting surfaces in the region.

Ever the cordial diplomat, The Ambassador does have its own version of "golf hardball" when making a strong stand for it, including the 610-yard par five 9th hole and the 465 yard par four 13, where many a quality round has gone astray...

Ranked by *Golf Digest* at three and half stars, the Ambassador will thrill you with its natural beauty and creativity.

LESSONS AND GOLF SHOP: Hickory Valley Golf Shop is stocked with golf balls from Titleist, Callaway, Bridgestone, Taylor Made, Precept and others. Clothing from Ashworth, Ahead, Antigua." For golf clubs, see Ping Certified" Head Golf Professional and Director of Golf Operations, Steve Holauchock for a personal fitting. Teaching golf is one of Mr. Holauchock's passions, as he has worked for *Golf Digest Magazine* in the past as an Associate Instructor throughout the country.

Hickory Valley Golf Course is located at 1921 Ludwig Road, Gilbertsville, PA 19525. For additional information, please call 610.754.7733 and visit www.hickoryvalley.com.

manicured course's strength is not its length, but the challenge of the terrain as the course is built on a mountain. Designed by renowned golf architect Alexander Findlay, Manor is one of the oldest public courses in Eastern PA, having started construction in 1917, and opening in 1928 and offers great views on many holes. You can learn more about the challenging layout of the course by taking a course tour on our website, www.themanorgolfclub.com.

Manor Golf Club also hosts many leagues to keep you active in your game... including a senior's league and Ladies' leagues. No time for a full 18? No problem, we have 9-hole leagues weekly and 9-holes rates. Great Fun is to be had in any league at the Manor!

In addition to the Great Value our clinics provide, there is great value for the regular golfer and families! We have senior rates, student rates and affordable golf for families. With newly remodeled pro shop and the latest in Taylor Made and Titleist merchandise, our head golf pro would be happy to assist you with any of your golf equipment/accessory needs. At the Manor, we have taken on the challenge of preserving the old world charm of this turn of the century layout while providing golfers in Eastern PA with Great Value, Great Views, Great Fun... Great Golf! Please call 610.678.9597 and visit www.themanorgolfclub.com.

Manor Golf Club

Manor Golf Club Inc.'s motto says it all... Great Value, Great Views, Great Fun... Great Golf! Manor Golf is a scenic 18-hole public golf facility located minutes off of 422 West near Sinking Spring and 222 South, Gouglersville Exit. Family owned and operated since 1953, the Manor Golf Club offers a true test of golf on a traditional championship-style golf course where shot making takes precedence over length. The well-

Spring Hollow Golf Club

Spring Hollow Golf Club, 3350 Schuylkill Road (Route 724), Spring City, is a challenging, 18-hole public Golf Course with a full-service restaurant and banquet facilities that opened in 1994 in beautiful Chester County. Spring Hollow Golf Club is truly a hidden treasure of the Tri-County Area.

(Continued on page 26)

CORE ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

- STEP 1** SELECT YOUR SPACE
Identify your business segment and view sample boards featuring high-performance flooring products, specifically selected to satisfy your unique needs.
- STEP 2** CHOOSE YOUR COLOR STORY
Professionally-designed, mix and match color schemes suit your space, your style and one another!
- STEP 3** PICK YOUR PRODUCTS
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

Core Elements: Quite possibly the easiest business decision you'll make today!



CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457

5 minutes from the Limerick exit of Route 422

610-495-6211

www.ches-montcarpetoneparkerford.com

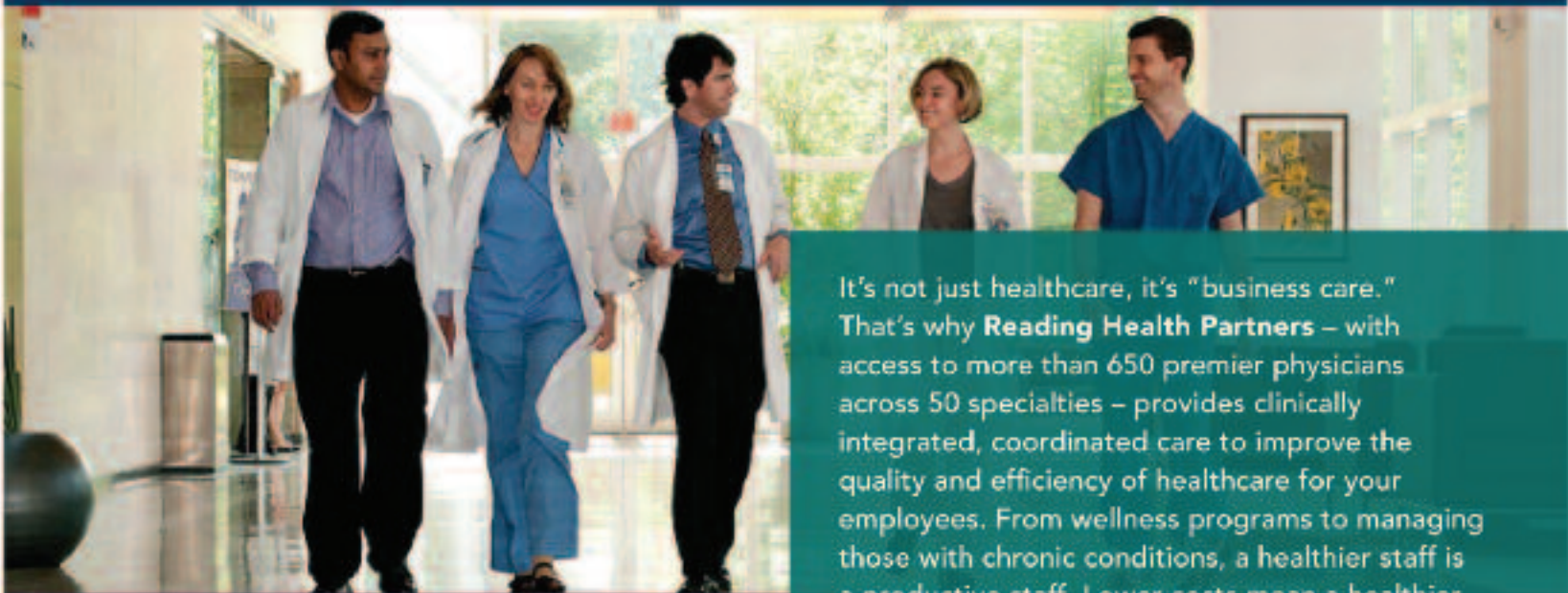
LIC# PA0081672

WHY READING HEALTH SYSTEM?

REASON 60:

There's a system to becoming a healthier business. Ours.

That's value you can count on.



It's not just healthcare, it's "business care." That's why **Reading Health Partners** – with access to more than 650 premier physicians across 50 specialties – provides clinically integrated, coordinated care to improve the quality and efficiency of healthcare for your employees. From wellness programs to managing those with chronic conditions, a healthier staff is a productive staff. Lower costs mean a healthier bottom line. That's value you can count on.

If that's not reason enough, go to **101ReasonsWhyRHS.com**



READING HEALTH
SYSTEM

Advancing Health. Transforming Lives.



- Residential and Commercial Sales
- Luxury Home Experts
- Foreclosure / Investment – our specialty
- See our exclusive list of Foreclosure Homes

We wanted a company that would be special and incorporate the things most important to us: family, friends and community. We have developed the Platinum First Realty brand around this spirit of community.

"We do it different ... we lead, generate for our agents and we provide some of the best "cutting edge tools" in the industry. We believe that if you pay agents what they are worth they will work harder for their clients, keeping it simple, reaching customers goals.

Owners are saying ... "We plan to grow our business within the community and give back where we can! We strongly believe in PEOPLE and we believe in "Paying it Forward!"

We are a company that enjoys a strong foundation of INTEGRITY and HONESTY. We want our clients and customers to think of Platinum First Realty as their "Real Estate Consultants" ... for life.

Royersford Office
460 S. Lewis Rd.
Royersford, PA 19468
Call: 610.792.4800
PlatinumFirst.com



Horleysville Office
708 Main Street
Horleysville, PA 19438
Call: 267.647.9800
PlatinumFirst.com




The **SYSTEM** is the solution ... add experience from our top agents and you get **RESULTS!**

Sellers ... find your home value on our website **INSTANTLY!**

Buyers ... set up your home search and let our technology do the work for you!

AGENTS ... Experience a new approach to building your business ... **Call Ralph Chiodo**

FOCUS ON AREA GOLF COURSES

(Continued from page 24)

The golf course was designed Architect John Thompson who created a layout that blends in the features of this one time dairy farm. The frequent elevation changes and multiple sets of tees affords players not only challenging shot selections, but also beautiful views of the surrounding area.

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

The Banquet facilities at Spring Hollow can be used for Social functions, Weddings, Business meetings, Golf Outings and many other types of events. For additional information, please call 610.948.5566.

Twin Ponds Golf Course

Nestled in western Montgomery County, Twin Ponds Golf Course is one of Pennsylvania's best-kept secrets. At 5,646 yards of golf from the longest tees for a par 70, the course features seven water holes and

many well-bunkered undulating greens which will challenge even the best golfers, yet satisfy golfers of all abilities. The course rating is 65.5, with a slope rating of 111.

Twin Ponds Golf Course is a family owned and operated business since 1963, when the family dairy farm was converted to the golf course. The Clubhouse opens daily Monday-Friday at 7am and Saturday and Sundays at 6am. Twin Ponds only accepts cash, however there is an ATM on site. They do accept and sell the Tee Time Golf Pass. They do accept the Golf Card.

Rate Specials: Monday-Friday, 7-3pm — two riding players for \$56; three riding players for \$90; two senior riding partners for \$50; three senior riding players for \$81. Friday Afternoon Special, after 3pm — two riding players for \$40; three riding players for \$66. Saturday/Sunday Afternoon Special, after 3pm — two riding players for \$50; three riding players for \$81.

Twin Ponds Golf Course is located at 700 Gilbertsville Road, Gilbertsville, PA 19425. Please call for tee times at 610.369.1901, and visit www.twinpondsgolf.com. 📞

YOUR NEXT GREAT MEETING IS CLOSER THAN YOU THINK

18 MILES FROM CENTER CITY PHILADELPHIA

70+ HOTELS

500+ RESTAURANTS

FREE PARKING

PLAN YOUR NEXT MEETING

MEETINMONTCO.COM



VALLEY FORGE
TOURISM & CONVENTION BOARD





ACCOUNTING / BOOKKEEPING

Bookkeeping Services, LLC

- Over 40 Years of Experience • No Contracts to Sign
- Bookkeeping, Payroll, Payroll Taxes
- Preparation work for Tax Filing
- Liaison between Accountants and Companies
- QuickBooks Pro Advisor



Bernadette J. "Butsy" McElroy • bjmcelroy7@aol.com

610-323-3230 • 610-323-3532 (Fax)
2151 E. High Street, Suite C, Pottstown, PA 19464

Member: American Institute of Professional Bookkeepers; TriCounty Area Chamber of Commerce; Governor Elect of Soroptimist International North American Region



Karlene's Consulting

Karlene A. Novotny
Professional Accountant/Owner

Specializing in Tax Preparation, Accounting
and Bookkeeping Services

560 Baptist Church Road, Spring City, PA 19475

610-745-2350

k_consulting@comcast.net



RYDER & COMPANY

Specialized Knowledge in:

- Tax Preparation
- Small Business Accounting
- Part-Time CFO Service
- Payroll Services
- Strategic Business Planning



great accounting
starts with great listening
We care about your success.

Contact us today for a free consultation:
610-670-6170 or ron@ryderco.com

UCRES Inc. Accounting



Michael Childs
Mchilds@ucres.com

Business / Personal Tax
Bookkeeping / Payroll

Call for a FREE Consultation

www.UCRES.com



(877) 517-0320

**Place Your Ad in the
Route 422 Business Marketplace!
Call (610) 323-6253**

AUTOMOTIVE / SERVICE

MERCER'S COLLISION CENTER

Complete Auto Body & Custom Shop

610-327-8787

401 W High St., Pottstown, PA 19464

www.mercerscollision.com

Email: mercerscollision@aol

Fax: 610-327-3887

**\$50.00
OFF**

Repair Bill or
Deductible
with this ad!

422BA

Red Kieffer's Auto Repairs, Inc.



Specializing in
Mercedes-Benz since 1961!

1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com

BANNERS / SIGNS / GRAPHICS

Raise Your Business Visibility

FAST SIGNS

More than fast. More than signs.



180 Shoemaker Rd., Pottstown, PA 19464
o: 484-624-4874 | e: 566@fastsigns.com | w: fastsigns.com/566

**GRABER
Letterin
INC. SIGN CO.**

Serving the Tri-County Area Since 1992

- ◆ SIGNS & BANNERS
- ◆ TRUCK/VEHICLE GRAPHICS
- ◆ DIGITAL PRINTED DECALS
- ◆ LOGO DESIGN
- ◆ SCREEN PRINTED TEES
- ◆ EMBROIDERED APPAREL

Visit Our Showroom! 58 Schoolhouse Rd. Boyertown, PA
www.graberletterin.com • 610-369-1112



BASEMENT WATERPROOFING

DON'T LET YOUR BASEMENT HOLD YOU HOSTAGE!!!




FAMILY PRICE FOR ALL 422 READERS!

610-409-2600

STRUCTURAL REPAIR MOLD REMOVAL EXTERIOR DRAINAGE

BEVERAGE DISTRIBUTOR

Over 3,000 Craft & Import Beers in Stock



Delivery & Free SetUp for Parties & Special Events

"Where Your Dollar Goes Further"

610.323.1320

www.FrankSmithBev.com

180 Shoemaker Rd., Pottstown, PA 19464

HOURS:
Mon-Sat 9am-8pm
Sunday 10am-6pm



CONTRACTOR / REMODELING

FREE Estimates Serving the tri-county area! PA 080410319



"Quality is Our Standard"

• HOME IMPROVEMENTS • DECK & PATIO **610.369.1457**
• WINDOWS & DOORS • KITCHEN & BATH *ImproveYourHome@comcast.net*

COOKING INSTRUCTION

The Culinary Classroom
Linda Bell



A cooking class provides a fabulous experience for girls' night out, bachelorette parties, date night, or corporate team building and client reward events. Everyone prepares and cooks their own meal while enjoying the evening with great conversation and an intimate dining experience.

Classes for groups of 6-8 clients.
\$69-\$80 per person.

610.374.2674
www.theculinaryclassroom.com

CREDIT CARD PROCESSING

P:484-577-7510 | TF:866-571-6216 X 108

SAVE 10%-50% - Get the **Right** merchant account at **Wholesale Pricing!**



- ✓ Interchange Pricing
- ✓ Fast Approval
- ✓ No Monthly Minimums
- ✓ No Contracts
- ✓ No Exit Penalties
- ✓ Local ISO Sales Agency
- ✓ No Application Fee
- ✓ No Hidden Fee
- ✓ No Reprogramming Fees
- ✓ Free Cost Analysis
- ✓ No PCI Fees
- ✓ Local Customer Care

Why Choose MERCHANT SERVICE CONSULTANTS
A Division of R. Radwan Corp., Inc.
Your Electronic Payment Solution Experts

contact@radserviceconsultants.com | www.radserviceconsultants.com

DANCE INSTRUCTION

FEET FIRST DANCE



Summer Camps
Disney and More! Ages 4-12

Encourage your child's confidence and creativity through an inspired and age appropriate multi-arts curriculum!

July 11-15 • July 18-22

Feet First Dance will perform **Live, Laugh, Love**
May 14th, 7pm & May 15th, 3pm
Kaleidoscope Performing Arts Center
Ursinus College, Collegeville, PA
www.feetfirstdance.com

OPEN HOUSE
August 31st and September 1st
710 Wheatland St., Phoenixville

610-933-2688

DECORATING / INTERIORS

DECORATING DEN INTERIORS

SAVE UP TO 20%
on select lighting, area rugs, and accessories



Barbara McInnis Hayman
Studio: 32 Wells Rd., Parker Ford, PA 19457
Phone: 484-624-4787
Email: barbara@decoratingden.com
www.barbara.decoratingden.com

EDUCATION



www.KinderCare.com

A Nationally Accredited Program

1550 Industrial Highway
Pottstown, PA 19464
Linda Moser, Center Director
610.326.0554
lmoser@kicorp.com

195 Old Swede Road
Douglassville, PA 19518
Kim Baldwin, Center Director
610.385.6615
kbaldwin@kicorp.com

FARM MARKET / DAIRY FARM

GOURMET ICE CREAM CAKES & DECORATED CAKES
for any special occasion!





MERRYMEAD FARM
Fresh Milk • Ice Cream • Baked Goods
610-584-4410 Merrymead.com
2222 S. Valley Forge Road
Lansdale, PA 19446
Featured Ice Cream Flavors for June:
Peach Melba & Cotton Candy

*Enjoy Fresh Produce-
Locally Grown
Fruits & Vegetables!



*Farm Animals
*Watch Cows Milked
Daily 3:30pm - 6pm

FINANCIAL SERVICES




I'm a benefits broker . . .
I help businesses plan, communicate and manage a successful benefits program to achieve the business goals of attracting and retaining employees while improving their productivity and customer service. Call me at 610-310-5596 and ask about a private benefits exchange to address the complexities of the ACA and a tele-health program to reduce the out of pocket expenses of your employees health care.

RON CHURCH
610.310.5596
rchurch@frenchcreekfinancial.com

MY BENEFIT ADVISOR



Are you & your employees
Financially Fit?
Retirement plans customized to YOUR business to provide for your most VALUABLE ASSET - your employees.

www.mlfa.com/planning

800.226.6532 **MAINLINE FINANCIAL ADVISORS, LLC**



MESSMER FINANCIAL



Christine Messmer, M.S.E., CFP®
www.christinemessmer.com
chris@messmerfinancial.com
610-489-7925
101 Oak Street, Collegeville, PA 19426

FITNESS INSTRUCTION

Ready for the New You?




www.AerobicRhythmic.com
Over 30 years of experience
20+ locations near you

610-489-3180
Why Aerobic Rhythmics?
No gym fee or contracts!
Aeroflex, Zumba,
Yoga & Pound

One Week FREE Trial!
20% Off New Student!
Must Mention this Coupon
422BA 06-16

GIFT BASKETS / RETAIL



Betty's Originals
185 Mill Road
Schuylkill, PA 19473

••• Gift Baskets For ALL Occasions •••

- Corporate Parties
- Spa Baskets
- Baby Baskets
- Fresh Fruit Baskets
- Cracker Snack Baskets
- PA Dutch Baskets
- Baking Baskets

Call Today
To Place Your Order
610-287-9010
Delivery & Shipping Available
Discount on orders of six or more!

GRAPHIC DESIGN



LINDA JACOBS
DOWNTOWN
De[z]ign
advertising & graphic design with a ♥

17 N. Hanover St., Pottstown
484.363.7793
downtowndesign.com

HVAC & PLUMBING

A. JACKSON ECKER, INC.
PLUMBING-HEATING-COOLING



144 KING ST., POTTSTOWN, PA 19464
(610) 326-5011
Serving the area for Four Generations Since 1925!
www.ajacksonecker.com

HVAC / ELECTRICIAN

THE Longacre COMPANY

Air Conditioning & Heating • Electrical • Plumbing • Refrigeration
Kitchen & Bath Remodeling • Appliances & Floor Coverings

longacreco.com • 610-845-2261

LANDSCAPE & NURSERY CENTER

HETRICK GARDENS
Landscape & Nursery Center
2620 Swamp Pike, Pottstown

DESIGN - PLANTINGS
PATIOS - WALLS

MULCH DELIVERY & INSTALLATION 610-327-9066
M. Hetrick Enterprises, LLC HIC# PA059946

LAWN & GARDEN SUPPLIES

PUGHTOWN AGWAY
819 Pughtown Road & Rt. 100, Spring City, PA 19475
Located 1/4 mile south of Routes 23 & 100

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3
Garden Center (610-469-6688) open every day including Sunday

- Legends, Triple Crown and Buckeye feed lines.
- Baled Shavings and Bedding Pellets.
- Hay, Straw & Premium Wood Fuel Pellets.
- Organic Chicken Feeds & all kinds of Bird Seed!
- Bulk & Bagged Compost, Soils & Mulches.
- Grass & Pasture Seeds.
- Lime & Organic & Commercial Fertilizers.



INSURANCE SERVICES

Interest Rates Got You Down?

We can pick you back up! If your CD is paying you less than 1%, or you have an IRA that makes little to nothing- we can help! Here at Advantage we have forged relationships with the best carriers to get our clients higher rates. Don't settle for interest rates you hate!

CALL US TODAY!
610-326-1372

 105 E High St.
Pottstown, PA

LIMOUSINE SERVICE

Philadelphia Airport Shuttle Service

MICHAEL'S
Classic Limousine
610.929.4919
www.michaelsclassiclimo.com

Economical weekday round trips between the Reading and Philadelphia Airports

MEDICAL SERVICE & SUPPLIES

ZEE

WADDEE, Inc. T/A
Zee Medical Service Co.

610-926-1401
800-355-8067
Fax: 610-926-0568
Email: sales@zeemedrsg.com
www.zeemedrsg.com

2745B Leisler's Bridge Road
Reading, PA 19605

BGA Insurance Group
"Insurance planning for your retirement"

What we provide:
Medicare Supplements/Advantage/Part D
IRA Rollovers Life Insurance Long Term Care

 No fee for our services
Get Your Quote Today

Call Steven J. Genuardi at 610-608-6022
15 Union Hill Road, 2nd Floor, West Conshohocken, PA 19428

METAL FINISHING

Porco Metal Finishing



"Let us make your Antiques shine!"

- Metal Antique Refinishing
- Specializing in Brass & Copper
- Church Altarware

610-323-3473

238 Root Ave. (rear), Pottstown, PA 19465



PRINTING / PROMOTIONAL



Quality At The Right Price And On Time

"As a small business owner myself, I understand the importance of competitive pricing and customer service. Give me a call to talk about how I can beat your best price!"
Jeff Fisher, Owner

484-988-1156

100 Porter Rd, Ste.202, Pottstown • E Mail - jfisher@zdial.com

Printing - Anything from small runs of business cards to full color catalogs with mailing

Promotional Items - Over 850,000 products available - Shirts, Mugs, Pens, Etc.

Competitive Pricing - In Many Cases Below Retail!

Impeccable Customer Service -
We Answer The Phone!

Visit www.alexpromo.net to browse thousands of products and see testimonials from local customers.

NON-PROFIT ORGANIZATIONS

A 501(c) 3 Charitable Organization



ANIMAL HOUSE PROJECT

d/b/a Chester County
Pet Food Pantry

1055 S Hanover Street Suite 1, Pottstown Pa 19465

Phone: (484) 558-0467 • Fax: (484) 949-8333

info@animalhouseproject.org

www.animalhouseproject.org



Our mission is to keep pets at home and out of shelters or rescues by providing donated pet food and pet care services to families facing financial crisis in Berks, Chester and western Montgomery Counties.

REAL ESTATE / FOR SALE/LEASE



Chris James Hector
ABR, GRI, CRS
Broker/Owner
Broker Appraiser
Cell: 610-316-3678
ChrisJamesHector@verizon.net



Chris James Hector Realty



Andrea Heskett
Realtor
Cell: 610-329-1622
AndreaHeskett@gmail.com

610-933-7592

Fax: 610-933-2888

Office: 213 Sherwood Ln., Phoenixville, PA 19460

PAINTING & WALLCOVERING

Help Wanted!
Good Quality Painters

BANCROFT
WALLCOVERING/PAINTING, LLC
215-234-2209

Full service interior/exterior painting and wallcovering

- Interior & Exterior Painting
- Powerwashing
- Wallpaper - Removal & Installed
- Caulking & Patching Expert

HIC# PA058066

Specializing in quality work and excellent customer service before and after the sale!

PET SITTING & DOG WALKING

LISA'S HOME PET CARE, LLC

Pet Sitting & Dog Walking Services

www.kritterkare.com

610-287-2940

Fully Insured & Bonded

Your Pets Are My Pets!



Country Home Real Estate, Inc.

134 E. Philadelphia Avenue
Boyertown, PA 19512

www.countryhomere.net

Residential Property Management

Cheryl L. See, Owner

40+ years' experience managing the entire Route 422 corridor and beyond.

The most affordable property management rates available!

Call 610.473.1300 (office)

610.334.8462 (cell)

Email: csee244@msn.com



COMMERCIAL OFFICE CONDO

\$314,900

168 W. RIDGE PIKE, Unit 22, LIMERICK
Zoned for Professional Office, 1920 Sq Ft.,
1st floor with full Basement. Interior can be
renovated to suit. Located between
Collegeville, Pottstown, & Royersford.

GREAT OPPORTUNITY



RE/MAX Achievers, Inc.
610-489-5900
Nancy & Don Peters
610-608-8854

**Call 610.323.6253 to place your ad
in Business Marketplace**

Avoid Utilization Of Esoteric Verbiage!

(I mean, don't use big words)



EFFECTIVE CORPORATE COMMUNICATIONS

By Jeanette Juryea, President, QubComm

If the purpose of your writing is, "to impress readers with my amazing vocabulary skills," then by all means, break out the fancy prose and five syllable words.

But, if you want your readers to act on your message, buy your product, or simply to "get it," then check your thesaurus at the door.

Write conversationally as if you're talking to your mother over coffee. For example:

Instead of this: A member shall be entitled to the medically necessary covered benefits as specified in accordance with the terms and conditions of the Certificate of Coverage which you will receive after enrollment in the plan.

Write this: Once you enroll, we'll mail your Certificate of Coverage, which includes all the details of the plan.

But... my audience is more sophisticated than that!

We're smack in the middle of the age of (over) information. Even doctors, lawyers and rocket scientists have better things to do than read everything that crosses their path. It's not about dumbing down the English language. It's about respecting people's time. An easy read is a fast read.

Test your document for readability

You can get readability scores to make sure everyone on your audience list can quickly and easily understand your materials. Here's how to check the readability of a Microsoft Word document: (You can do this for the entire document, or select a specific sentence, paragraph, section or chapter to test only that portion.)

For Microsoft Word 2010:

1. Go to File/Options/Proofing
2. Click Show readability statistics.
3. Go to Review and click Spelling & Grammar to run the grammar check.

For earlier versions of Microsoft Word:

1. Go to Tools/Options:
2. Click Show readability statistics.
3. Go to Tools/ Spelling and Grammar to run the grammar check.

You only have to set it up once. Then use the grammar checker anytime and fix as needed. When you're done, a results window will display.

Look for:

- **Flesch-Kincaid Grade Level:** Aim for an appropriate reading grade level depending on your audience: Grades 9–12 for professionals, and grades 5–8 for consumers or the general public.
- **Passive sentences:** This displays as a percentage. It's hard to tell who performs the action in passive sentences, so make every sentence active. Always aim for 0% or as close to it as possible.
- **Readability ease score:** Keep this score above 50. Aim higher (65) if writing to a general audience.

One bad apple can spoil the whole bunch

One big word or complicated sentence can throw off the readability of the entire paragraph or document. To fix, read over your manuscript to see where you can simplify. Choose everyday words. Break up larger sentences. Use bulleted lists to simplify. And always use active voice. 🍏

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.

AAA Premier®
For only \$35 AAA Plus® Members can upgrade to AAA Premier® – the utmost in AAA benefits, service and peace of mind. AAA Premier® gives you an unprecedented new level of travel related benefits – in addition to your AAA Plus® benefits!

More benefits and services than ever before, for assistance whenever and wherever you need it, at home or on the road. AAA Premier® Members are also eligible for one 200-mile tow per household annually.

SERVICE	AAA BASIC & PLUS® MEMBERS	AAA PREMIER® MEMBER
Airline Tickets*	\$35 per ticket (maximum \$75)	No Fee™
Airline Ticket Exchanges/changes	\$25 per ticket (plus any fees charged by the airline)	No Fee™
Amtrak Tickets*	\$15 per ticket (maximum \$10)	No Fee™
International Train Reservations or Tickets*	\$15 per ticket (maximum \$10)	No Fee™
Customized Independent International Travel	\$50 per trip (maximum \$1000) (applied to the cost of the trip)	No Fee™

Please visit AAA.com/Premier for additional Premier® Member Benefits and Services.
To avoid delay, visit us in Roanoke at 70 Buckwalter Road

*Maximum fee is based per reservation/itinerary with all passengers on the same flight and/or train, airline and class.
**Any fees charged by the airline, consulate or a supplier are the responsibility of the AAA Premier Member.

Corporate Communications in the virtual cubicle next door

2013 Annual Report – Cancer Center

- ✓ Award-winning writers
- ✓ Improvement editing
- ✓ Design services
- ✓ Communications analysis
- ✓ Internal and external
- ✓ Strategy development and more

Call for a quote
610-582-4690

QubComm

BB&T
Banking
Insurance
Investments
BBT.com

BUSINESS PROFILE

Premier Urgent Care

Premier Urgent Care opened in 2006 as an urgent care with acute and episodic care in mind. Founder, President and CEO Edward Silverman opened the first Urgent Care in Douglassville, PA after working as a Cardio-thoracic Surgeon for several years and managing four hospitals. Dr. Silverman felt there was a need for an acute care facility outside of the ER and founded his own Urgent Care practice which has now grown to 19 sites across three states.

Premier is a walk-in facility, which specializes in the treatment of all walk-in illnesses and injuries. Premier can immediately accommodate many sudden health care concerns. Premier's healthcare facilities offer digital X-ray, EKG, lab service, IVs and prescriptions twelve to fourteen hours per day, every day of the year. Many urgent care centers offer the

services listed above; however, Premier has identified and developed new treatment methods to maintain a competitive edge in the market. Premier has continually modified and updated services offered to meet the needs of the community. Some of the unique services offered at Premier Urgent Care include: ImPACT concussion testing, certified Department of Transportation (DOT) physicals, ISTAT labs, pharmaceutical medicine dispensary, and x-ray reports read by a radiologist.

Here at Premier, we pride ourselves on a model that enforces quality care without the wait. In November of 2014, Premier Urgent Care achieved Urgent Care Association of America (UCAOA) accreditation and was among the first corporation of UC centers in NJ and DE and the first center to achieve accreditation in PA.



PREMIER URGENT CARE

"Quality Medical Care Without The Wait"



- *State of the Art Facilities — All of Premier's eight locations have full diagnostic lab capabilities as well as X-Ray and EKG on site*



- *Occupational Health — Committed to working with employers and employees for a fast return to work*

- *Sports, Drivers, School & CDL physicals*



Open 9am - 9pm, 365 days a year
Limerick & Kennett Square, 7am - 9pm

No Appointments, walk in only

Most major insurances accepted
Discounted self pay options available

For more information and locations visit:
[www. PremierUrgentCare.net](http://www.PremierUrgentCare.net) or call 484-778-8008



Grow Your Business!



Advertise on an Oaks Media billboard!

oaks media

OaksMedia.net
(855)422-OAKS

ADVERTISED SERVICES DIRECTORY

ACCOUNTANT / PAYROLL SERVICES	
RYDER & COMPANY	27
ACCOUNTANTS	
MAILLIE LLP	55
UCRES, INC. ACCOUNTING	27
ADVERTISING / BILLBOARDS: OAKS MEDIA	33
ADVERTISING / DIRECT MAIL: JWM DIRECT	55
ATTORNEYS	
RB LEGAL COUNSEL	50
O'DONNELL, WEISS & MATTEI, P.C.	11
WOLF BALDWIN & ASSOC. PC	49
AUDIOLOGIST / HEARING AID CENTER	
ADVANCED HEARING / BALANCE CARE HEARING HEALTH USA	15
AUTOMOTIVE / SERVICE	
EMBODY'S SUNOCO	10
H & F TIRE SERVICE	14
MERCER'S COLLISION CENTER	27
RED KIEFFER'S AUTO REPAIRS, INC.	27
AUTOMOTIVE TOOLS	
EASTWOOD AUTOMOTIVE TOOLS	52
BANKING / FINANCES	
AMERICAN HERITAGE FEDERAL CREDIT UNION	18
BB&T	32
DIAMOND CREDIT UNION	54
DISCOVERY FEDERAL CREDIT UNION	22
FIRST PRIORITY BANK	16
PENN LIBERTY BANK	8
THE VICTORY BANK	10
VISIONS FEDERAL CREDIT UNION	36
BASEMENT WATERPROOFING	
BASEMENT WATERPROOFING SPECIALISTS	28
BATTERIES: BATTERIES + WAREHOUSE, INC.	59
BEVERAGE DISTRIBUTOR: FRANK A. SMITH BEVERAGES	28
BOOKKEEPING/ACCOUNTING	
BOOKKEEPING SERVICES, LLC	27
KARLENE'S CONSULTING	27
BUILDING MATERIALS / STONE: CONESTOGA STONE	4
BUSINESS & MARKETING CONSULTANT	
INTERLACE COMMUNICATIONS, INC.	17
BUSINESS COACHING & CONSULTING	
LEADING PEOPLE, INC.	16
BUSINESS COACHING/CONSULTING	
HR FUTURE GROUP, LLC	61
CONTRACTOR / REMODELING SERVICES	
GEHMAN DESIGN REMODELING	19
HOMEWERKS, LLC	28
CONTRACTORS/HOME IMPROVEMENTS	
TJW HOME SERVICES	19
COOKING INSTRUCTION: THE CULINARY CLASSROOM	28
CORPORATE COMMUNICATIONS CONSULTING	
QUALITY BUSINESS COMMUNICATIONS, INC.	32
CREDIT CARD PROCESSING SERVICES	
MERCHANT SERVICE CONSULTANTS	28
DANCE INSTRUCTION	
FEET FIRST DANCE	28
POTTSTOWN DANCE THEATRE	49
DIGITAL MARKETING AGENCY	
DABRIAN MARKETING GROUP	11
EDUCATION	
KIMBERTON WALDORF SCHOOL	17
POTTSGROVE SCHOOL DISTRICT	12
EDUCATION / PRESCHOOL	
KINDERCARE LEARNING CENTER POTTSTOWN & DOUGLASSVILLE	28
ELECTRICAL CONTRACTOR: MCGEE ELECTRIC	51
ENGINEERING SERVICES	
EARTH ENGINEERING	12
LUDGATE ENGINEERING	48
MCCARTHY ENGINEERING ASSOCIATES, INC.	36
ENVIRONMENTAL SERVICES: CLIMECO CORPORATION	50
FARM MARKET / DAIRY FARM: MERRYMEAD FARM	29
FINANCIAL SERVICES	
FRENCH CREEK FINANCIAL, LLC	29
GOOD LIFE FINANCIAL GROUP	15
INDEPENDENCE PLANNING GROUP	11
IVC WEALTH ADVISORS	21
MAIN LINE FINANCIAL ADVISORS	29
MESSMER FINANCIAL / CHRISTINE MESSMER, CFP	29
PROVIDENCE WEALTH MANAGEMENT	16
FITNESS INSTRUCTION: AEROBIC RHYTHMICS	29
FLOORING	
ABOUT ALL FLOORS	21
CHESMONT CARPET ONE	24
FURNITURE AND FLOORING: LASTICK FURNITURE	53
GRAPHIC DESIGN: DOWNTOWN DEZIGN	29
HEALTH: ID LIFE	57
HEALTH / HEALTHCARE	
POTTSTOWN MEMORIAL MEDICAL CENTER	2
PREMIER URGENT CARE	33
READING HEALTH SYSTEM	25
HVAC / ELECTRICAL CONTRACTOR	
THE LONGACRE COMPANY	30
WALLACE SERVICES, INC.	30
INDEPENDENT LIVING / RETIREMENT COMMUNITIES	
CHESTNUT KNOLL	54
INDUSTRIAL SUPPLY: CLARK INDUSTRIAL SUPPLY, INC.	57
INFORMATION RETRIEVAL SERVICES	
CUBE INFO SOLUTIONS	13
INSURANCE & FINANCIAL SERVICES	
CISICK & NESTER INSURANCE	64
INSURANCE SERVICES	
ADVANTAGE INSURANCE	30
BGA INSURANCE GROUP	30
BODY BORNEMAN ASSOCIATES	13
EVANS, HAUSEMAN & RICHARD, INC.	22

(Continued on page 36)

BUSINESS PROFILE

Speck's Drive-In – “Chicken at its Finest!”

Speck's Drive-In, located at 3969 Ridge Pike in Collegeville, has been a family owned and operated establishment since 1953, when Stanley B. Landis, aka Speck, started the original Speck's Drive-In on Ridge Pike in Limerick, based on the idea of “Pipin’ Hot Sandwiches” and good affordable fast food.

The Collegeville location has remained in the family, and some of Speck's children and their spouses continue to be involved in various aspects of the present day operations. The restaurant is still renowned for its sandwiches, but the Broasted® Chicken and homemade coleslaw are the primary draw. The Speck's family prides itself on serving a delicious, fast, affordable meal, and being a fun place to work too.

Today, Speck's is a landmark and often the first stop for people returning to the area. They have won numerous “Best of Montco” and “Reader's Choice” awards. Daily specials include various soups and sandwiches such as seafood chowder, chicken pot pie, chili, chicken salad, meatball or roast beef sandwiches. Speck's broad menu offers flexible ordering of their award winning Broasted® chicken, sandwiches or daily specials. They also offer a large selection of hot or cold side dishes, such as macaroni & cheese, garden salads & Speck's secret recipe coleslaw.

“Fast, Affordable and Delicious,” Speck's is the perfect solution for various dining needs — meals on the go, an inexpensive family dinner out, entertaining, luncheons, or organization meetings. Hours are: Monday – Friday 10am – 9pm; Saturday 11am – 9pm; Sunday 12:00pm – 8pm. Call 610.489.2110 and visit www.speckschicken.com to see what is on the menu today!

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2016 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the *Route 422 Business Advisor* are the views of authors and individual contributors and are not to be attributed to the *Route 422 Business Advisor*, its editorial advisors, or its advertisers, unless expressly stated. *The Route 422 Business Advisor* does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. **All ads are non-cancellable.** **ERRORS** — It is the *Route 422 Business Advisor's* policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the *Route 422 Business Advisor*, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, *Route 422 Business Advisor's* liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the *Route 422 Business Advisor* is notified PRIOR to the next edition's deadline. Placing an advertisement in the *Route 422 Business Advisor* constitutes acknowledgment and acceptance of these terms.

ROUTE 422 BUSINESS ADVISOR DINING GUIDE



**Call 610.323.6253 to place
your ad in the dining guide!**



Speck's Drive-In (610) 489-2110

“Chicken at its finest!”

3969 Ridge Pike, Collegeville, PA 19426

www.speckschicken.com

Family owned and operated since 1953

Hours: Mon – Fri 10am – 9pm Saturday 11am – 9pm Sunday 12:00pm – 8pm	• Broasted Chicken • Sandwiches • Soups • Salads • Sides • Milkshakes • Kid's meals • Party Orders
---	---

Opera Night at the Stars

The Seven Stars Inn, in Phoenixville, PA, is now featuring “Opera Night at the Stars” of the fourth Thursday of each month. Experience a great Seven Stars dinner and entertainment (at no additional charge) by the talented Heidi Starr. A professional voice coach, Ms. Starr has performed in such organizations as the Boston Symphony, Opera Delaware, and the Rose Tree Pops. She is a beloved performer throughout the Delaware Valley, singing styles of music from opera to Broadway and classical standards.

Experience the striking beauty of the voice of an artist trained to make her

voice a powerful musical instrument. For the uninitiated, you will understand the appeal it has had for centuries. For the casual listener, it will offer a real personal experience that you will not get from a recording. For those thoroughly immersed in the world of opera, it is an opportunity to enjoy a great dinner while being entertained with the music you love.

There are no charges, tickets, or specific times. However, reservations are strongly suggested. The Seven Stars Inn is located at Route 23 and Hoffercker Road in Phoenixville. Please call 610.495.5205 and visit www.sevenstarsinn.com.

The Seven Stars Inn

is the original Chester County Steak House.

We feature overly generous portions of the finest beef, veal and seafood

610-495-5205

www.sevenstarsinn.com

Serving Dinners Tuesday through Sunday

263 Hoffercker Road

Phoenixville, PA 19460



CHOW!!
FRESH, CASUAL B.Y.O.
 Lunch, Dinner, Sunday Brunch
www.chowbistro.com 484.902.8495

New Lunch Menu!
Forno Antico
Fresh Italian Cuisine
& Artisan Neapolitan Pizza
wood-burning oven makes your pizza in 2 minutes
610-454-1130
 416 E. Main St. Collegeville PA
 Tues. - Sun. 11:00am - 10:00pm BYOB Establishment
forno.anticopizza@gmail.com
www.fornoanticopizzanapolitana.com

Luncheons
Dinners
Beer
Cocktails
 Serving the area since 1960,
 Route 100 South, Pottstown

Famous for
Hand-Carved
Beef &
Home-made
Snapper Soup!

The Old Coventry Pub
610-323-5790 Open every day at 11:00 A.M.

The Old Coventry Pub
 LUNCHEONS • DINNERS
 BEER • COCKTAILS

BYOB
LOS AZTECAS
 Mexican Restaurant
223 Shoemaker Road
Pottstown, PA 19464
610-323-6298
 Monday - Thursday 11 am - 9 pm
 Friday 11 am - 10 pm
 Saturday 12 noon - 10 pm
 Sunday 12 noon - 9 pm
Gift Certificates Available!
www.AztecasRestaurants.com

STABLE 12
BREWING CO.
www.stable12.com
 368 Bridge Street, Phoenixville, PA 19460

DD **"THE BEST"**
DELIVERY SERVICE
IN THE UNIVERSE.™
484-430-3833
DELIVERYDUDES.COM

PROFILE

Phamous Phil's BBQ

Welcome to Phamous Phil's BBQ, now with two locations to serve you! Our first and original location, which was established in 2009, is located at 3839 Germantown Pike, Lower Providence, offering two quaint dining rooms with waitress service and takeout. Our newest location, which opened in July, 2015, is at 224 West Ridge Pike at "The Shops At Limerick." This store, featuring a Wild West décor, has a casual feel with counter service and takeout. Offering Country Line Dance Lessons every Thursday night at 8:00pm!

Our motto is "Support Local, We Do"! Our story is told on the mural in Limerick with the names of all our local vendors that we support. All our meats are bought fresh and local and smoked fresh daily on premises at both locations. We pride ourselves on fresh, never frozen, gluten free and hormone free. All sides are homemade along with our soups, chilies, and yummy corn muffins. We also offer you a homemade sweet tea and lemonade, and a delicious bread pudding and southern banana pudding for desserts. We are also now featuring Web ordering, and our popular Fresh Fried Chicken at the Limerick location only.

Our hours and more can be found on our newly updated website www.phamousphilsbbq.com. Here you can visit our delicious store menu along with our catering menu tab to place your catering order with us for your next event. You can order our BBQ sauces, which are made with all Phil's private recipes. Also you can go to our media tab and watch our one hour episode on The Food Network's "Restaurant Divided." There is also a tab of pictures and our many awards.

We are a family friendly restaurant offering BYOB and free WiFi. Stop by and visit a location near you soon!

www.phamousphilsbbq.com Now with 2 Locations to Serve You!
All Meat Smoked Fresh Daily on Location

Phamous Phil's BBQ

Collegeville Location
 3839 Germantown Pike
 610-489-7675 option 1

Limerick Location
 224 W. Ridge Pike
 The Shops at Limerick
 610-489-7675 option 2

Fried Chicken (Limerick) • Ribs • Wings • BBQ
Catering • Picnics • Graduations • Reunions

The Inn at St. Peter's Village
610-469-2600
 THURS. 11-9 pm, FRI. 11-9 pm,
 SAT. 11-9 pm,
 Sunday Brunch: 10 am - 1:30 pm
 Sunday Dinner: 2-8 pm
Live Music Sunday 2-5 pm
 Reservations recommended.
www.theinnatsaintpeters.com
BANQUETS • PRIVATE PARTIES • WEDDINGS

Thursday All Day Specials
 \$1 Oysters
 \$5 Cheese Pizza
 \$5.50 Cent Wings
 \$8 Short Rib Sliders
 \$2 Miller High Life Bottles
 Happy Hour 4-8 pm

ADVERTISED SERVICES DIRECTORY

(Continued from page 34)

INTERIOR DECORATING

BANCROFT WALLCOVERING & PAINTING31
DECORATING DEN INTERIORS28

LANDSCAPE & NURSERY CENTER

HETRICK GARDENS LANDSCAPE & NURSERY CENTER30
LANDSCAPE SUPPLY: BLACK LAB LANDSCAPE SUPPLY55

LANDSCAPING / GARDENING

POTTSTOWN ROLLER MILLS36
PUGHTOWN AGWAY30

LANDSCAPING / PROPERTY MAINTENANCE

CLEAN CUT LAWN SERVICE59

LIMOUSINE SERVICE

MICHAEL'S CLASSIC LIMOUSINE30
RHODS LIMOUSINE SERVICE, INC.16

MAINTENANCE/JANITORIAL SERVICES

DEMEDIO'S BUILDING MAINTENANCE8

MANUFACTURING / STEEL

L. LIBERATO STEEL FABRICATING CO., INC.56

MARKETING / ADVERTISING

BERKS DIGITAL, INC.7
KINETIC WEB SOLUTIONS48

MEDICAL SERVICE & SUPPLIES

ZEE MEDICAL SERVICE CO.30

METAL FINISHING: NORCO METAL FINISHING

.....31

NON-PROFIT ORGANIZATIONS

ANIMAL HOUSE PROJECT31

OFFICE EQUIPMENT: XPO BUSINESS EQUIPMENT

.....49

ORGANIZATION

KING OF PRUSSIA BUSINESS IMPROVEMENT DISTRICT58

MIDATLANTIC EMPLOYERS ASSOCIATION24

POTTSTOWN ROTARY CLUB47

ORGANIZATION / TOURISM & CONVENTIONS

VALLEY FORGE TOURISM & CONVENTION BOARD26

PAYROLL SERVICES / BOOKKEEPING SERVICES

EXPRESS DATA SYSTEMS, INC.8

PEST CONTROL

DIRKS PEST MANAGEMENT10

PATRIOT PEST SOLUTIONS64

PET SITTING & DOG WALKING SERVICES

LISA'S HOME PET CARE, LLC31

PLUMBING SUPPLIES: COONEY BROTHERS, INC.14

PRINTER / PUBLISHER: READING EAGLE48

PRINTING / PROMOTIONAL PRODUCTS

A-LEX PRINT & PROMOTION31

PROFESSIONAL PHOTOGRAPHY

STYLISH IMAGES PHOTOGRAPHY58

REAL ESTATE / FOR SALE/LEASE

CHRIS JAMES HECTOR REALTY31

COLDWELL BANKER MUSSER REAL ESTATE51

COUNTRY HOME REAL ESTATE, INC.31

EQUITY RETAIL BROKERS60

PLATINUM FIRST REALTY26

RE/MAX ACHIEVERS PETERS PARTNERS31

RE/MAX ACHIEVERS, INC. JOHN E. OHLER, BROKER52

SPRINGER REALTY GROUP BONNIE PAPPAS TEAM57

SUNNYBROOK VILLAGE BUSINESS CAMPUS9

WEICHERT REALTORS NEIGHBORHOOD ONE / JEFFREY HOGUE24

ZUBER COMMERCIAL REALTORS23

RECREATION: UPPER PROVIDENCE TOWNSHIP48

RECREATION / GOLF

ARROWHEAD PUBLIC GOLF COURSE21

BUTTER VALLEY GOLF PORT20

HICKORY VALLEY GOLF CLUB21

RECREATION / GOLF & RESTAURANT

GOLDEN OAKS GOLF CLUB & RESTAURANT20

SPRING HOLLOW GOLF COURSE20

RESTAURANT PICK UP & DELIVERY

DELIVERY DUDES35

RESTAURANTS

CHOW BISTRO34

FORNO ANTICO PIZZA NAPOLITANA35

LOS AZTECAS RESTAURANT35

PHAMOUS PHIL'S BBQ35

ROSSI'S PIZZERIA35

SEVEN STARS INN34

SPECK'S DRIVE-IN34

STABLE 12 BREWING COMPANY35

THE INN AT ST. PETER'S VILLAGE35

YE OLD COVENTRY PUB35

RETAIL / GIFT BASKETS: BETTY'S ORIGINALS

.....29

SECURITY SERVICES: KRIEBEL SECURITY/CZAR STAR7

SEPTIC SERVICE: A HONEY DIPPER / J. BREHM, INC.59

SIGNS/BANNERS/GRAPHICS

FASTSIGNS27

GRABER LETTERIN', INC.27

SPORTS & ENTERTAINMENT VENUE

SANTANDER ARENA14

STORAGE FACILITIES: B&S SELF STORAGE55

TECHNOLOGY / IT: P.C. WORKS

.....22

TECHNOLOGY/COMMUNICATIONS

SCHULTZ TECHNOLOGY52

TENT RENTALS: TENTS PARTY RENTALS & PLANNING13

TRANSPORTATION: KLEIN TRANSPORTATION47

TRANSPORTATION LOGISTICS: TRANSLOGISTICS, INC.14

TRAVEL & AUTOMOTIVE SERVICES: AAA32

VETERINARIAN: SANATOGA ANIMAL HOSPITAL12

VIDEO PRODUCTION/TELEVISION: PCTV NETWORK62

WINDOWS & DOORS

CRYSTAL WINDOW & DOOR SYSTEMS, LLC18

GRAYBOYES WINDOW & DOOR19



McCarthy Engineering

PROFESSIONAL ENGINEERS AND CONSULTANTS

Promoting growth while preserving resources for future generations.

• SITE • HVAC
• STRUCTURAL • ELECTRICAL
• WATER/WASTEWATER • PLUMBING

Meet the team that delivers results with innovation and out-of-the-box thinking.

555 Van Reed Road 315 East 2nd Street
Wyomissing PA 19610 Boyertown PA 19512
610.373.8007 610.369.3190

340 Ramocas Boulevard
Mount Laurel, NJ 08054

www.McCarthy-Engineering.com



Purina Mills, Inc.

Pottstown

ROLLER MILLS Inc.

- FILTER SAND, POOL CHEMICALS, DIATOMACEOUS EARTH
- WE FILL POOLS
- GREENED TOP SOIL
- LARGE SELECTION OF WILD BIRD FEED, BIRD FEEDERS & BIRD HOUSES
- WATER SOFTENER SALT
- LAWN PRODUCTS
- 40 LB BAGS & BULK PREMIUM ANTHRACITE COAL
- WOOD PELLET FUEL
- DECORATIVE STONE & SAND
- LIMESTONE
- ALL TYPES OF MULCH BAG & BULK
- PROPANE FOR GRILLING

625 Industrial Highway
Pottstown, PA 19464
(610) 323-8620

When was the last time you checked us out?

VISIONS
FEDERAL CREDIT UNION

800.242.2120 • visionsfcu.org

Exeter • Reading • Shillington • West Lawn

Federally insured by NCUA.

BUSINESS PROFILE

BGA Insurance Group

My name is Steven Genuardi. I am a licensed insurance broker with five years of experience in the insurance industry. I work through a brokerage firm called BGA Insurance Group, and I have a personal client base in the states of Pennsylvania, New Jersey and Delaware. Our firm specializes in Medicare and the needs of seniors, and we perform full retirement planning. I am contracted and licensed to sell Health Insurance, Accident Insurance, Fixed Life Insurance, and Fixed Annuities. I am also certified in Long Term Care planning.



top life insurance companies in the area, and I market Term, Whole, Universal and Indexed Universal life policies. Lastly, I do IRA rollovers and fixed annuities. I do NOT do health insurance through the Affordable Care Act.

The bulk of my business comes from one of three sources: people transitioning to Medicare, people looking for a better deal on their existing coverage, or people looking to accumulate and protect their wealth. So if you're preparing for the transition to Medicare, already on Medicare looking to reduce your premiums, or looking to protect the assets you have with a fixed vehicle that cannot lose value, call me. I can be reached anytime on my cell phone at 610.608.6022, or by email at steven.genuardi@bgainsurance.net.

422bizmag.com

BusinessAdvisor

Visit us online to view valuable supplemental content – its FREE!





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

Joe Fava, Clothes to Home Dry Cleaning

Twila Fisher, The Hill School

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

Message from the Chair



By Heather Chandler,
President, Sealstrip Corporation

Wow, time sure does fly. My two year term as Chair of the Chamber board wraps up at the end of June.

I'll be sticking around as Immediate Past Chair for two more years, and remain on the Executive committee

of the board, but the Chairman reigns officially are turned over to Rich Graver of the Victory Bank as of July 1.

With this leadership transition Rod Martin, of Martin Stone Quarries, will be leaving the board as his term of Immediate past chair ends. We'll miss Rod's contribution, as he always presented direct and practical solutions and ideas at every opportunity. He's been fully engaged throughout his progression through the board and Executive committee roles. In addition to his serious contribution, his dry wit will be missed as well.

Baran Schultz of Schultz Technologies will be moving into the chair elect role. We're delighted to welcome Rich Newell, CEO of Pottstown Memorial Medical Center to the Executive committee as Treasurer. He'll be starting his progression with each two year term through the roles of Treasurer, Chair Elect, Chair, and Immediate Past Chair. I wonder if we mentioned the 8 year commitment to him?!

Kidding aside, I can attest to two things about this journey, of which I'm about to hit the 75% mark. First, the staff is second to none. The commitment, dedication, skill sets, experience, and volume of work that our small staff accomplishes is remarkable. Kitty, Jenn, and Melissa can always be counted on to get the job done, and done well, with Eileen's unwavering leadership. The frequency and quality of events, which are entirely staff driven, allow the board to focus on the big picture and future of the organization. That makes the role of board member, and executive committee member more fulfilling and purposeful.

The second definite about being in a board/board leadership role with the Chamber is the necessity of continuous improvement and evolution of the organization. We're here to serve our members and if the programming and Chamber events don't accomplish the goals of the members, we become irrelevant. As quickly as times change, so do the needs of the members.

The WHY of Chamber membership is a question that we ask every day. We need the WHY to develop the WHAT. Why are you a member...What can we do to serve that Why? The role of the Chamber is the same but different than it was 20 years ago. The big picture view - The Chamber is the voice of the Business Community - still stands. However the way that role plays out is very different - resulting in new and changing programs every year, creating value for you.

As I transition to my next role with the Chamber, I encourage you to reach out to board members and to staff - share your why, share your ideas for the "whats" - what we can do better or differently? and the "hows" - how we can bring/add value to your business.

In closing, I'd again like to welcome Rich Newell to the Board Treasurer role, welcome Twila Fisher and Michelle Drager as new members of the board who have joined us during the past year and acknowledge those that have served on the board over the last year but will not be returning for the 2016-2017 program year: Glenn Ebersole, Cindy Conard, Peggy Lee-Clark, Peter Glennon, David Lewis, and again recognize Rod Martin's years of service to the Chamber.

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 May 18.

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

Advanced Disposal
2955 Felton Road
Norristown, PA 19401
267.997.4806
www.advanceddisposal.com

Trash and Recycling Services
Advanced Disposal is deeply committed to ensuring a clean and safe environment for our employees, our customers and our communities. When it comes to your environmental responsibility, we can give you the peace of mind you need. We limit your liability by employing qualified professionals and complying with all local, state, and federal regulations.

Bellewood Country Club
400 East Schuylkill Road
North Coventry, PA 19465
610.718.9100
www.bellewoodgolf.com
Country Clubs, Golf Courses, Caterers / Banquet Services, Swimming Pools/Clubs
Bellewood Country Club is a virtual sanctuary, providing a complete recreational experience surrounding the simple pleasures of golf, swimming, and good food.
Referred by: Peg Calvario, Peg Calvario Coaching & Consulting, LLC

Ervina White Beauford Funeral Service, P.C.
1133 E. High Street
Pottstown, PA 19464
610.327.4546
www.ewbfunerals.com

Funeral Homes
We are a full provider of funeral and cremation goods and services. We provide professional advice, service and accountability to families in their season of bereavement. We also offer pre-arranged funeral packages.
Referred by: Mayor Sharon Thomas (Pottstown)

Gage Personnel
101 North 7th Avenue
West Reading, PA 19611
610.376.1771
www.gagepersonnel.com

Employment Agencies
Gage Personnel is a leading local staffing service with its corporate office located in Reading PA. Gage offers temporary, temp-to-hire and direct-hire placements, as well as onsite management services, through our three divisions: Gage Personnel, Gage Professionals, and Gage Hospitality.

Jay Lanes
1428 Ben Franklin Highway East
Douglassville, PA 19518
610.323.2434
www.jaylanesbowling.com
Bowling Centers/Supplies, Amusement and Entertainment, Restaurants/Clubs
Jay Lanes, home to the best bowling in Berks County with 24 lanes and great prices. Talks Tavern offers a great menu and variety of beer. Come enjoy the recently added TNT Laser Tag. We offer group pricing and specials that guarantee a great time.
Referred by: Brad Bartman, Wrigley's Business Products and Services

Kids First Swim Schools
70 Buckwalter Road
Limerick, PA 19468
610.792.2900
www.kidsfirstswimschools.com
Swimming Pools/Clubs
The KIDS FIRST® Swim Schools are America's largest provider of year round warm water swimming instruction, operating 28 locations across 5 states, teaching over 125,000 students annually.

Malvern Federal Savings Bank
1000 Ridge Road
Pottstown, PA 19465
610.469.6201
www.malvernfederal.com
Banks / Credit Unions
Founded in 1887. Malvern Federal Savings Bank is a community bank dedicated to fulfilling the financial needs of people and businesses throughout Pennsylvania. The bank offers a complete range of financial products.

Will Eby, Realtor with Century 21 Gold
925 Berkshire Boulevard, Suite 100
Wyomissing, PA 19610
484.624.2465
<https://homesforsale.century21.com/agent/william.eby@century21.com>
Real Estate – Residential, Real Estate – Commercial / Industrial
My primary focus is in providing you with "peace of mind" while helping you to accomplish your Real Estate goals. I provide Residential and Commercial Real Estate services throughout Southeastern Pennsylvania with Berks County serving as the Northwestern Tip.
Referred by: Glenn Ebersole

CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

38 YEARS

Edwards Business Systems

McDonald's – Pottstown

Sawchuk's Garage, Inc.

Smale's Printery

25 YEARS

Gilbertsville Area Community Ambulance Service
The Salvation Army

20 YEARS
Avante Apartments
Occupational Health at CarePlex

10 YEARS
Chester County Conference & Visitors Bureau
H & H Systems, Inc.
Jacquet Mid Atlantic, Inc.

5 YEARS
Visiting Angels

1 YEAR

Beverly's Pastry Shop
Ches-Mont Carpet One
Edward Jones
State Representative Tim Hennessey

Liberty Environmental, Inc.
McCarthy Engineering Associates, Inc.
Reading Royals
Reading Tax Solutions, LLC

Member Renewals

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

About All Floors

Barry Isett & Associates, Inc.

Boyertown Area School District

Canteen Berks County
Clothes to Home, LLC
Connections on High, Inc.

Czarstar / Kriebel Security

Delaware County Solid Waste Authority

Edward Jones – Bonnie L. Thompson, Financial Advisor

Embody's Sunoco Service Center

Frederick Living

Tom Kelly, Photographer

Midcore Solutions

Miller-Keystone Blood Center

NAMI PA, Montgomery County

Patriot Environmental Management, LLC

Penn Foundation, Inc.

Pottstown Cluster of Religious Communities

Wings of Victory Outreach Corporation

Yucha Medical Pain Management & Chiropractic Rehabilitation



TRICOUNTY AREA CHAMBER OF COMMERCE

Are you Celebrating 25, 50, 75 Years?

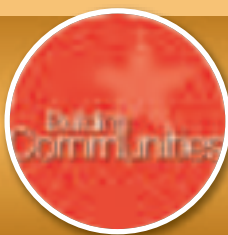
If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know!

The Chamber strives to recognize their Members for their success. Contact **Kitty Papp** at 610.326.2900 or kitty@tricountyareachamber.com.

UPDATED MEMBER INFORMATION:

NAME UPDATE: The Landing of Collegeville correct name is:
The Landing of Collegeville an Atria Senior Living Community

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., June 9

7-9 AM

**Last
Membership
Breakfast of
the Program
Year!**

Membership Breakfast

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

Join us to congratulate the **Leadership Tri-County Class of 2016** on their graduation and hear the results of their projects which they have worked on over the last 10 months on behalf of area nonprofits.

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

Sponsored by: John Middleton, an Altria Company; Schultz Technology; Wolf, Baldwin & Associates, PC

Wed., June 15

11:30 AM - 1 PM

WOW Luncheon

Salon Evolve, 214 W. Ridge Pike, Limerick, 19468

Take some time to relax and be pampered while enjoying networking and lunch at Salon Evolve. Demonstrations and consultations will be given on hair and skin tips for the upcoming summer months.

No charge due to the generosity of our host.

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

Wed., June 22

8:30 AM

9-10 AM

"Made in the Tri-County Area" Tour - Bally Block Company

Bally Block Company, 30 S. Seventh St., Bally, 19503

Continental Breakfast

Tour

The third in this series of "Made in the Tri-County Area" Tours will be hosted by **Bally Block Company**. Bally Block manufactures laminated butcher block. Some examples would be student work benches, locker bench, seats, work bench tops, etc. They have currently branched out into doing shuffleboards, dart boards and more.

This tour is limited to 15 Chamber Member participants

\$10 per Member; Members Only; Reservation Required

Sponsored by: Bally Block Company

Tues., June 28

4-6 PM

Business Card Exchange

The SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown, 19464

Join fellow Chamber Members for networking and hors d'oeuvres at SunnyBrook Ballroom!

Members Only; No Charge; Reservations Appreciated

Sponsored by: The SunnyBrook Ballroom

SAVE THE DATES

Tues., July 26

4-6 PM

Progressive Restaurant Networking Event

Meet at the Chamber Office, 152 E. High St., Suite 360, Pottstown, 19464

Fellow Chamber members will embark from the Chamber Office for a net-walking tour and sampling of light refreshments and beverages from our downtown Chamber Member restaurants.

Members Only; No Charge; Reservations Appreciated

Sponsored by: Pottstown Downtown Improvement District Authority (PDIDA)

Tues., Aug. 23

4-6 PM

Business Card Exchange and Ribbon Cutting

Pottstown Memorial Medical Center, 1600 E. High St., Pottstown 19464

Join fellow Chamber members for **Networking** and a **Ribbon Cutting** to showcase **Commonwealth Health Cyberknife**, a department of Pottstown Memorial Medical Center and their newest technology.

Members Only; No Charge; Reservations Appreciated

Sponsored by: Pottstown Memorial Medical Center

Mon., Sept. 12

10:30 AM

11 AM

12 PM

4:30 PM

Annual Chamber Golf Outing and Clambake

Hickory Valley Golf Club, 1921 Ludwig Rd., Gilbertsville 19525

Registration

Lunch Buffet

Shotgun Start

Networking and Clambake provided by Moyer's Catering

EARLY BIRD PRICING Available until 7/31/16

\$145 per person for Lunch, Golf and Clambake

\$550 for a Foursome (includes Lunch, Golf, and Clambake)

If you are not a golfer, join us for the networking and Clambake - **\$45**

Sponsorship Opportunities Available

SAVE THE DATE!



Check out next month's issue for a recap of Leadercast 2016! In the meantime, make sure to save the date for the 2017 event on May 5, 2017!

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

610.326.2900



Scanning this QR code will take you to the event's page.



Stay tuned for more details on sponsorship opportunities and registration information!

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

THE 2016



The TriCounty Area Chamber of Commerce hosted its 2016 Annual Dinner on April 21 at RiverCrest Golf Club & Preserve, Phoenixville. **Janine Driver**, *New York Times* Best-Selling Author and Body Language Expert, was the keynote speaker.

The evening began with a social hour, where attendees were able to network with Janine. Members were then welcomed to the Annual Dinner and the 2016 Chamber Stars Awards were presented. During the Awards presentations, attendees were able to view videos highlighting the four Chamber Stars Awards, including the new Nonprofit Organization of the Year Award. Award Recipients were also presented Senate Citations, thanks to our local Senators Bob Mensch, John Rafferty, and Judith Schwank. The Chamber congratulates the winners of the following awards:

1. Business/Enterprise of the Year – Hollenbach Construction, Inc.

Glenn Ebersole, Stephanie Hollenbach, and Tim Little showing off their Senate Citation and Award, presented by Rich Newell, Pottstown Memorial Medical Center (far right).

2. Entrepreneur of the Year – Jose Acosta, Midcore Solutions

Baran Schultz, (left) Schultz Technology, presenting Jose Acosta, Midcore Solutions, with his award.

3. The Andrew J. Paravis Excellence in Local Government or Education Award – Dr. Jeffrey R. Sparagana, Superintendent, Pottstown School District

Dr. Jeffrey Sparagana, Pottstown School District (left), receiving his award from Heather Chandler, Chairman of the Board. Dr. Sparagana retires in June 2016 after many years of service.

4. Volunteer of the Year – Josh Petruskas, Furniture Soup, Inc.

The Volunteer of the Year Award was presented to Josh Petruskas, Furniture Soup, Inc. As a non-profit, the assistance the Chamber receives from volunteers like Josh is invaluable.

5. Ambassador of the Year – Ray Maillet, First Priority Bank

Ambassadors pledge to cultivate and promote Chamber Activities and Membership. The 2016 award was presented to Ray Maillet, First Priority Bank, by Eileen Dautrich, TCACC President..

6. Nonprofit Organization of the Year – TriCounty Active Adult Center

Brian Parkes, TriCounty Area Active Adult Center receiving the award from Heather Chandler, Sealstrip Corporation and TCACC Board Chairman.

7. Chairman of the Board – Heather Chandler, Sealstrip Corporation

Rich Graver, The Victory Bank (L) presented the Chairman of the Board Award to Heather Chandler, Sealstrip Corporation (R). Our speaker Janine Driver also popped in!

After the presentation of the awards, Fran Heffner, Speaker Sponsor **CODY Systems**, introduced the evening's keynote speaker, **Janine Driver**, who taught attendees "How to Use the New Body Language to Increase Your Bottom Line."

Janine's presentation was followed by Dinner and then additional networking and dessert at the closing reception. The reception included the "balloon pop" fundraiser that was held for the second year in a row. Attendees, who purchased a balloon, were able to pop the balloons and claim the prize listed inside.

"Thanks again for the award, and for putting on such a great event last night. Janine was certainly one of the most lively and entertaining speakers I've seen in a long time! Of course, now I'm self-conscious about what I'm doing with my hands all the time..."

– Brian Parkes, TriCounty Active Adult Center



Our speaker, Janine Driver, was energetic, she had all attendees engaged and her presentation ended with a well-deserved standing ovation!

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

TCACC ANNUAL DINNER

Thank you to **Dan O'Connor, Polaris Productions**, for producing the award winner videos. To view additional pictures from the evening, please visit the Photo Gallery on the Chamber's website – tricitychamber.com. All photos on this page and the website are credit of photographer **Kevin Hoffman**.

The Chamber would like to thank the sponsors, balloon pop donors and participants, and attendees for making this event a success.



“The TCACC annual dinner is worth every penny. From the premier networking, the food, awards ceremony, to the keynote speaker, absolutely worth it.”

– Josh Petruskas, Furniture Soup, Inc.

“Thank you very much for a wonderful evening of networking, awards, fantastic speaker and delicious food! I'm glad I could be there! Excellent Job!”

– Jill Vincent, Wellness Council of Boyertown

Thank you to the companies who donated door prizes for our Balloon Pop:

- Arnold's Family Fun Center
- ArtFusion 19464
- Brookside Country Club
- Carmike Cinemas
- Clothes to Home, LLC
- Connections on High, Inc.
- Copperfield Inn at Lakeside
- Grumpy's Handcarved Sandwiches
- Lily's Grill
- McCormick Chiropractic
- National Penn
- Pottstown Auto Wash and Detail Center
- Pottstown YMCA
- Reading Fightin Phils
- Reflections Hair Designs
- RiverCrest Golf Club & Preserve
- Salon Evolve
- Santander Arena & Performing Arts Center
- Schultz Technology
- Sealstrip Corporation
- Steel River Playhouse
- Tri County Area Federal Credit Union
- The Victory Bank
- WrightBrain Design LLC
- Wrigley's Business Products and Services
- Yucha Medical Pain Management & Chiropractic Rehabilitation

“Wonderful event Eileen, so glad to share in it. Congrats to all...”

– Jane Bennett, Pottstown Early Action for Kindergarten Readiness (PEAK)



“Wow! What an amazing evening connecting, inspirational speaker, wonderful friends and clients at TriCounty Area Chamber of Commerce's Annual Dinner. Thank you Janine Driver, Heather Chandler, Stephen Kalis, Glenn Ebersole, Eileen Dautrich, Jennifer O'Donnell, and Robin McMonagle for making my day an absolute 10!”

– Peg Calvario,

Peg Calvario Coaching & Consulting, LLC



Thank you to our sponsors for this event:

SPEAKER SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



PATRON SPONSORS

ARRO Consulting Group, LLC
First Priority Bank
Furniture Soup, Inc.
Keller Williams Realty Group
Sealstrip Corporation

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

"TAKE OUR DAUGHTERS & SONS TO WORK DAY" LUNCHEON

On April 28, over 100 TriCounty Area Chamber of Commerce members and children learned how to *Spark AHA Moments* during the Chamber's "Take Our Daughters and Sons to Work Day" Luncheon at Brookside Country Club.

According to the Take Our Daughters and Sons to Work Day Foundation website, "This national, public education program connects what children learn at school with the actual working world. Take Our Daughters and Sons to Work helps girls and boys across the nation discover the power and possibilities associated with a balanced work and family life." This year's theme – "Sparkling AHA! Moments" – was carried through the Luncheon activities, giveaways, etc.

This event included a wide variety of activities for the children, including an opportunity to make and exchange their own business cards and practice their networking skills, as well as a Mini Expo where the children could network with the event's sponsors and receive special giveaway items that sponsors had for the attendees.

After lunch, 19-year old local singer-songwriter **Stephanie Grace** spoke about her AHA Moment – when she knew she wanted to be a singer. Stephanie spoke about how she overcame her shyness in school – telling attendees to: embrace your differences and your peers' differences; you can do anything you set your mind to; and to pay attention to "Aha!" moments. Stephanie performed a few of her songs and mentioned that she was inspired by Taylor Swift to write her own songs. Stephanie ended her presentation with taking questions from the children in the audience. When asked what singers she admired most, she mentioned Carrie Underwood & Adele, among others.

Each child left inspired to spark their own AHA moments.



ALL PHOTOS CREDIT OF ASHLEY DAUTRICH

1&2: Chamber Members' children learned networking tips and created their own business cards to exchange with other attendees.

3: Attendees were able to ask Stephanie questions and posed with her for a group shot at the end of the luncheon.

4: Local Singer-Songwriter Stephanie Grace talking to attendees about her AHA! Moment and she sang her hit song "Loser."

**A special
thank you to
our sponsors
for this event:**



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

LEADERSHIP TRI-COUNTY

Leadership Update – May

Leadership Tri-County Class of 2016 FINAL SESSION!

Leadership Tri-County Class of 2016 spent their May session traveling to businesses in the tri-county area to learn more about the tri-county's economic infrastructure.

First on the agenda for the class was a tour and overview of **Exelon Nuclear, a division of Exelon Generation**, by **Dana Melia**, Communications Manager. Exelon Nuclear is headquartered in Kennett Square, PA and operates the largest nuclear fleet in the US. This nuclear energy power plant draws its cooling water from the Schuylkill River and together, both units at the location produce enough energy to power more than two million average American homes. Both the Technical and Operations Support Centers are located at Limerick and are responsible to mitigate any problems on site. The Emergency Operations Facility which coordinates overall company response with government agencies and the Joint Information Center, which is the point of contact for the media and public to obtain information, are located in Coatesville.

The Class then returned to the Chamber Office for lunch which was provided by Baird's Catering.

Following lunch, the class traveled to **Martin Stone Quarries**. **Eric Gehman**, Sr. Sales Associate, provided the class with very educational information and a tour of the quarry. Martin Stone Quarries provides quality aggregate and Infield Mix material to southeastern PA and surrounding states. Two million tons of stone a year go out of this quarry. At least 50% of the stone is used for asphalt paving. The quarry blasts two or three times a week releasing 20,000 tons of stone per blast.

The day's session ended with an overview and tour of the **Pottstown Waste Water Treatment Plant** provided by **Karen Owens, Borough of Pottstown**. The Pottstown Waste Water Treatment Plant is a state-of-the-art water pollution control facility providing high levels of treatment to wastewater received from the Borough of Pottstown, and West, Upper and Lower Pottsgrove Townships.

After this session, the class holds a better understanding of the economic infrastructure in the tri-county area. This May session was the last on the agenda of the 10 month program for the Leadership class who will now be looking forward to their graduation in June.

Stay tuned for a recap of the Leadership Tri-County Class of 2016's graduation in next month's issue!

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

John Middleton
an Altria Company

**2016
Education
Sponsor:**

**POTTSTOWN AREA
Health & Wellness
FOUNDATION**



1: The Leadership Class outside the Limerick Generating Station.

2: The Leadership Class of 2016. Join us at the June Membership Breakfast on June 9 to congratulate them on their graduation!

3: Karen Owens, Borough of Pottstown, took the class on a tour of the Pottstown Waste Water Treatment Plant.

**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.

Join us and see what the class has been up to over the last 10 months at the June Membership Breakfast on Thursday, June 9 from 7-9 AM at Brookside Country Club in Pottstown. The class will present on the projects that they have completed.

- Projects were completed on behalf of:
- Community Music School
 - Pottstown SCORE
 - TCACC Foundation, Inc.
 - Visiting Nurse Association of Pottstown & Vicinity

John Middleton
an Altria Company

John Middleton, an Altria Company, is Proud to Call Pennsylvania Home.

Middleton is a leading manufacturer and marketer of cigars and pipe tobacco in the United States and has roots that date back to its origin as a retail store in Philadelphia in 1856.

Today, Middleton operates manufacturing facilities in King of Prussia and Limerick. Middleton's Black & Mild five-cigar pack is one of the bestselling cigar packages in the United States. Middleton's brands in the pipe tobacco category include Prince Albert, Carter Hall, Middleton's and Kentucky Club.

Middleton is proud to partner with the Tri-County Chamber Foundation's "Leadership Tri-County" program, which equips new and emerging community leaders for nonprofit board service.

Middleton is one piece of a broader presence in Pennsylvania. In 2007, Altria Group, the parent company of Philip Morris USA, U.S. Smokeless Tobacco Company, Nu Mark and Ste. Michelle Wine Estates, acquired Middleton as a part of its strategy to expand its U.S. tobacco business holding beyond cigarettes. Middleton now operates as a wholly-owned subsidiary of Altria.

Middleton employs approximately 483 people in Pennsylvania with the vast majority in the Tri-County area. The average tenure of Middleton employees is 13 years.

Altria and its operating companies actively support programs that strengthen and enrich the communities where its employees live and work. In 2015, the Altria Companies Employee Community Fund, which includes Middleton employees, awarded 17 grants totaling \$235,000 to organizations based in the greater Philadelphia area.

Altria's tobacco companies receive tobacco through a third-party receiving station in New Holland, Pa.

In addition, approximately two billion dollars related to Altria's companies flow through Pennsylvania every year in the form of taxes, small business revenue, donations and income for thousands of Pennsylvanians.

John Middleton Company is proud to call Pennsylvania home and looks forward to continuing to build on a long-standing history of success in the Keystone State.

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

ROUTE 422 BUSINESS ADVISOR

FEATURED MEMBER BENEFIT OF THE MONTH



The Chamber has a unique relationship with the *Route 422 Business Advisor* - the official newsmagazine of the TriCounty Area Chamber of Commerce.

Benefits of this unique relationship include:

- Enables Chamber members to market goods and services to a regional audience of qualified business owners, managers, and key decision makers.
- The opportunity to be featured in a cover story or inside story, video interviews, and website links.
- Distribution is over 10,000 copies monthly!
- Chamber members get an advertising discount!
- Opportunity to catch up on Chamber activities in each issue.
- Expands our influence, and yours, to a larger region.

For more information on this benefit check out the *Route 422's* website - www.422business.com; call 610.323.6253; or email: 422business@comcast.net.

Reach over 750 Chamber Members for only \$175!

Each month Member businesses are sent the *Route 422 Business Advisor* - reaching nearly 800 Chamber Member representatives! As a sponsor, your marketing flyer will be inserted into the Chamber Members' mailings, helping you get the word out about your business. The cost to insert a promotional flyer is \$175. If you need us to run the copies for you the cost is \$250. There are a maximum of 4 sponsorships per Newsmagazine. For more information and availability, please contact Kitty at kitty@tricountyareachamber.com.

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.

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.

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.

Always Buy Chamber

Don't forget to support your fellow Members by **Always Buying Chamber!** We thought we would make it easier for you by listing Members under their primary categories. Check future issues of the *Route 422* for more categories - and more Members to connect with!

Architects / Architectural Services

P. Richard Frantz, A.I.A., Architect

Artists / Artisans

Buttercup Beads

Dancing Tree Creations Artisans Gallery and Studio

Assisted Living Communities

Brandywine Living at Upper Providence

Chestnut Knoll

Associations

Associated Builders and Contractors, Inc.

NARI-BIE Building Industries Exchange

Attorneys

Burack Environmental Law Offices

Fox Rothschild LLP

LegalShield

LegalShield Independent

Associate Brian Klein

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

Orlando Law Offices, P.C.

Rick Linn, LLC

Wells, Hoffman, Holloway & Medvesky

Wolf, Baldwin & Associates, PC

Yergey.Daylor.Allebach.Scheffey.Picardi

Auto Dealers - New / Used

Fred Beans Ford of Boyertown, Inc.

Tri County Chrysler Dodge Jeep Ram

Tri County Toyota

Auto Detailing / Restoration

Eastwood

Auto Renting / Leasing

Kulp Car Rentals

Auto Repairs / Services

Albitz Garage, Inc.

Embody's Sunoco Service Center

Firestone Complete Auto Care

Sawchuk's Garage, Inc.

Wheels In Motion

Bakeries

Beverly's Pastry Shop

Banks / Credit Unions

American Heritage Federal Credit Union

Bally Savings Bank

BB&T Bank

Citadel Federal Credit Union

Diamond Credit Union

First Niagara Bank

First Priority Bank

Fulton Bank

M&T Bank

Malvern Federal Savings Bank

Meridian Bank

Metro Bank

National Penn Bank

Bowling Centers / Supplies

Jay Lanes

Limerick Bowl

Burglar & Fire Alarms / Security

Czarstar / Kriebel Security

Bus Lines

Klein Transportation

Business Consultants

MEMOR Coaching & Consulting

Pottstown SCORE Chapter 594

Cable TV

Comcast

Service Electric Cablevision, Inc.

Car Washes

Bechtelsville Car Wash

Pottstown Auto Wash and Detail Center

Career Counseling Services

Peg Calvario Coaching & Consulting, LLC

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

APRIL BUSINESS CARD EXCHANGE



Chamber Members networking at the AAA Building during their progressive networking tour.

On April 27, Chamber Members gathered at Limerick Square Shopping Center for a Progressive Business Card Exchange. Attendees began at American Heritage Federal Credit Union, then traveled to AAA, and ended their tour at MaxOut Strength Studio.

Sponsored by:



NETWORKING OPPORTUNITIES IN JUNE:

WOW Luncheon

- **Wednesday, June 15**
- **11:30 AM – 1 PM**
- **Salon Evolve, 214 W. Ridge Pike., Limerick, PA 19468**

Take some time to relax and be pampered while enjoying networking and lunch at Salon Evolve. Demonstrations and consultations will be given on hair and skin tips for the upcoming summer months.

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

Business Card Exchange

- **Tuesday, June 28**
- **4 – 6 PM**
- **SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown, PA 19464**

Enjoy refreshments and networking at the newly renovated SunnyBrook Restaurant & Ballroom.

No Charge; Members Only; Reservations Appreciated

Sponsored by: **Landis Creek Golf Club**



SHOW US YOURS!

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

Right at Home Pottstown,

600 Creekside Dr., Suite 603, Pottstown, PA 19464

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. May's Business of the Month was chosen from Members who attended Leadercast.



Family Caregivers Network, Inc. offers new "Transitions to Home" Program

EVERYONE REMEMBERS DOROTHY'S MOST MEMORABLE LINE FROM *THE WIZARD OF OZ*; "THERE'S NO PLACE LIKE HOME." IT REMAINS ETCHED IN OUR MINDS BECAUSE THERE'S TRUTH IN IT.

While going home is comforting to most people after they've been hospitalized, getting settled at home can present a few challenges for us as we age. It is a relief to be home, but it can still be scary and overwhelming at the same time when you are a senior with limitations. Family Caregivers Network understands the first few hours can be critical to your recovery. Statistics show that seniors who are discharged from the hospital can be quickly readmitted due to two main reasons: lack of follow through with after cares doctor appointments and medication mis-management.

A new "Transitions to Home" program offered by Family Caregivers Network bridges the gap between hospital and home for recently discharged seniors. On day of discharge there is so much to remember; what the doctor wants you to do, medications to pick up from a pharmacy, getting your home prepared with food and meals, and clean laundry etc. etc. These immediate needs may be more than an aging loved one or family member can handle alone. Family Caregivers Network's new Transitions to Home program provides safe, reliable, non-medical transportation home, a re-acclimation to the home environment and high quality care for a loved ones' first few hours at home.

Family Caregivers Network, Inc. of Pennsburg is a Pennsylvania licensed Non-Medical Homecare Agency. Owner and Geriatric Care Manager, Gerry Fioriglio RN, CDP, BS said, "It is important to educate families, hospital case managers and social workers how preventing acute re-hospitalizations is part of what we do. It starts at the time of discharge."

Services may include:

- Transporting a patient home from the hospital when a family member cannot be there,
- Getting medical prescriptions filled at the local pharmacy,
- Grocery shopping and preparing meals for the first day at home,
- Scheduling follow-up doctor appointments and communicating the arrangements with family members,
- Preparing bed linens for first nights sleep at home.

The "Transitions to Home" program can alleviate the stress associated with a recent illness and hospitalization. Family Caregivers Network offer's Caregiver assistance in 4 hour, 6 hour, or 8 hour shifts on that first day as you transition to home after a hospitalization. All caregiving staff has gone through a Family Caregivers Network certified training program and are bonded and insured. For more information on the Transitions to Home program and other services offered by Family Caregivers Network call 215-541-9030 or visit www.family-caregivers.com.



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



PERSONAL INCOME & SALES TAX

In February Governor Tom Wolf gave his 2nd budget address, and proposed an increase in the Personal Income Tax and expansion of the Sales Tax.

In particular, an increased Personal Income tax will hurt small business owners and result in consumers having less money in their pockets. With a decreased income, they spend less. When the consumers spend less, the growth of the economy slows and results in fewer jobs being created. Since fewer jobs are being created, the unemployment rate rises. People searching for jobs have less chance of being hired and stay unemployed longer. A Personal Income tax increase hurts consumers, and begins the start of a domino effect on the economy.

The sales tax also affects consumers, and indirectly businesses. The increased cost of products causes a decreased demand, so consumers no longer buy as many products. Large businesses may be able to withstand this hit, but small businesses, which are the bulk of our members, may struggle. In 2015, 98% of Pennsylvania businesses were small businesses. So when they lay off employees, many Pennsylvanians are affected.

Not only will the sales tax increase, but it will also be expanding to other professional services. This expansion would include services such as child care, nursing homes, and legal services just to name a few. It has become a concern that with taxes being put on to these services that it would discourage people from using them all together, therefore bringing in less revenue than is expected. An increased or expanded sales tax also greatly affects the south-eastern part of the state. If the expansion is adopted it might encourage Pennsylvanian's in this region to cross the border and indulge in tax free shopping in our neighboring state Delaware, and therefore hurting Pennsylvania businesses.

Raising taxes will not fix the state's ongoing revenue problems and a positive business climate in our Commonwealth benefits our residents, municipalities, and various other institutions. Support of pro-business policies go a long way towards making Delaware County and Pennsylvania a better place to live, work, and raise a family.

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

RIBBON CUTTINGS

Community Health & Dental Care,
800 Heritage Dr.,
Suite 802,
Pottstown,
PA 19464



Decorating Den Interiors,
32 Wells Rd.,
Suite 1,
Spring City,
PA 19475



NEW DISCOUNTED TICKETING OPTIONS ADDED!

Discounted tickets are for TCACC Members only – another added benefit of your Chamber Membership.



MORE'S PIERS**

Our Price: Flexible Combo (Over 48") - \$59.25;
Flexible Combo (Under 48") - \$44.25; Amusement
Only - \$42.75; Waterpark Only - \$33.75

Gate Price: Flexible Combo (Over 48") - \$79;
Flexible Combo (Under 48") - \$59; Amusement Only
- \$57; Waterpark Only - \$45



READING FIGHTIN PHILS

Our Price: 6 General Admission Tickets - \$27; Valid
at 2016 regular games.; Must contact office to order
tickets – tickets will then be sent directly to you.

Gate Price: 6 General Admission Tickets - \$42



Santander | Arena



Santander | Performing Arts Center

SANTANDER ARENA & PERFORMING ARTS CENTER**

Our Price: Special pricing options for select performances.

Gate Price: See venue for event specific pricing

** Online Only – contact Melissa at the office (melissa@tricountyareachamber.com) to receive your special link to purchase tickets!



MaxOut Strength Studio,
70 Buckwalter Rd.,
Royersford,
PA 19468



Samana Holistic Center,
35 E. Philadelphia
Ave., Boyertown,

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

LEVERAGING LOCAL DOLLARS AS A WAY OF FUNDING PROJECTS, PART 2



DOWNTOWN MARKETING AND DEVELOPMENT By Barry Cassidy

Last month I went over how important it is not to be an undiscovered island in a sea of projects offered to funding sources. I discussed how important it is to put a "face" on the project. Local leaders need to step to the forefront to discuss their project desires with the agencies regulating the activity. This ensures that the project is not coming from left field somewhere, but as part of an announced strategy to rectify whatever problem is at hand.

Another important element is to recognize that others in the community, and I use that term in a wide sense, may have similar goals to you. I will go back to my current project in Castle Shannon. There is an issue concerning our stream... something small running through the town called Saw Mill Run. There was a FEMA flood map update, which put 147 properties in the flood plain after, since the inception of the town, there was no flood plain designation. Too much loss of assessed value was created by this designation, and we needed to take action.

As we looked at the stream to create an alternate flow model, we became aware that the stream was less than inviting to aquatic life. There was a problem with phosphorus in the stream, and it stifled all the fishes and turtles and whatever other kind of animals existed there. Probably stifled the proliferation of the salamanders too, and they are one of my favorites. I have not identified that presence yet in the Pennsylvania Natural Diversity Inventory (PNDI), but saving salamanders is always high on my list. When other kids were cap-

turing pollywogs from the pond, I was a salamander guy. I felt it was a higher calling than to capture pollywogs.

Low and behold we found there were others interested in the stream, and that was the Pittsburgh Sewer and Water Authority (PSWA) and the Allegheny County Sanitary Authority (ALCOSAN). So they have a meeting about their problem, and my guys in Castle Shannon present our project. Now remember we are there for the flood project but the work that we will do, the acquisition, demolition and rechanneling of the stream, will have an effect on the biodiversity issue.

So as I am presenting that day, I thought back to my time in Downingtown. In Downingtown one time I wanted to add to the parking in the downtown and ended up having the project reach its logical conclusion by acquiring and knocking down the O'Brien Machinery Company. The property was a super fund site, and it was the first site ever to go from Superfund to be remediated to a statewide health standard.

(Continued on page 48)



KLEIN

transportation

Call us at 800-451-6700 or visit
www.kleintransportation.com

Employee Outings to NYC

Option: add a Broadway show!
We get great seats!

NEW King of Prussia departures on
Saturday's to NYC for individuals
- call for reservations



The Pottstown Rotary Club Wants You!



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

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

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

- *Meaningful community service projects*
- *Fun social activities*
- *Important business connections*
- *Deep and lasting friendships*
- *Opportunity to learn about our community*

**Call Bill Wellen at
484.886.5396 to learn more!**



www.pottstownrotary.org

SUMMER CAMP www.UPTRC.com

Upper Providence Township Recreation
SEE US for Day Camps
and Programs

 Upper Providence Township
Recreation Center
at Anderson Farm Park

Location: 499 Hopwood Road, Collegeville, PA 19426

Recreation Center is open to all and offers many fitness as well as community opportunities. Please stop in for a tour.

We offer:

- Discount tickets for movies, theme parks and ski areas.
- Bus Trips
- Concerts in the Park
- Movies under the stars
- Adult and children's classes
- Summer Camps

Save the date for UPT Community Day, September 17, 2016

**Keep your customers
in the know.**

**Subscribe to the
Reading Eagle.**

Call 610-371-5122.



 **LUDGATE
ENGINEERING
CORPORATION**

Established 1975

ENGINEERS • SURVEYORS • LAND PLANNERS

P: (888) 646-6161 F: (610) 404-7371
www.ludgate-eng.com

DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 47)

In Downingtown, I had to lift out a three-acre slab that was contaminated with PCB's and send it to a landfill in Detroit. But because the property was in the floodplain I had to redraw the floodplain map when I refilled the property with clean fill. The slab was six feet deep.

The interesting thing, and what made me think about that project, is that the O'Brien Machinery slab extended over the stream and when we removed it we found that all of the storm water was infiltrating the sanitary system because the system was located in the creek. It was like déjà vu...all over again. So the mission was familiar.

I now was able to solve more than one problem at a time, if I wanted to do the right thing. So I had a common interest, and it is good to have a common interest with someone that wants to solve a problem related to your problem. It also creates the potential for leveraging dollars. You put up some dollars and they put up some dollars and you use those dollars to leverage a grant. This way you will be splitting your portion in a number of ways...in this case three ways.

For example, if I look to get a million dollars in a grant, and say my match is three hundred thousand, or 30 percent of the costs, I am now splitting that three ways so instead of paying three hundred thousand I pay one hundred thousand to spend a mil-

lion three hundred thousand to save the salamanders. Maybe it is penance for me because of all those salamanders that I let die in a shoebox with a slice of lettuce... but maybe not... Maybe it is the right thing to do, and maybe I have something in common with a sewer agency and that is also trying to do the right thing.

I am doing the stream modeling now, and I am not sure what I will get, if anything, from the sewer authorities, but I am ready to move to the next step. So I theoretically would move forward with three pots of money that I would combine and try to get federal and state funds. What is important is that the money I may potentially get from the sewer authorities is considered "local money" and that is gold, because it is a universal match.

There are some grants that make you put up the local money as part of the scenario and do not want to see federal money as a match, and just use it as a front end project cost write-down and you still have to come up with the local money to get the grant.

I know this article seems complicated and pretty technical, but useful if you want to get something done, and not just complain that nothing ever happens. Remember that the critical element for change is you, and your participation in projects that you want to complete. ■

Barry Cassidy can be reached at barrycassidy@comcast.net.

logical solutions for a technical world

 **Kinetic
web solutions**

**web design
web hosting
graphic design
internet applications**

192 West Ridge Pike
Limerick, PA 19468 610-831-9827 www.kineticweb.com

"Don't Step On The Grass, Sam"

Medical Marijuana Becomes Legal in Pennsylvania — And What You Need to Know



LEGAL PERSPECTIVES

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

On April 17, 2016, Pennsylvania became the 24th state to "Step off the Grass" and legalize medical marijuana when Governor Tom Wolf signed The Medical Marijuana Act (SB 3) into law.

The law will take effect on May 17, 2016; however, the implementation of the program is expected to take place between 18 and 24 months, and upon its completion will offer medical marijuana to those who are Pennsylvania residents and patients who are under a physician's care for the treatment of a serious medical condition. Those conditions include: Amyotrophic Lateral Sclerosis; Autism; Cancer; Crohn's Disease; Damage to the nervous tissue of the spinal cord with objective neurological indication of intractable spasticity; Epilepsy; Glaucoma; HIV (Human Immunodeficiency Virus)/AIDS (Acquired Immune Deficiency Syndrome); Huntington's Disease; Inflammatory Bowel Syndrome; Intractable Seizures; Multiple Sclerosis; Neuropathies; Parkinson's Disease; Post-traumatic Stress Disorder; Severe chronic or intractable pain of neuropathic origin or severe chronic or intractable pain in which conventional therapeutic intervention and opiate therapy is contraindicated or ineffective; and Sickle Cell Anemia.

The only types of medical marijuana are allowed are pills, oils, gels, creams, ointments, tinctures, liquid, and non-whole plant forms for administration through vaporization. Dispensaries cannot sell

edibles, but medical marijuana products could be mixed into food or drinks to facilitate ingestion by a patient in a facility or residence. Vaporization is allowed, but smoking is prohibited.

To obtain medical marijuana, a patient would need to be under the continuing care of a physician who is registered with the Department of Health who then certifies that the patient has a serious medical condition. Then, the patient has to apply for an identification card to the Department of Health. The patients are required to pay an initial charge of \$50.00 for the identification card, which could be waived if the patient can show financial hardship. Once the patient receives an identification card, he or she can purchase medical marijuana at an authorized dispensary. The law allows for up to a total of 150 dispensaries.

To start a dispensary, an applicant would have to pay \$5,000 per dispensary application and grower/producers would have to pay \$10,000 per application. Medical marijuana business licensees would have to pay registration fees of \$30,000 for a dispensary location and growers/processors would have to pay a registration fee of \$200,000.00.

(Continued on page 51)

We make it EASY to talk with a lawyer.



Workers' Compensation
Estate Planning & Administration
Civil Litigation • Municipal Law

Small Business Representation
Real Estate, Land Use & Zoning
Divorce • Custody • Support

Your Local Lawyers for over 40 years

www.wolfbaldwin.com



ATTORNEYS-AT-LAW

Pottstown
610-323-7436
800 East High Street
Pottstown, PA 19464

West Chester
610-436-8300
13 W. Miner Street
West Chester, PA 19382

Reading
610-374-2400
606 Court Street, Suite 203
Reading, PA 19601

LEXMARK

RICOH

Canon

LANIER

SAMSUNG



SHARP

OKIDATA

KYOCERA

CopyStar



TOTAL BUSINESS SOLUTIONS

The service provider that can handle all your business needs!

One Stop Service

- Maintenance Service Contracts • Print Management
- Leasing & Rental Programs • Loaner Programs
- Toner & Laser Printer Cartridges • Postage Meter Inks

Call 610.454.0700
email info@xpobusiness.biz
web xpobusiness.com



313 WEST RIDGE PIKE • LIMERICK • PENNSYLVANIA

Pottstown Dance Theatre
Quality Dance for All Ages

Reasons to Choose Us

- Performed with rave reviews at CARNEGIE HALL in 2016
- Home of the Dancers that Performed in London during the 2012 Olympic Games
- Degreed International Faculty
- Newly Formed Repertory Ensemble Performed at the Lincoln Center in 2014

Summer Camps and Classes Coming Soon
Classes in Ballet and Pointe, Modern Dance, Jazz, Tap, Hip-Hop, Break-Dance, Irish, African, and Poles.

Michelle Jones Wurtz, Director
610-323-2569
72 W. Main St., Pottstown PA 19465
www.pottstowndance.com



RB LEGAL COUNSEL LLC
Attorneys at Law

**ADDING VALUE
TO YOUR
Business**

Our mission is to help our clients develop their intellectual property assets, manage risk, and understand their contractual obligations as they grow. RB Legal Counsel is a fully bilingual law firm with the ability of providing all services and consultations in both English and Spanish.

WWW.RBLEGALCOUNSEL.COM
610.406.2011
Email: info@RBLegalCounsel.com
2 Woodland Road, Wyomissing, PA 19610

HOW CAN WE CREATE ADDITIONAL VALUE FROM YOUR CLOSED FACILITY?

Chemical Manufacturer
\$2 million in credit value after decommissioning boilers!

Food Processing Company
\$50,000 potential value in NOx and VOC ERC credits!

Flooring Manufacturer
\$1.5 million in permitted NOx and VOC ERC credits!

Permitted emission sources and some refrigerants produced during the time the facility was in operation are waiting to be harvested into credits today!

PERMITTED EMISSION SOURCES
Facilities slated for closure may harvest their permitted value and sell that value to facilities who may need it - tradeable commodities known as emission reduction credits (ERCs).

REFRIGERANTS
Older mechanical systems slated for upgrade or closure pose a unique opportunity to realize value from the destruction of refrigerants, which can then be harvested into compliance-grade carbon offsets worthy of cash payment or used to achieve corporate sustainability goals.



Contact us!
484.415.0501
www.climeco.com

ANIMAL HOUSE PROJECT AIMS TO HELP PET OWNERS ON THE BRINK...

When many people consider how society can take care of its companion animals, they usually think of the two common approaches. The first is to find a home for those without one, usually through a rescue or a shelter facility. The second approach is by spaying and neutering to keep animal populations under control.

However, volunteers at the North Coventry based Animal House Project d/b/a Chester County Pet Food Pantry have another method to help our beloved pets live long, healthy lives — keeping them at home with the families who love them. That is because the organization which was founded in 2004, has identified an opportunity in a forgotten area of need, through assisting families who already own pets but are on the verge of being unable to afford them.

The non-profit organization has grown in leaps and bounds, according to current president of the Board of Directors, MaryBeth Yannessa. “In 2015, we donated out 104,000 pounds of dry and 49,000 cans of wet food to families in eastern Berks, Chester and western Montgomery Counties.” The total since Yannessa was named to the Board has been 187,000 pounds of dry, and 76,000 cans, all run with dedicated volunteers!!



The organization serves the elderly and retired military vets living on a fixed income; single parent families; families who saw a significant reduction in their household income and fall under the 200% Federal poverty level; people with medical issues and disabilities that need their companion pets and returning military personnel facing medical issues such as PTSD. Those who receive help from the Pantry must apply for assistance and their need is

based on financial paperwork that is a mandatory requirement as well as copies of the Pennsylvania Photo ID. The applicant must also meet certain requirements in the basic and overall care of their companion pets which we spot check as well as request a six month update on any specific changes. The owners must also commit to spaying and neutering their animals within three months from date of a conditional acceptance.

Currently, two pantry dates are offered, on the first Saturday of the month at the organization's North Coventry location from 11 am to 2 pm, and the third Saturday of the month from 11 am to 1 pm via a Mobile Pantry at the Minquas Fire Company building in Downingtown, Pennsylvania.

The Animal House Project needs community support to help continue its mission. Wet and dry dog and cat food; monetary donations and volunteers are all welcome. The organization is looking for corporate sponsorships and/or financial help in the purchase of their own Pantry Truck. Right now, they are renting a truck for the Mobile Pantry as well as to pick up large quantities of donated food. For more information on Animal House Project, please call 484.558.0467 and visit www.animalhouseproject.org. 

LEGAL PERSPECTIVES

(Continued from page 49)

The grower/processor would pay a five percent tax on the sale of medical marijuana to a dispensary. Patients are not allowed to grow their own marijuana.

Minors can obtain medical marijuana, but they must have a caregiver who is approved by the department in order to obtain medical marijuana. A caregiver can be a parent, guardian or an individual approved by the department.

While a patient may have the legal ability to purchase medical marijuana in Pennsylvania, medical marijuana may still be inaccessible to that patient due to lack of financial resources. Government medical assistance programs and private health insurers are not required to reimburse any costs involved with the use of medical marijuana or any costs associated with an employer having to make accommodations for the use of medical cannabis in the workplace.

The law provides some legal protection to those patients and caregivers with identification cards in that it protects them from arrest, prosecution, and discrimination in child custody matters and in employment. An employer cannot discharge, threaten or refuse to hire or otherwise discriminate or retaliate against an employee regarding

an employee's compensation, terms, conditions, location or privileges solely on the basis of the employee's status as an individual who is certified to use medical marijuana. However, the law does not require employers to accommodate employees' on-site use; nor does it affect the employer's ability to discipline an employee for being under the influence of medical marijuana in the workplace or for working while under the influence of medical marijuana when the employee's conduct falls below the standard of care normally accepted for his or her position.

The law in the Commonwealth of Pennsylvania as in other states, is rapidly changing. Businesses and individuals alike will need to stay on their toes to keep up with all the new developments as they occur. In the coming months and years, many people will require legal assistance for cannabis issues over a wide range of practice areas. 📁

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

Featured Properties:

2030 Pottstown Pike,
Pottstown, PA 19465
\$410,000.
Commercial Property



365 S. Limerick Rd., Royersford, PA 19468. 2 investments for the price of 1 on 3.5 acres in beautiful Limerick Township offering at \$695,000



Terry Musser
Associate Broker

610-489-7700x2617
OFFICE

610-960-3626
CELL

t.musser@cbhearthsideside.com

100 Springhouse Drive, Suite 100, Collegeville, PA 19426

www.terrymusserteam.com

We never stop moving:



**HEARTHSIDE
REALTORS®**

When the power goes out, will you be ready?



HOME STANDBY GENERATOR PACKAGE

- ✓ 16kW to 22kW Generator
- ✓ Transfer Switch
- ✓ Whole Home Surge Protection
- ✓ 5-year Extended Warranty
- ✓ Full Turnkey Installation

~~\$7,599~~ INSTALLATION STARTING AT **\$6,599**

[Find Out More!](#)

AUTOMATIC STANDBY GENERATOR

- 24/7 BLACKOUT PROTECTION
- PERMANENTLY INSTALLED
- HANDS FREE OPERATION
- RUNS ON NATURAL OR LP GAS
- NO MANUAL STARTING OR REFUELING



Call and mention this ad to receive a
FREE 5-Year Generac Extended Warranty
(up to a \$695 Value)

610-326-3333

www.McGeeGenerators.com

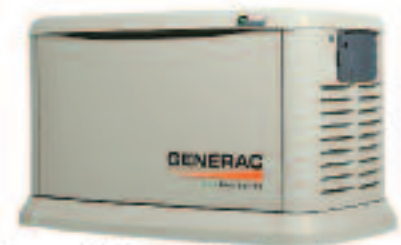
POWER. OUR LIVES DEPEND ON IT

From essentials like heating, cooling and lights, to daily necessities like cooking, laundry and the kid's bath-time, our lives run on electricity. Power outages are occurring more frequently than ever and are lasting longer, with devastating effects. Protect your home and family with a Generac automatic standby generator installed by McGee Electric, and keep life going without disruption.

LOCAL DEALER: SALES, INSTALLATION AND SERVICE

- New Services and Upgrades
- Landscape / House / Additions
- 100/200/400 AMP & Up
- LED Lighting
- Single or Three Phase
- Swimming Pools / Hot Tubs

GENERAC "NEVER FEEL POWERLESS"



Business & Home Backup Generators

MEMBER OF THE TRI-COUNTY AREA CHAMBER OF COMMERCE & NARI-BIE (BUILDING INDUSTRIES EXCHANGE)



Your One-Stop Technology Shop For Residential & Commercial Technology Needs!

access control	off-site systems
cctv	paging systems
computer networks	smart house
data back-ups/storage	telephone systems
direct tv	virtualization
fire/ security systems	voice & data cabling
home theaters	web hosting
monitoring	wireless communications
electrical service	generators

*We are committed to delivering the highest level
of service. Call us today for a free evaluation!*

610.495.6204 • SchultzTechnology.com
3117 W. Ridge Pike, Pottstown, PA 19464
sales@schultztechnology.com

AUTOMOTIVE TOOLS



SERIOUS TOOLS FOR BEGINNERS & EXPERTS ALIKE

Eastwood Automotive Tools
263 Shoemaker Road
Pottstown, PA 19464
610-323-9099
www.eastwood.com



For Business to Business terms, contact Steve Hurter at 877-304-0221



**WIN an Exclusive Trip to the
2016 SEMA Show in Las Vegas!***

**And Become an
Eastwood DIY Legend!**

Enter for FREE at **DIYLEGENDS.COM**

*NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of the 48 contiguous United States and District of Columbia (excludes Alaska and Hawaii), who are at least 18 years old (19 except Arizona and New Mexico) as of 12/31/15. Void where prohibited. Promotion begins 12/21/15 and ends 12/31/15. For Official Rules, prize descriptions and odds disclosure, visit DIYLegends.com. Sponsor: The Eastwood Group Inc., c/o The Eastwood Company, 263 Shoemaker Road, Pottstown, PA 19464. CODE: PISA3984

FOCUS ON POTTSOWN BUSINESSES

Lastick Furniture & Floor Coverings

For the past 43 years, Lastick Furniture & Floor Coverings has been a trusted fixture in the Pottstown community. Lastick Furniture, which opened its doors in Pottstown in September 1973, has remained a family operated business on High Street ever since. One thing that has not changed over the years is the friendly personalized service Lastick Furniture offers to everyone who walks in the door.

"We love the friendly small town atmosphere here in Pottstown," the store's owner and founder Jerry Lastick said. The store was originally opened by Jerry Lastick and his parents, Eli and Sonia Lastick and is now run with the help of Jerry's sister and her husband, and the assistance of a 15-member staff.

After originally opening at 310 E. High Street, Lastick said that the store relocated to 269 E. High Street one year later, where they now operate the largest furniture showroom the Pottstown-area has to offer. Lastick Furniture currently offers approximately 28,000-square-feet of showroom selling space.

Lastick Furniture has an endless supply of furniture to help make your home complete, including sofas, sectionals, leather furniture, reclining furniture, bedrooms, dining rooms, entertainment units, mattresses and much more. Shoppers can easily outfit their entire home in modern and traditional styles at great prices. Some of the many brands you will find include Broyhill, Bassett, Ashley, Flexsteel, Serta, and Klausner.

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

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

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

For those who are unsure about how they would like to furnish and decorate their home, Lastick Furniture offers a design center on its Web site (www.lastickfurniture.com). Shoppers can go online and customize items before determining what to buy — including sofas, sectionals, chairs and more. For more information about Lastick Furniture call 610-323-4000 or visit their website at www.lastickfurniture.com.

(Continued on page 54)



RE/MAX

Achievers Inc.

JOHN E. OHLER, BROKER

Hiring agents & selling real estate daily!!

Collegeville Branch

1425 S. Collegeville Road - Route 29
Collegeville, PA 19426
(610) 489-5900

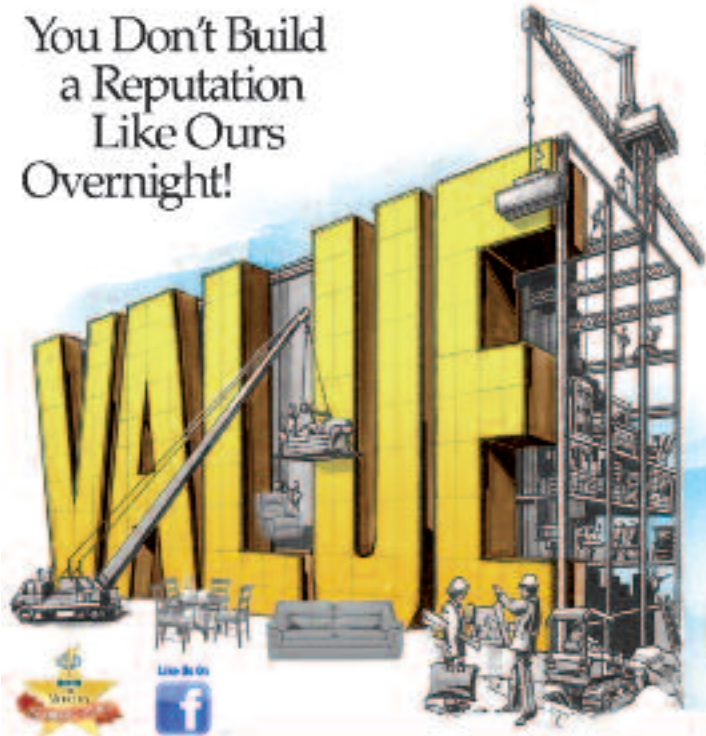
Pottstown Branch

2060 E. High Street
Pottstown, PA 19464
(610) 326-1200

www.AchieversPA.com

Servicing the Tri-Conty Area with Dedicated Service and Quality Furniture for Over 42 Years

You Don't Build
a Reputation
Like Ours
Overnight!



Lastick
FURNITURE &
FLOOR COVERINGS

*"As always, we're making a
big deal out of seeing you get
the very best deal for your money!"*

Savings up to 70% off



269 E. HIGH STREET • DOWNTOWN POTTSTOWN • 610-323-4000 • LASTICKFURNITURE.COM

Free 3-Hour Parking on High Street

SHOWROOM HOURS: Mon. Fri. 10:00 - 8:00 • Tues. Wed. Thurs. Sat. 10:00 - 5:30 • Sun. 12:00 - 5:00

Collegeville & Pottstown Real Estate Sales in 2015 Reach Award Winning Sales at RE/MAX ACHIEVERS!

RE/MAX Achievers, Inc. had another record breaking sales year in 2015! The sales associates generated over \$120 million dollars in SOLD Real Estate Volume! Broker/Owner John E. Ohler & the Achievers real estate team hosted annual awards ceremony in February. The event was hosted at Marly's in Phoenixville where the Sales Associates were recognized for their service hours & sacrifices. The Realtors & sales team deliver quality service, which allows them the opportunity to reach their achievements & continue to offer notable real estate services.

RE/MAX Achievers presented 2015 Realtor sales awards for the 100% club, Executive Club, Top Producer, Platinum Club, Top Team & Hall of Fame Award.

Executive Club Recipients — James Boyd, John Chernesky, Stefanie Bryan, Tara Giunta, Chris Kelly, Rob Landis, Paula Pearce, Nancy Peters, Marcia Singh, Mark Toepel, Kristen Weller, John E. Ohler & Nicole Roman!

100% Club — Melinda Bastable, Peg Chism, Kathy Cicala, Marilyn Keenan, Michael Richter, Donna Russell, Marlene Sabella, Billy Jo Salkowski & Rick Sheppard!

Platinum Club — Brent Harris, 4th year in a row!

Top Producers — The #1 top producing Realtor was Brent Harris & 2nd producing Realtor was Peg Chism! Both Brent & Peg received the Hall of Fame award in 2014 as well.

Top Team — #1 Top producing team was Marilyn Keenan & Joe Henning, #2 producing team was Chris Kelly, Rob Landis & Kristen Weller, #3 team were Nancy & Don Peters!

Hall of Fame Award — Reaching over \$1 Million in sales commissions during their RE/MAX career were James Boyd & Dave Walddt, Marilyn Keenan and Michael Richter.

New Sales Associate: RE/MAX Achievers welcomed Ron Vogel!



There is no time like the present to purchase real estate. Interest rates & for sale inventory remain at an all-time low. RE/MAX Achievers is eager to assist you with all your real estate needs whether buy-

ing, selling or investing. Contact us at our branch offices located in Collegeville: 1425 S. Collegeville Rd., Rt. 29, 610.489.5900 and Pottstown: 2060 E. High St. 610.326.1200, or our website: www.Achieverspa.com. 📞

You don't just
bank here.
You belong here.
That's younity.



800-593-1000 | thatsyounity.com

BOYERTOWN 173 Holly Road, Gilbertsville, PA 19525
EXETER 6591 Pensilvan Avenue, Birdsboro, PA 19508
POTTSTOWN 1500 Medical Drive, Pottstown, PA 19464
WYOMISSING Broadcasting & Paper Mill Roads, Wyomissing, PA 19610
READING HEALTH SYSTEM 6th Avenue & Spruce Street, West Reading, PA 19611

Equal Housing Lender. | Federally Insured by NCUA.

FOCUS ON POTTSTOWN BUSINESSES

(Continued from page 52)

B&S Self Storage – “The Storage Solution”

Looking for secure and safe storage? Well, look no further! B&S Self Storage is a one-stop shop for all of your storage needs, big and small. With two convenient locations, both east and west of the Pottstown area, B&S Self Storage offers easy access from both rural and highway routes. The Pottstown Self Storage location is at 175 South Pleasantview Road, and the Douglassville Self Storage location is at 604 Ben Franklin Highway (Route 422 East).

B&S Self Storage offers a wide variety of storage units for all your needs from 5 x 5, 5 x 10, 10 x 10, 10 x 15, 10 x 20, 10 x 30. That's seven different sizes available, so they have the perfect fit for your storage needs! Monthly rental agreements and outside RV and Boat Storage areas are available. Personal and friendly staff are waiting to help you!

B&S Self Storage offers the latest in gate technology and security! A computerized access gate and 365-day access with fully fenced facilities, makes B&S a smart choice for storage needs, 24 hours a day. B&S Self Storage also offers storsmart insurance, with EASY contents insurance.

In need of a moving truck rental? For all of your moving essentials, use Budget Trucks. At

B&S Self Storage, they understand the stress of moving. Through Budget Rental they can supply you with the right truck rental size to fit your needs.

The 10-foot truck rental can hold items for one to two rooms and up to 3,100 pounds of payload weight. Need to worry about the height of an item? The clearance of the truck is 9 feet. Probably the only disadvantage of the 10-foot truck is that it doesn't have a loading ramp.

The 16-foot truck rental can hold items for three to four rooms and up to 3,400 pounds of payload weight. The clearance of the truck is 11 feet 6 inches. With its loading ramp it makes it convenient to load heavy items.

The 24-foot truck rental can hold items for five to six rooms and up to 12,000 pounds of payload weight making it the best choice for moving a complete household of items. The clearance of the truck is 13 feet six inches. Just like the 16-foot truck, with its loading ramp it makes it convenient to load heavy items.

If you need to move your automobile they have car dollies, and for heavy appliances, special handling equipment is also available.

For more information, please call 610.970.9902 (Pottstown) or 610.385.7200 (Douglassville), or visit www.BandSStorage.com. 📱

Let's Talk Alternative Medicine and Holistic Healing

Join us and our panel of experts as we explore how alternative medicines and therapies can help with symptoms of depression, allergies, physical pains and more!

Can it help me?

Wed., June 8 • 6:00 pm

**at Sanatoga Ridge
in the Community Center Dining Room
(2461 E. High St, Pottstown)**

Please RSVP by calling 610-400-8050.



**CHESTNUT KNOLL
At Home Services**

GILBERTSVILLE OFFICE • 1041 E. Philadelphia Avenue, Gilbertsville, PA 19525 • www.ckhomecaregilbertsville.com

PHOENIXVILLE OFFICE • Tarrytown Plaza • 257 Schuylkill Road, Phoenixville, PA 19460 • www.ckhomecarephoenixville.com







Douglasville
604 Ben Franklin Hwy.
610-385-7200



Pottstown
175 S. Pleasantview
610-970-9902

Inside & Outside Storage - U Lock
Boxes & Moving Supplies
Unit Sizes - From Closet to Garage
Fenced - Lighted - Safe - Secure
Controlled Gate Access • 24-Hour Surveillance
Computerized Gate Access
All Major Credit Cards - No Deposits

www.BandSStorage.com

WHAT IS YOUR SUCCESSION PLAN?

Three key factors to keep in mind.



By Craig S. Springer, CPA, Partner, Maillie LLP

Did you know that ten trillion dollars of wealth, including that of closely held businesses, will change hands by 2025?

With this significant shift in our economy, you may be wondering if it is time for you to hang up your hat. Maillie LLP designs individualized succession plans for our clients to help them transition their businesses with ease. When thinking about a succession plan that is right for your business, there are three key factors to keep in mind:

Timeframe. Are you looking to retire in five, ten, or fifteen years? Give yourself adequate time to assess the business and implement the right plan that best fits your company's unique needs.

Successor. Who will be your successor?

Will you look internally to an existing employee, a family member, or an external source? Do they have the knowledge, expertise, and forward thinking to continue your business in a sustainable manner? Be sure to choose wisely when selecting your next leader. Develop a plan to set them up for success.

Valuation. What is my business worth?

Whether you will be selling your business to an internal source, or looking externally, it is important to have an accurate value on your business. If you are looking to sell, look at what needs to be done in order to look profitable and worthy of purchase.

Succession planning is not an easy subject to address, but it is a necessary business decision to sustain your future for years to come. 🗑️

Craig S. Springer, CPA is a partner in the West Chester office of Maillie LLP, a certified public accounting firm. He has extensive experience in accounting, tax services and business consulting. Maillie LLP has been recognized as a Top-25 Regional Firm by the Philadelphia Business Journal and as a Top-200 National Firm by Inside Public Accounting. For more information contact cspringer@maillie.com or 610.696.4353.





INSIDE Public Accounting
2015 TOP 200 FIRMS

Certified Public Accountants and Business Consultants

Audit & Accounting | Tax Services | Business Advisory



Delivering Expertise and Personalized Service for over 70 years.

Mont Clare	610.935.1420	www.maillie.com firm@maillie.com
West Chester	610.696.4353	
Wilmington	302.358.2371	

© 2015 Maillie LLP

610.924.2744

black lab



landscape supply

A BME Inc. Company

Black Mulch • Red Mulch • Brown Mulch

Triple Ground Bark • Mushroom Soil

Screened Topsoil • Gravel

River Jacks • Sand • Crushed Stone

www.blacklabsupply.com

100 Warwick Road, Elverson, PA



JWM Direct
Way Cool Email
Kinetic Web Solutions

we put your marketing in motion

Proper implementation of your marketing ideas are a key ingredient to success.



www.jwmbusiness.com
610-831-9030

EAST VINCENT TOWNSHIP NAMES "LIBERATO DRIVE" IN HONOR OF LUIGI LIBERATO

The East Vincent Board of Supervisors recently honored Luigi Liberato, founder of Spring City-based L. Liberato Steel Fabricating Co. Inc., by renaming Wampler Drive in Spring City, PA to "Liberato Drive."

"Whereas Luigi Liberato, owner and operator of Liberato Steel Fabricating Company, Inc. chose to locate his business in East Vincent, and whereas Liberato Steel provides more than 30 people with their livelihood, through his company, he has led his business to great success," the board's proclamation read. "He has purchased adjoining land and expanded his business by more than 50 percent, and whereas Liberato Steel leads the way in modernization and efficiency, as he illustrated when he harnessed the sun by filling his roof with more than 600 solar panels, reducing the use of fossil fuels. And whereas Luigi Liberato exemplifies all that it entails to be a good citizen and outstanding family and businessman, the Board of Supervisors of East Vincent Township chooses to recognize such an honorable man who is a true credit to this community, now therefore be it resolved that on the 26th of April, 2016, the street, formerly known as Wampler Drive, will be renamed, on this day, Liberato Drive, in honor of Luigi Liberato, showing our esteem for him and our great

pleasure serving as home base to such a fine man and citizen."

"This is a great honor," Luigi Liberato said to the large gathering of family, employees, business associates and local dignitaries. "I am happy to do all I can to help not only Liberato Steel, but to help all businesses in East Vincent Township succeed. For over 17 years, this has been a great place for us to do business, and I hope to see many new businesses move into the area," he said, adding "I am proud of our history, and with the help of my daughters Olivia and Jennifer, and the Liberato staff and crew, the future looks bright."

Luigi's daughters are both key, long-term employees of the company. "We are very proud of our father," Olivia says. "He's taught us not only how to run a business, but how to really look out for our employees, how to do the right thing and succeed in life."

Luigi's family extends to his employees. "That is the way I put this business together," he said. "This is a family business. I am responsible for each and every one of those guys out there. Nothing happens by itself. You've got to have a staff behind you. You have to have good, knowledgeable staff behind you, and I'm lucky to have that, and all the necessary ingredients needed to be successful."



PA State Representative Tim Hennessey (26th District) commended Liberato for creating a small business that "provides livelihood not just for the 30 people who work here, but their families and the extended network of people who benefit from having a small business here in East Vincent. Small businesses really make the backbone of America. Congratulations for what you do and what you've accomplished here."

In 2012, Luigi Liberato was also the recipient of the award for *Special Achievement in Business and Entrepreneurship* from NIA-PAC (the National Italian American Political Action Committee). For additional information, please call 610.948.9540 or email Olivia@LiberatoSteel.com, and please visit www.LiberatoSteel.com.



Luigi Liberato's wife Maria joins him beneath the sign on the street re-named in her husband's honor.

L. Liberato Steel Fabricating Company, Inc.

AISC CERTIFIED COMMERCIAL STEEL

Fabricating a variety of projects such as schools, office buildings, renovations, medical and pharmaceutical facilities, and warehouses.

RESIDENTIAL STEEL

Ornamental home fabrication is where Liberato got started. We provide single stock pieces to customized gates & railings.

MISCELLANEOUS STEEL

Stair towers, metal pan stairs, interior and exterior railings, and customized canopies get the attention to detail they require and deserve at Liberato.

L. Liberato Steel Fabricating Co., Inc.'s experienced estimating department will provide the most competitive bids in the industry while our project management team ensures timeliness and accuracy for both union and non-union projects. Our office staff will quickly manipulate the drawing approval process using digital technology, provide all necessary permits and customized insurance needs, and help meet your LEED certification.

- AISC CERTIFIED
- Licensed in PA, NJ, & DE
- NJ SCC & DPMC Certified



L. Liberato Steel Fabricating Co., Inc. occupies a 40,000 square foot state of the art facility with an automated beam line, punch press, and angle master. We have the capability of running over 500 tons per month providing custom services for the large developer to the local homebuilder.

200 Wampler Drive Spring City, PA 19475

610.948.9540

Fax: 610.948.9742

Email: info@liberatosteel.com

www.liberatosteel.com

WHERE HAS THE DEPOSIT MONEY GONE?



By Jeffrey Hougue, Weichert Realtors Neighborhood One

When a buyer and seller enter into an agreement of sale to purchase real estate in Berks County, it is a common practice for the buyer to provide deposit money. The deposit money is often recognized as a sign of good faith and commitment from the purchaser to honor their obligation to purchase the real estate.

35 Years ago there were few Berks County Real Estate Companies that would accept anything less than 10 percent of the cost of the property as a deposit. If the buyer did not produce the 10 percent deposit, the seller's broker would not present the offer. The 10 percent deposit was agreed to when the broker entered into the listing contract with the home seller.

A buyer purchasing a home for \$200,000 and financing 90 percent of the value would be putting \$20,000 down. The deposit will be held in escrow on account of the buyer, until the time of settlement. All that would be needed to complete the

home purchase would be the closing costs and mortgage.

That was then. Today it is not uncommon to see deposit money of \$500 to \$1,000 on homes in every price range. What changed?

The main culprit in the decline of the deposit money was mortgage lending rule changes. Years ago there were very few people buying homes with 5 percent down and 95 percent mortgages. Today, you can still purchase a home in Berks County for ZERO down and NO closing costs. FHA loans require 3.5 percent of the funds to purchase to come directly from the home-buyer. The remainder of the necessary funds can come from the seller or other sources that comply with lending regulations. This trend has lowered the need for actual money to purchase a home. If there is little or no money needed, there is little in the way of a deposit.

The second reason is the housing market. If a Berks County home seller or real estate broker require a buyer to put down a large deposit, it is likely to reduce the chances of a sale. A lower deposit is less risky for the buyer and enhances their desire and ability to make a deal with the seller. In a weak housing market, sellers and their agents often take risks with terms and conditions to obtain a higher selling price.

(Continued on page 58)



For all of your art needs.
www.NewmanGalleries.com
info@NewmanGalleries.com
215.563.1779



Service you deserve with a team you can trust!

BONNIE PAPPAS 610.505.2505
NAKEEA JARVIS 610.620.3606
email: info@bonniepappasteam.com
www.bonniepappasteam.com

Discover Your Nutritional IDentity

You're Unique... your nutrition should be too!

Whether your goal is to improve health and fitness, lose weight, or perform better at your chosen sport, you're one click away from **YOUR** customized pharmaceutical grade nutrition program backed by science.

ID Life
Design Yours

Take your free HIPAA compliant health assessment now and learn more about ID Life by visiting www.idlife.com/patti or contact Patti Seigel for additional information and assistance.
Patti Seigel | 610.906.0172

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP



- Performance Products
- Hydraulic Hose & Fittings
- A/C Hose & Fittings
- Weatherhead/Brass
- Metric & BSP Fittings
- Industrial Rubber Products

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

Stylish Images photography

Are you trusting Your Business' image to
poor cellphone snapshots?

Business and Commercial Portraiture * Weddings * Families
Sports Action * Location, In Office or Studio Sessions
Photos for: Business Cards, LinkedIn, Websites and Annual Reports
Visit us: www.stylishimages.com

**Business Discounts available
for multiple sessions**

An ~~\$80.00~~ Studio session includes:
20-40 exposures taken (2-3 poses),
1 clothing change

Upload to our website for your review
within hours of your session.

1- Retouched High resolution digital file
emailed to you within 24 hours.
additional files available for a small fee
Can you really afford to look bad
with a price this good?

Dara Ellis - Long and Foster



Gerrie Sobities - Keller Williams

Don't settle for this



When you can have these



610-792-9956

BREAKING
GROUND.

BUILDING
GREATNESS.

That's Our Edge.



KING OF
PRUSSIA
DISTRICT

visitKOP.com

WHERE HAS THE DEPOSIT MONEY GONE?

(Continued from page 57)

And lastly, changes to the Agreement documents we use in the real estate industry entice lower deposit money. There is a paragraph in the agreement documents I call the "Limited Liability" provision. It reads..."SELLER IS LIMITED TO RETAINING SUMS PAID BY BUYER, INCLUDING DEPOSIT MONIES, AS LIQUIDATED DAMAGES." Meaning the deposit money is the only remedy for default. Quite a contrast to a time when if a home buyer defaulted, they could be sued for the full price of the house plus damages as the court deemed suitable. Mediation is also directly written into the agreements. Mediation is non-binding and adds a step and cost to a real estate dispute in Berks County. These things often lead to the seller not desiring to waste the time or resources fighting for the deposit.

The court system prefers not to sit in judgment of real estate transactions. It is better when people agree to settle and that such settlements take place in their origin, the real estate industry. This is true in most industries that involve commerce and trade.

Three years ago the rules on escrow deposit money changed. Now the buyer's

broker can negotiate a predetermined period that the broker can hold the deposit money for the seller. By law, the maximum limit is 365 days. If there is no court order or claim to the deposit money is returned to the buyer. Prior to this change an escrow deposit in dispute between a buyer and seller could be held in perpetuity (That is a long time) or according to the terms of a final order of the court. I typically reduce this deposit holding period to 90 days.

The issue with smaller deposits is a simple one. Consider the following example... You are selling your beautiful Berks County, PA home. It is settlement day. You are moving to another state with your family, most of your belongings are on a highway in a truck. The buyer shows up for settlement and has some issues to address. The buyer wants money off the home purchase to quell their concern. You decline. The buyer gets up from the settlement table. It is now when you realize the buyers deposit money on your \$300,000 home was only \$2,500. That is all you get. Is it worth it? You decide.

A reasonable escrow deposit is necessary. In my opinion, it keeps honest people honest! Knowledge is Power! 📖

WHY ADVERTISE?

1. Improve your company's name recognition.
2. Generate activity during slow times.
3. Expand your business with new prospects.
4. Win back former customers.

**PLACE YOUR AD IN
OUR NEXT ISSUE!
CALL (610) 323-6253**

BusinessAdvisor

RECOGNIZING THE POWER OF THE SMALL BUSINESS ECONOMY



HUMAN CAPITAL MANAGEMENT

By William Kreider, CEO of HR FUTURE GROUP

Small Business Majority hosted its second annual Small Business Leadership Summit from May 8-11, 2016 in Washington, DC, with a group of 150 small business owners from across the country participating. These small business owners met with policymakers, members of the media, issue experts and senior members of the Obama Administration. This invite-only event featured many opportunities for our nation's job creators to discuss important issues facing small business today and provide business owners with resources and programs to strengthen their businesses.

The Summit kicked off with a networking hour on Sunday, May 8, giving small business owners a chance to meet and network with peers from across the country. There were two full-day conference sessions on Monday, May 9, and Tuesday, May 10, at the Hyatt Regency Washington on Capitol Hill, featuring panel discussions, keynote speeches, interactive workshops and presentations by leading policymakers, industry experts and successful entrepreneurs.

An evening reception on Monday, hosted by Google at their Washington, D.C. headquarters, included presentations of "2016 Small Business Awards." The Summit concluded Wednesday, May 11 with a half-day visit to the White House during which small business owners had an opportunity to engage directly with senior members of the Obama Administration.

I was honored to be invited to the Small Business Leadership Summit as CEO of HR Future Group, LLC. The Summit focused on topline issues of importance to small businesses, including but not limited to:

- Access to capital and how to ensure small businesses obtain capital necessary to grow and strengthen their firms in a responsible and sustainable manner.
- Tax policy to spur small business/economic growth while leveling the playing field and ensuring fairness.
- Critical workforce issues impacting small businesses today such as healthcare, retirement savings, minimum wage and family medical leave.
- Small business' critical role in big-picture economic matters such as infrastructure and economic development.
- Small business' increased adoption of technology to add new solutions to old challenges.
- Women's entrepreneurship and the unique barriers women business owners face today.

(Continued on page 61)

BATTERY WAREHOUSE Inc.
www.batterywarehouseinc.com • battery@evenlink.com

 PALLET JACK BATTERIES	 SCISSOR LIFT BATTERIES	 CHARGERS & TESTERS VRLA, Lead Acid, Plus Charging Systems, Meters, Auto Meter
 SWEEPER & SCRUBBER BATTERIES	 UTILITY VEHICLE BATTERIES	 AUTOMOTIVE FLEET BATTERIES 77 Sizes Available, American Made
 BARCODE SCANNER BATTERIES For all major brands	 DRILL PACKS 18V, 20V and Lithium Packs for all major brands	 EMERGENCY & SECURITY LIGHTING BATTERIES Full Range of Voltages & Sizes

717-273-8884 • 125 Schneider Drive, Lebanon PA 17046
610.927.3717 • 500 East Penn Avenue, Wernersville, PA 19565

CLEAN CUT
LAWN & LANDSCAPING SERVICE

Ron Buttarro
Owner/President

phone 610.495.6399
cell 610.334.8603

285 Linfield Road P.O. Box 1100, Parker Ford, PA 19457
cleancutlawnsvc1987@gmail.com

LAWN SERVICES Mowing New Lawn Installation Seed or Sod Lawn Renovations Mulching & Edging Shrub trimming Maintenance Contracts	LANDSCAPING SERVICES Creative Designs Trees & Shrub Installation Patios & Walkways Retaining Walls Enhancement Lighting Irrigation Systems Ponds & Waterfalls Fencing
---	--

A HONEY DIPPER
SEPTIC SERVICE
J. Brehm, Inc.

WE PUMP WHAT YOU DUMP

Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com

FOR YOUR RETAIL REAL ESTATE NEEDS, CONTACT:

EQUITY RETAIL BROKERS

Equity Retail Brokers provides comprehensive retail real estate services through the company's four divisions:

Leasing
Investment Sales
Asset Management
Tenant Representation

Servicing Pennsylvania, New Jersey and Delaware

101 West Elm Street, Suite 370 | Conshohocken, PA 19428

610.645.7700 | equityretailbrokers.com

BUSINESS PROFILE

Equity Retail Brokers Has the 422 Corridor Covered

As a commercial real estate brokerage firm representing retail landlords up and down the Route 422 corridor, agents at Equity Retail Brokers may very well know just about every inch of retail available. According to David Goodman, a company principal that heads their leasing department, Equity Retail is currently marketing 17 properties in the 422 corridor between King of Prussia and Reading.

"Seven of the properties for lease or sale are in the Pottstown market," according to Goodman. "In addition, we have listings in Trooper, Royersford, Limerick and Eagleville, not to mention Reading and Wyomissing."

Goodman also said his company leased all the existing stores in Oaks Shopping Center, a 42,000 square foot strip center that opened last year.

Equity Retail Brokers provides comprehensive retail real estate services in Pennsylvania, New Jersey and Delaware through the company's Investment Sales, Leasing, Tenant Representation, and Asset Management divisions. The company plays a leadership role in the Retail Brokers Network, a national network of more than 60 independent brokerage firms specializing in the retail market.

If you would like more information about Equity Retail Brokers and its services, please contact David Goodman at 484.417.2219, dgoodman@equityretailbrokers.com.

ROUTE 422 Business Advisor
Place Your Ad in our NEXT issue! Call (610) 323-6253

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

Lunch N' Learn: Effective Communication Between the Generations Workshop – June 1

The purpose of this program is to create more effective work relationships and improve business results by applying generational understanding to workplace challenges. With a better knowledge of how to communicate across the generations you can create better relationships with your prospects and customers, thus increasing your bottom line.

Time: 12:00pm; Location: Phoenixville Borough Hall First Floor, 351 Bridge Street, Phoenixville, PA 19460; Cost: \$30.00 for members of the Chamber; \$40.00 for others.

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – June 7

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: 6:00 pm; Location: The Barrel Wine Bar, 222 Bridge Street, Phoenixville, PA 19460; Cost: Free for professionals ages 21-40!

June Membership Meeting - June 14

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!

Join the Chamber for breakfast on Tuesday, June 14! Please visit our website's Community Calendar to register and to view more details of the event.

Time: 7:15am – 9:00am; Location: TBD; Cost: \$20 for pre-registered members; \$25 at the door; \$30 for non-members.

First Friday

Gather your friends and family, and join us every First Friday each month at 6-10pm. You'll find live music, theatrical performances, local artists, and fun surprises! Walk around and explore some of our arts venues, small shops, unique boutiques, and outstanding restaurants. First Fridays are a great time to experience the beauty of the Borough and all that the Downtown Area has to offer. June 3 is this month's First Friday, and we hope to see you there! For more information, please visit www.phxfirstfriday.com.

POST-EVENT Golf Outing

The Chamber had a blast at its Eleventh Annual Golf Outing on April 26. Over 100 golfers played at RiverCrest Golf Club & Preserve. Attendees enjoyed a wonderful day of golf, dinner, door prizes, and a silent auction. Thank you to all of our players, volunteers, and sponsors!

2016 Spring Food Truck Festival

With over 30 trucks and thousands of attendees, the 2016 Spring Food Truck Festival on Saturday, May 7, was an unqualified success, bringing a diverse and delectable array of eating options to historic Downtown Phoenixville. Much of the success is owed to the event's generous staff of volunteers, and Phoenixville First expressed a keen gratitude for their participation.



REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

• 313 Ridge Pike, 2nd Floor, Limerick, PA 19468 • 610.489.7200



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

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

UPCOMING EVENTS

June 7, 2016 – Network Before Work

The Victory Bank

548 N Lewis Rd., Royersford

8:00 a.m. – 9:30 a.m.

Free for Members, \$10.00 Non-Members,
RSVP Online

June 9, 2016 – Chamber Breakfast

Copperfield Inn

594 W. Ridge Pike, Limerick

7:30 a.m. – 9:00 a.m.

Tickets: \$25.00 for Members,
\$35.00 Non-Members, RSVP Online

SPECIAL EVENT – Chamber 101

Immediately following Chamber Breakfast on 6/9

9:00 a.m. – 10:00 a.m.

Free for members

June 10 – SPECIAL EVENT - Bingo Bash

Sacred Heart Church,

838 Walnut St, Royersford

6:00 p.m. – 10:00 p.m.

Supporting the SF Chamber

Education Fund

Tickets are \$25.00

Sponsorships Available

www.springfordchamber.com for more info

Info@springfordchamber.com 215-489-7200

June 16 – Shark Think Tank

Copperfield Inn

11:30 a.m. – 1:00 p.m.

*Business Owner Members Only

July 14 – Monthly Chamber Luncheon

Copperfield Inn

Tickets: \$25.00

11:30 a.m. – 1:00 p.m.

Speaker: Adrean Turner-Social Media Outlook

July 26, 2016 – Mixer

Penn Liberty Bank

543 N Lewis Rd, Limerick

5:00 p.m. – 7:00 p.m.

SAVE THE DATE

Bingo Bash – Friday, June 10, 2016

Benefitting the Spring-Ford Chamber of
Commerce Education Fund

7:00pm – 10:00pm

Sacred Heart Parish, Royersford

Tickets are \$25.00

Sponsorships Available

www.springfordchamber.com for more info

Info@springfordchamber.com 215-489-7200

21 and over to attend

BYOB and outside food welcome

Food available for purchase

Limerick Community Day – Saturday, August 20, 2016

11:00am – 3:00pm

Limerick Community Park

Registration Information will be available soon at

www.springfordchamber.com

Sponsorships Available

www.springfordchamber.com for more info

Info@springfordchamber.com 215-489-7200



Bingo Bash 2016 – Friday, June 10th

Are you an avid Bingo enthusiast? Are you looking for a fun night out?

Then come out and support this FANTASTIC new event for the Spring-Ford Chamber. On Friday, June 10th Spring-Ford Chamber of Commerce will host their first Bingo Fundraising event to support the Spring-Ford Chamber education fund. Scholarships are awarded to a deserving college bound student from Spring-Ford High School, Pope John Paul II High School and The Western Montgomery Career and Technical Center.

This event will include 15 rounds of bingo, a balloon raffle, a silent auction and a beach bar raffle.

Each round has a prize of a \$100 value, gift cards, baskets and more. This event is BYOB and you may bring in outside food. Dickey's BBQ and Dia Dolce Cupcakes will be available to purchase food from as well. You must be 21 years of age or older to attend. Reserve your ticket today! Ticket cost is \$25.00 and doors open at 6pm with bingo starting at 7pm. Come out and enjoy this fun evening that gives back to our local students.

Spring-Ford Notes

• Thank you to Harleysville Savings Bank for hosting our May Network Before Work and to Victory Bank for hosting the June Network Before Work event.

• Network Before Work has been a great success; If you are interested in hosting a fall Network Before Work please contact the chamber office



• A special thank you to Mr. Tom Wolpert Esq. (left) of Wolpert and Schreiber P.C for speaking at the May membership lunch.

• Thank you to Champps of Collegeville for hosting the May luncheon

• A special presentation of \$2000 will be made at the June Membership break-

fast on June 9th to Operation Backpack. The money was raised during the WIN fashion show back on April 7th.

• Members of the SF Chamber get 10% their business expo table for Limerick Community Day, registration opens June 1st. see the chamber website for information on June 1st

• Thank you to Swede Chiropractic and The Community Music School for hosting their recent Chamber Mixers.



• Now is the time to this Mixer; If you would like to host a mixer this summer or fall please contact the chamber office.

• Women in Networking will be hosting a Painting with a Twist night on Thursday, August 25th.

Welcome our Newest Members

FastPro Restoration Inc.; State Farm-Jason Mathias; Java's Brewin'; Magical Memory Planners LLC; Firebirds of Collegeville

2016 Spring-Ford Chamber Scholarship Recipients

Each year the Spring-Ford Chamber of Commerce awards three local scholarships to college bound seniors for each of the area high schools. The scholarship is awarded on community service, student activities and initiative. The award winners for 2016 are:

• Bridget Ringenwald, Pope John Paul II High School

• Christopher Israel, Spring Ford High School

• Jamie Banks, Western Montgomery Career and Technology Center

To help support these students and the awarded scholarships please come out to support the 2016 Bingo Bash on June 10th, which raises money specifically for the Spring-Ford Chamber Education Fund.

HUMAN CAPITAL MANAGEMENT

(Continued from page 59)

About Small Business Community

Small businesses aren't simply the backbone of the American economy: They are its foundation. But too often the small business voice gets lost in the clamor of special interests, policy-makers and industry leaders — all willing to poach small business' good name in order to advance their own agendas. The Small Business Leadership Summit aims to shine a light on small businesses' importance to our overall economic success, and reclaim that voice.

The Summit offers a rare opportunity to form a community where small business owners and entrepreneurs can learn from one another and make their voices heard. It provides the chance to not only discuss the issues shaping our economy, but share best practices and identify pragmatic policy recommendations to help America's small businesses thrive and grow our economy. 📌

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.



- HR tasks overwhelming?
- Need more time to grow your business?
- Concerned about employee compliance issues?



(610) 584-2467

BILL@HRFUTUREGROUP.COM

HRFUTUREGROUP.COM

THE PCTV NETWORK

**Your Hometown Station...
We're Home For You!**

NOW OFFERING:

- *Streaming on Three Channels. 24/7*
- *Unbeatable Pricing for Commercial Productions and Airtime*
- *Webisode Productions*
- *Internet Placement*
- *Live Remote Broadcasts at The Location of Your Choice*
- *Local Sports Advertising Packages*



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



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

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

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

UPCOMING EVENTS

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

June 9, 2016 – Poolside Pig Roast Laua

Signal 88 Security has teamed up with Westfield 41 Apartments and Townhomes for a Luau-themed Mixer. The backdrop for this event is the stunning resort-style salt water pool and clubhouse at Westfield 41. Kick-off the summer seasoning with a unique networking event featuring a Pig Roast, tropical food and drinks, music and prizes. Flip-Flops optional!

Location: Westfield 41, 3 East Cherry Lane, Royersford; Time: 4:30pm – 6:30pm; Cost: FREE for members; \$10 guests

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

June 16, 2016 – PV MEN Networking Happy Hour

Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at The Trappe Tavern! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 at-door covers cost of appetizers. Cash bar.

RSVP: 610-489-6660 or email info@pvchamber.net
renee@PVchamber.net. Register online
www.PVchamber.net

June 23, 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; **New Location!** Spring Ford Country Club, 48 Country Club Road, Royersford; Time: 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.

June 29, 2016 – New Member Orientation sponsored by Maillie

Wednesday, June 26th, 8:30am – 9:30am at the PVCC office, 351 E. Main Street, Collegeville.

All welcome to attend! **New members, prospects and current members** are invited to an informational session to learn how to maximize your Chamber membership and meet Board and Ambassador representatives! Pre-registration is required. More details, contact Renee Blomstrom at 610-489-7822 or email renee@PVchamber.net. Register online www.PVchamber.net

FEATURED EVENT

PV Chamber 31st Annual Golf Outing

June 13, 2016



This is your opportunity to entertain clients and guests during a full day of networking and golf at the area's premier private golf course!

Golf packages include greens fees,

cart, lunch, beer and refreshments all day, snacks at the grove, golfer goody-bag, dinner and awards ceremony. Not a golfer? Attend the networking social (dinner and awards ceremony) or volunteer some time at one of the prize holes!

Spring Ford Country Club, 48 Country Club Road, Royersford

11:00am Shotgun Start followed by dinner reception/awards ceremony

Single, Double and Foursome golf registrations available

Volunteering at the event is a fun way to network with golfers

Donate a prize – Call the Chamber and we schedule a time to pick up your donation

Not a golfer? Join us for the networking social (dinner & awards) at 4:30pm

Golf and Sponsorship Details and Registration on www.PVchamber.net or contact Renee Blomstrom to discuss a custom package!

August 3, 2016 – PVCC Night at the Fightin' Reading Phils



On August 3rd, the Perkiomen Valley will take over the First Energy Stadium for a fun night out at the Reading Phils. Sponsor the Annual Night Out and YOUR logo will be

printed on 10,000 tickets! Express your appreciation with 400 tickets to distribute to clients, family and friends! Sponsors recognized on the field and throw out a "first pitch" to start the game! August 3rd is Ladies Night at Reading Phils. Meet Chris Soules, "The Farmer", from the Bachelor & Dancing with the Stars w/free autograph session. Plus, ladies can participate in the post-game \$2,000 Diamond Dig!

• Your logo on 10,000 tickets distributed in the Perkiomen Valley!

• Receive 400 tickets for YOU to gift to clients, friends and family

• Less than \$1 per ticket!

• Sponsorship Cost: \$395

Hurry... Limited availability! Reservation deadline June 1, 2016

Registration Link: <http://perkiomenvalleychamber.org/events/upcoming-events> or contact PVCC by phone at 610-489-6660 or email info@PVchamber.net.

REGIONAL CHAMBER ROUNDUP

NORTHEAST BERKS CHAMBER OF COMMERCE

www.northeastberkschamber.com



The mission of Northeast Berks Chamber of Commerce is to be a resource and a voice for its members (and those who are not yet members) in Northeast Berks County.

UPCOMING EVENTS

June 15 –

Making Connections Luncheon

Virginville Hotel, 458 Main Street, Virginville, PA 11:30 a.m.-1:00 p.m. Facilitated Networking Session. Limit 25 Attendees. \$15 Members Advance/\$20 Door or Non-Member. Register online www.northeastberkschamber.com

August 28 –

Northeast Berks Chamber Day at the Reading Fightins

FirstEnergy Stadium; New Hampshire Fisher Cats (Blue Jays) @ 2:05 p.m. Sponsorship Opportunities. Call Lori B. Donofrio-Galley 610-683-8860, or visit www.northeastberkschamber.com.

June 22 – Board Meeting & Board Retreat

Keystone Villa at Fleetwood, 501 Hoch Road, Blandon, PA 8:00 a.m.-12:00 Noon.

POST-EVENT



A Meet a Neighbor Open House and Chamber Ribbon Cutting were hosted by Arian Hungaski and Kyra Hendricks, Wanamakers General Store, Kempton, PA (near New Tripoli) on Saturday, May 7, 2016. (L to R): Clare Kilpatrick Benz, Sherry Christman, Lori B. Donofrio-Galley, Heather Uczynski, Penelope Oulds, Arian Hungaski, Kyra Hendricks, and Michelle Schilling.

A new member Chamber Networking Mixer was hosted by Wendy Scott, Marketing Director, at Arden Courts of Allentown on Thursday, April 21, 2016. (Back Row): Lori Warsing, Wendy Scott, Ann Marie Slavick. (Middle Row): Deborah Berger, Penelope Oulds. (Front Row): Michelle Schilling, Lori B. Donofrio-Galley, Sherry Christman, Karen Stetler



THE NORTHEAST BERKS CHAMBER OF COMMERCE ANNOUNCES NEW BOARD COMMITTEE CHAIRS & MEMBERS

The Northeast Berks Chamber of Commerce, Kutztown, has recently restructured its Board Committees as part of a strategic initiative. Committees now include Executive, Finance, Program, Governance, and Resource Development, which will oversee Membership, Ambassadors, Fundraising, and Business & Education.



Russell E. Farbiarz, Esq., Antanavage Farbiarz, PLLC, Hamburg, is the Board President and leads the Executive Committee. As Treasurer, John L. Scott, VP Branch Manager, PNC Bank, Macungie, chairs the Finance Committee. Governance is chaired by Donna Rice, Keystone Villa at Fleetwood, Blandon, and the Resource Development Committee is chaired by Clare Kilpatrick Benz, Hamburg Area SD. Barry Endy, Fraser Advanced Information Systems, West Reading, chairs the Membership Committee, and Steve Drasher, State Farm Insurance, Kutztown, chairs the Ambassadors Committee. Fundraising is chaired by Gretchen Hardy, Kelly Services, and Deborah Berger, Hasch Daal Custom Embroidery, Silk-Screening & Promotional Products, chairs the Shining Star Awards Committee. Kathy Metrick, Superintendent, Kutztown Area SD, chairs both Program and Business & Education.

During the restructuring, several chamber members assumed new roles on Board Committees.



Steve Drasher, already a chamber Ambassador, now chairs a committee of five Ambassadors. Steve has been with State Farm since 2002, and since that time, he has held several positions, including Financial Services Product Associate (Berks and Schuylkill counties), Field Sales Associate (Eastern and Central PA), Agency Field Consultant (Lancaster and Harrisburg, PA), and agent. The experience he has gained thru multiple roles has helped him to grow and gain perspective to serve his Kutztown clients even better. He has been the State Farm agent in Kutztown since 2010.

Prior to State Farm he was a broker with Meridian/CoreStates/First Union/Wachovia and Wells Fargo. Steve has over 25 years' insurance and financial services experience and services more than 1000 households thru his State Farm office.

He is a founder and is on the board of directors for Liberty Youth Baseball and Softball, Sinking Spring, which serves more than 600 kids, is a board member of the Wilson Baseball and Softball boosters, and is the Committee Chairman for BSA Troop 456. He lives in Spring Township with his wife Lynda, sons Chris and Matt, two labs, and 16 chickens.



Barry Endy, who had served on the Membership Committee and as an Ambassador, now chairs the new Membership Committee. Barry is an account executive at Fraser Advanced Information Systems where he helps his clients create cost-effective solutions with their business equipment, document management, and IT services. He has been a member of the Northeast Berks Chamber for three years. Barry is also a proud Fleetwood Rotarian who serves on the Board and as the Membership Chair.

The Governance Committee, chaired by Donna Rice, has two new members.



James E. Sher, Esq., a Berks County native grew up in the Oley Valley and now resides in Exeter, PA. He received a Bachelor of Science degree from Albright College and pursued his law degree thereafter at Duquesne University in Pittsburgh, Pennsylvania. While attending Duquesne, he interned at the Pittsburgh office of the Pennsylvania Attorney General.

Sher has been a local attorney in Kutztown for nearly 20 years. In the fall of 2013, he restructured and created Sher & Associates, P.C. He continues his dedication to client satisfaction and achieving the best outcomes for his client's legal needs. He specializes in the areas of estate planning and administration, business formation, real estate and transactional work.

He is an active member of the Berks County Bar Association, served on the board of directors for the Kutztown Area Chamber of Commerce, now the Northeast Berks Chamber of Commerce, and currently serves on the Board of Opportunity House in Reading, PA. He is a member of the Kutztown Rotary Club and the Exeter Lions Club and recently moonlighted as an Executive Baker for the Friend, Inc. 27th Annual Benefit Auction.



John Green, Associate Vice President, Communications, Marketing, and External Affairs, Kutztown University, came to the University in 2009 after a 30-plus-year career in the media business. He started in Los Angeles with the *Los Angeles Daily News* and spent 24 years with the Gannett Company at corporate regional headquarters in Reno, Nevada and White Plains, New York. John held senior management positions in the areas of Marketing, Promotion, Research and Advertising.

Here at Kutztown University, John is responsible for: Marketing, Communications, University Relations, Conference Services, Performing artist series – *KU Presents*, The PA German Cultural Heritage Center, Sports Medicine, and Intercollegiate Athletics. He is a Graduate of Murray State University and holds a Master's Degree from California State University, Northridge.

“We at Zuber Commercial have enjoyed our commitment to the Route 422 Business Advisor. There are several reasons why we continue to take a whole page of advertising. The #1 reason has been because we get good results. The exposure in the marketplace reaches out to a variety of clientele. It reaches into various counties, which provides even more exposure. Their professional approach & demeanor helps to create success for them and Zuber Commercial.”

– Richard A. Zuber, Owner, Zuber Realty

ROUTE 422 Business Advisor

**Place YOUR Ad in the NEXT issue!
Call (610) 323-6253**

LET'S GET PERSONAL.

OUR TECHNICIANS HAVE GOTTEN ALL THE "BUGS" OUT!

"You have an outstanding company because you have outstanding employees who know their job so well and are so personable and ready to help. It is a great reflection on the ownership of this company and it's mission statement. I met Chad when he visited my home to take care of my squirrel problem and it was a pleasure dealing with him. He quickly diagnosed the problem and solved it. I would definitely use your company again."

— need credit here —

- COMMERCIAL - RESIDENTIAL
- CERTIFIED ENTOMOLOGIST ON STAFF
- CERTIFIED QUALITY PRO COMPANY
- HASSLE-FREE HOME PROTECTION PLANS AVAILABLE
- LOCAL FAMILY OWNED & OPERATED
- FULLY LICENSED & INSURED

MENTION THIS AD FOR
20% OFF

ANY SERVICE
SCHEDULED FROM NOW
UNTIL 10/31/16



Patriot Pest Solutions performs background checks on all our Qualified Professional Technicians, so you can feel completely safe and secure when they enter your home or office. With over 50 years of experience and a 100% satisfaction guarantee, you can rest assured that our team can eradicate any pest problem you may have.

From detection, to environmentally-friendly removal and extermination, our goal is to provide outstanding customer service with the utmost professionalism to every client we serve.

In addition, we are a Certified QualityPro company and offer GreenPro Solutions which means our technicians are up to date with the latest training and certifications to provide you with the best and safest service possible.



It's our patriotic duty!

PATRIOT PEST SOLUTIONS, LLC

Eliminating Pests is Our Patriotic Duty!



610.489.5136 | PatriotPestSolutions.net



The Harrison Family & Duke

Big Agency
Solutions

Small Agency
Attention

CISICK | NESTER
INSURANCE & FINANCIAL SERVICES



Peter Cisick
petercisick@gmail.com
c: 610.247.6842



Bryan Nester
bnester60@gmail.com
c: 610.585.7278 f: 501.325.7570

Full Service Insurance Brokers

- Employee / Group Benefits
- Health Insurance
- Life Insurance
- Disability
- Vision
- Dental
- Long Term Care
- Medicare Supplements

Connecting you with Financial Freedom!

cisickandnester.com • "Like" us on Facebook