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Cover Story: Occupational Health at CarePlex in Pottstown provides a wide range of health-related services to local businesses, including work-related injury care and rehabilitation as well as pre-placement screenings, functional capacity testing, and screenings to meet OSHA and client-directed thresholds.



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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

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PMMC's Occupational Health



*Occupational Health at CarePlex,
located at 81 Robinson Street in Pottstown.*

Partnering with Local Businesses to Meet Worker Health and Safety Needs



(L to R) Debbie Melnyk, Director of Human Resources at Superior Tube; Kathleen Kelly O'Hara, Client Services Coordinator at Occupational Health; Peter Cunnius Registered Nurse, Occupational Health.

When Superior Tube Company was acquired by Berwyn-based global giant Ametek in May 2015, it was a watershed moment for the hi-tech Collegeville manufacturer — a validation of sorts of the company's tremendous success in a transformation process they began in 2005. Utilizing innovative concepts like "lean manufacturing" and *Kaizen*, a Japanese word meaning continuous improvement, as well as completely restructuring the relationship between management and union employees, opening the doors to collaboration and partnership through frequent communication, the company turned a corner, ending a difficult period. Today, Superior Tube is once again a thriving enterprise, providing high precision tubing solutions for the aerospace, energy (nuclear, oil and gas), and medical industries. Their flagship clients are the U.S. Navy and Air Force.

Success in business requires not only building successful relationships internally, but with service providers as well. Prior to the 2005 turnaround effort, Superior Tube had already enjoyed a successful 10-year relationship with Occupational Health at CarePlex as their provider of choice for a wide range of occupational health services. That relationship continues today, stronger than ever.

Occupational Health at CarePlex, located at 81 Robinson Street in Pottstown, provides a wide range of health-related services to Superior Tube, both on-site and at their modern CarePlex facility. The medical professionals at Occupational Health specialize in treating non-life threatening injuries. Pottstown Memorial Medical Center's Emergency Department is available for life-threatening conditions, or when CarePlex is not open. That works out great for a company like Superior Tube, which runs a three-shift around-the-clock operation. All employees treated in the Emergency Department can receive follow-up care at CarePlex.

"When CarePlex is not open, the fact that we are a department of Pottstown Memorial Medical Center with an ER Department enables us to offer 24-hour injury care capability to the companies that have multiple shifts," explains Kathleen Kelly O'Hara, Client Services Coordinator at Occupational Health. "That employee knows they can go to our emergency department if we're not open, and then follow up at CarePlex as needed for their injury care. That is unique to be able to offer that continuity of care."

In addition to work-related injury care and rehabilitation, Occupational Health administers a wide range of physical exams for the employees of Superior Tube, including pre-placement screening, functional capacity testing for specific jobs, and screenings to meet OSHA and client-directed thresholds. They perform a complete range of diagnostic testing and screening procedures, including: vision; audiometry, laboratory services; radiology services; drug and alcohol-free workplace services, electrocardiography, pulmonary function testing and respirator fit testing. They also offer inoculations and travel medicine services.



Superior Tube Company in Collegeville.



Gym at Occupational Health at CarePlex.

"All of our employees are very familiar with CarePlex," explains Debbie Melnyk, Director of Human Resources at Superior Tube. "They start their relationship with CarePlex when they undergo our new hire physical, so employees become familiar with the staff immediately. I know that our employees have a high level of confidence in going to CarePlex. They know they get excellent quality of care. They know the people are friendly and nice, and they are going to be treated well. It's very comfortable," Melnyk said, adding, "Thankfully we don't have very many injuries, but when they do happen, we tell them we're going to take them to CarePlex, and they know what that means in terms of who they are going to be working with, and the high quality of care they're going to get when they are there. It's great."

"We value the relationship that we've built over the years with Superior Tube," adds Kathleen O'Hara. "We're really proud of that. We want not only Debbie and her administrative team to feel confident about us. We also want the employees to feel like we're a partner in keeping them safe and taking good care of them," she said. "It seems that nearly all the services we currently offer to our clients, we provide to Superior Tube, either at CarePlex or on site. That makes them a great example of the type of comprehensive and long-term relationship we strive to build with all of the employers we work with, large and small. We want you always to feel like we're an extension of your team, and that we're all working for a safe workplace and the best care for the employees in that work place. In terms of quality of care, I'm just so proud of the medical providers that we have on our team. That makes my job easy, to know that we have such a strong and qualified Occupational Health staff," O'Hara said.

Peter Cunnius is a registered nurse with Occupational Health. He provides care at CarePlex, but also he specifically serves as Occupational Health's on-site nurse. He goes on site to employers to provide services, whether it is respirator medical clearances, or vision testing, hearing testing, or lab services.

"We like to educate employees while we go through the testing process," Cunnius explains. "For example we recently did respirator fit testing on site at Superior Tube. We do a pulmonary function test as part of the process, and to understand what they actually have to do and what that test is measuring, and how it relates to wearing a respirator, is an important piece of information for the employee to understand. Some employees are relatively new at wearing a respirator and being fit tested. I've had great experiences here (at Superior Tube) with the employees. They seem to be very receptive, and they do ask questions and they joke and have a good time. I think it's wonderful. Even with the hearing tests that I've done here. I often get feedback that they are happy that we came here, so they didn't have to travel," Cunnius explains.

"The on site services have been really nice," confirms Debbie Melnyk. "Especially lately. As Peter indicated, we put in a respirator program for our employees, and we had about 25 people who we needed to have fit tested for respirators, as well as medical exams to make sure that they were physically able to wear a respirator to do their job. So rather than have 25 people go off site individually and take the time away from their job and the production of tubes, which is what we do, they were able to come here we were able to get through that group of people really quickly and handle a large group of employees at one time."

"We have very strong requirements around certain positions," Melnyk said. "From an eye test perspective, where people have, depending on the job, specific requirements about how often they are required to have their vision and their hearing tested, from a safety perspective, so it's ongoing. We use a lot of services at CarePlex. I think we'd be hard pressed to find a week of time when we don't have some contact with Occupational Health for some reason."

(Continued on page 8)

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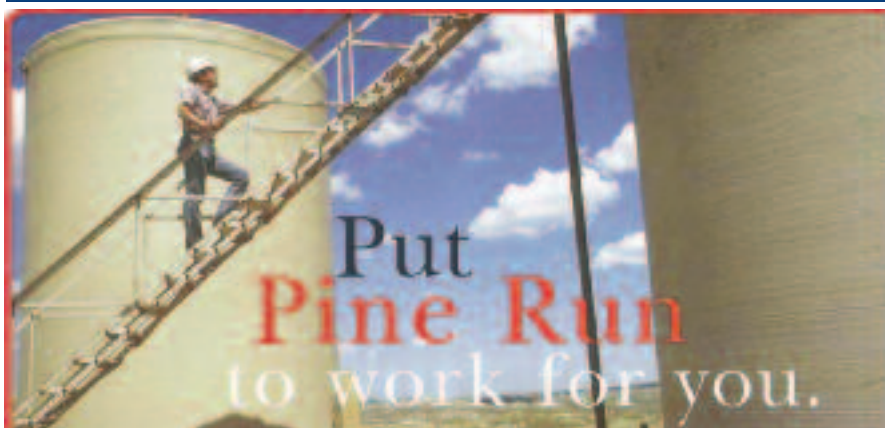


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COVER STORY

(Continued from page 7)

As companies make transitions with management and with ownership, the professionals at Occupational Health are able to help the company transition, equipped with the history of knowing what's required regarding physical exams, and what protocols have been in place. "Many times companies do find that helpful, as far as what do we have in place," said Kathleen O'Hara. "Do we need to tweak anything? Upgrade any protocol? We like the fact that we can offer that continuity of care as a company transitions."

"When I came to Superior Tube two and a half years ago, I was concerned about the relationships that had already existed, and Kathleen was one of the first people I talked to," said Debbie Melnyk. "It was really nice to know there was somebody I could depend on for everything when it came to the employees and their health care from a work perspective. It's been a great relationship over the past couple of years. I know I can pick up the phone and talk to her about anything, and get answers to any questions I may have," she said. "That was a tremendous help to me when I came in here. We had a new HR team. We went to CarePlex. Kathleen took time with her team and with us to get us familiar with the facility. Occupational Health is definitely a great business partner."

The medical professionals at Occupational Health also pride themselves on serving as a strong resource for information regarding regulatory requirements. "Companies have a need for information, whether it is OSHA or DOT, or Work Comp related," Kathleen O'Hara explains. "We have really gotten to know regulatory requirements. That's something we don't charge a consultation fee for. Per OSHA it's the employers responsibility to know all the regulations and bring those to us and tell us what we need to do, but we help them to understand the regulations and requirements. That's part of the relationship,"

she said, adding, "One of the things many companies value about us is how proactive we are in our return to work strategies when someone's been injured."

"We are definitely OSHA compliant," Debbie Melnyk said. "Occupational Health is our number one choice on our list of providers that we can use for this facility for Workers Comp."

"Many of the services requested are built on company policy as well," adds Kathleen O'Hara. "There are protocols for what corporations require for new hires, including what physicals are required. Many times the OSHA requirements enter in, whether it's related to hearing, or respiratory medical clearances to be able to wear a respirator, for example."

"And some of it is customer driven," said Debbie Melnyk, "because we have customers who require that we produce the highest quality products that we can, and part of that is that we have healthy employees who are able to do their jobs and catch things that maybe you wouldn't catch if you didn't have good eyesight. A lot of the certifications are driven by our customers."

Another important element that distinguishes the medical professionals at Occupational Health is they are very proactive with their Return to Work strategies for companies with injured workers.

"Our goal is to return that employee to work, to their full duty, as quickly as medically appropriate," explains Kathleen O'Hara. "And so we work with the employer, and the employer creates modified work opportunities for them while they are recuperating from their injury."

Occupational Health utilizes specialized equipment at CarePlex for work related injury rehabilitation, as well as functional capacity testing, called the Sapphire System. "We have several staff members who are certified screeners," O'Hara said.

(Continued on page 10)

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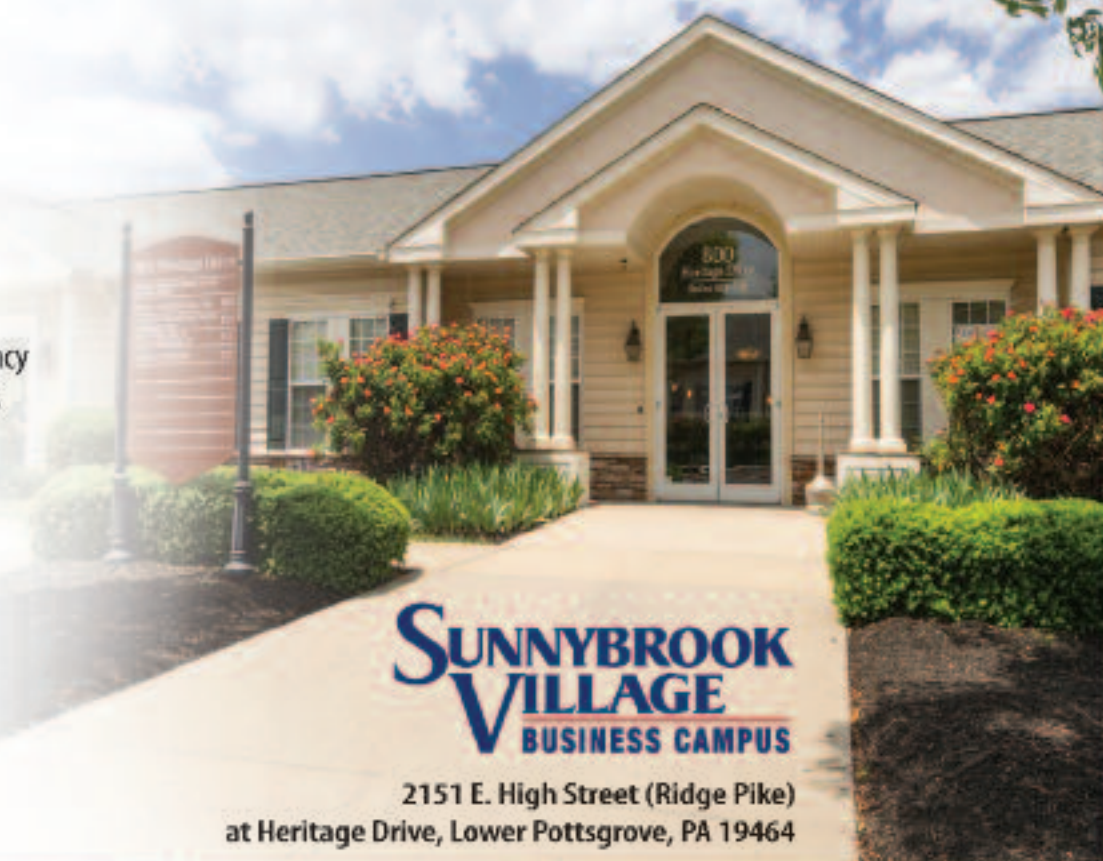
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COVER STORY

(Continued from page 8)

"We can take the physical demands of an employer's job, and from that create a customized physical capabilities test. The employee is put through the rigors of the position — pushing, pulling, lifting, carrying, and squatting — to see if they can actually accomplish the physical tasks. Employers find this very helpful because their goal is to hire someone who is physically capable of doing the job, safely. The benefit is really two-fold, for the employer and the employee. The employer will see fewer injuries in the workplace, and savings in terms of injury care and lost work days," O'Hara said.

It's very natural for any patient employee to be nervous when something is health related, according to O'Hara. "Whether they are coming into CarePlex for a routine drug test or physical, or they are coming for a respirator medical clearance, it's very normal for them to be apprehensive, because they want to pass to make sure that they can continue employment, and so our medical providers, I feel, are excellent, not only in their medical care, but also in their demeanor with their patients to put them at ease and encourage them and to educate them," she said.

A progressive company like Superior Tube recognizes the importance of paying attention to the slightest detail, and in addition to contributing to the collective health of employees, Occupational Health also contributes to the company's bottom line. "We've seen very positive effects," said Debbie Melnyk. "Occupational Health at CarePlex is part of that solution, along with our very active safety committee. We are always looking for ways to make it a safer workplace and keep our employees healthy. Our partnership with Occupational Health and communication with the employees are a large part of that. Over the past eighteen months, we've measured our safety incidences and how many injuries we have, and we are definitely on an upward trend for the best. Our insurance rates are better than they have ever been, and each month they get a little better, because we go another month without an injury. We've managed to keep our insurance rates at a pretty level rate over the past few years, which I don't think is happening in too many places anymore. Companies are definitely experiencing higher costs every year.

(Continued on page 12)

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COVER STORY

(Continued from page 10)

Some of our employees have been here over 50 years, and they still come to work every day, so I think that's pretty much an indicator of how they try to keep themselves healthy."

Employers like Superior Tube often recommend Occupational Health at CarePlex to other companies. "Based on our reputation for quality medical care and customer service, we get referrals," Kathleen O'Hara said. "But also we promote safety in the workplace. PMMC is the largest employer in the Pottstown area, and we promote safe workplace practices for our own employees, and so we naturally want to promote it in the communities we serve as well. I can hear the voice of our medical director Dr. Burnett echoing through the hallways. When he says goodbye to a patient, he says 'Work safe!' That's how he leaves them. He wants them to think about working safe!"

The specialists at Occupational Health are experts at partnering with their clients to address every possible work-related health issue, including immediate, even urgent occupational health care needs, and cultivating the kinds of ongoing relationships that benefit companies in ways no other provider in the region can match. With the recent emergence of many new neighborhood immediate or urgent care facilities, employers are now faced with more options when searching for the right partner to manage their company's occupational health care and employee rehabilitation concerns. Pottstown Memorial Medical Center's Occupational Health at

CarePlex, has been successfully addressing employer health and wellness concerns throughout the region for over two decades, providing specialization in each of the myriad of health care issues any employer could possibly face, and offers all of the services that employers in many industries require.

We specialize in Occupational Medicine,"

Kathleen O'Hara said in conclusion. "That sets us apart from, for instance, an urgent care facility. I recently heard Dr. Burnett speaking to a patient on the way out, and the patient said, 'Thank you so much for explaining that to me the way you did. I really appreciate that.' That's what sets us apart. We're not just a walk-in clinic. We have a long-term relationship not only with the employer, but also the individual patients we're seeing. Our

providers take the time to explain things to them so that when they leave, whether they've had an injury or a physical, they understand what's taken place and what they need to do to get better."

Occupational Health at CarePlex is the ideal partner for businesses of all sizes, offering a complete array of comprehensive services including: Employment physicals; Workers injury care; Rehab Services (PT, OT and hand therapy); DOT medical certifications; Drug and alcohol testing; Diagnostic health screening; Inoculations; Wellness programs; Travel medical services; Ergonomic consultation and injury prevention training; Onsite services and education; and OSHA compliance support. ■



Carl Burnett, D.O.,
Medical Director,
Occupational
Health at
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FOCUS ON EDUCATION

Help Students Escape Failing Schools

Why Education Tax Credits Make Academic — and Business — Sense

By Darryl M. White



Ask any business leader the key to a company's success, and the answer will likely be "finding the right people." While many factors define "right," few would dispute that a solid education is essential.

Tragically, many schoolchildren across Pennsylvania today are denied the quality education so critical to success in life. Trapped by their zip codes in failing and sometimes even violent schools, these children have incredible potential but their hopes and ambitions are needlessly crushed.

It doesn't have to be this way—and business leaders can play a vital role in turning things around.

Since 2001, students have had access to a lifeline out of failing schools via Pennsylvania's Educational Improvement Tax Credit (EITC) program. The EITC lets companies direct a portion of their business taxes to scholarship organizations, which then provide scholarships for students to attend schools of *their choice*.

In return, businesses receive a tax credit worth 75 percent of the donation. If the company pledges to give the same donation two years in a row, the tax credit rises to 90 percent.

Thanks to the involvement of the business community, thousands of children and families have had their lives set on a new positive trajectory. In 2014-15 alone, nearly 35,000 Pennsylvania schoolchildren received EITC scholarships. In Erie, students benefited from nearly \$5 million in EITC funding in the 2014-15 school year; in Pittsburgh, nearly \$15 million; in Harrisburg, almost \$9 million, and in Philadelphia, more than \$18 million.

One of these students, Cendy Salas-Lopez, is preparing to graduate from Bishop McDevitt High School in Harrisburg. Cendy received an EITC scholarship through the Joshua Group, a scholarship organization serving an area where most residents fall into lower income-brackets. The oldest of four children, Cendy will be the first in her immediate family to graduate high school. Her dream is to attend college to become a teacher and translator.

"Smart kids in Harrisburg drop out of the public schools because of the environment and lack of opportunity," Cendy said. "They are trapped in a vicious cycle."

She's right. And this is true not only in Harrisburg but across Pennsylvania.

In Erie, 2,500 students received approximately \$2.5 million in scholarships last year through the STAR (Student Tuition Assistance Resources) Foundation, according to a *Times-News* report.

(Continued on page 14)

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IT'S TIME TO WORK SMARTER

FOCUS ON EDUCATION

(Continued from page 13)

Thanks to the contributions of more than 100 companies, these students have the opportunity to build a solid educational foundation that will last a lifetime.

Indeed, to Cendy and her parents, an EITC scholarship is “a chance to succeed and build a good career.” It’s an opportunity students like Cendy would not have otherwise.

The average income of families receiving EITC scholarships is \$29,000. Stretching this income to meet the demands of food and housing is challenging enough; adding tuition would be nearly impossible.

Too many of Pennsylvania’s public schools are failing our students. Often, violence and arrests at schools create very difficult learning atmospheres. How can we expect students to focus on algebra when they’re concerned for their safety?

These students don’t deserve to be consigned to failing schools; they deserve the opportunity to succeed that EITC scholarships provide.

It’s not surprising, then, that demand for EITC scholarships far outweighs supply. For example, the Children’s Scholarship Fund Philadelphia, the largest K-8 scholar-

ship program in the state, is forced to turn away 8,000 students each year.

Businesses can be the catalyst that fills this gap and brings opportunity to these students and thousands more like them.

Through EITC scholarships, companies support their local communities and help provide schoolchildren the chance they desperately need and want. Meanwhile, students like Cendy gain an educational experience specifically tailored to their individual needs.

It’s a win for everyone—students, families, businesses, neighborhoods, and the commonwealth.

And after all, what better way to build a prosperous future for our communities and our state than to invest in the next generation?

Darryl M. White is senior vice president for the Commonwealth Foundation (CommonwealthFoundation.org), Pennsylvania’s free market think tank. dmw@commonwealthfoundation.org

*Business may begin applying for the EITC program on July 1. Information is available at community.newpa.com/programs/educational-improvement-tax-credit-program-eitc

(Continued on page 16)

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FOCUS ON EDUCATION

(Continued from page 14)

Pottsgrove High School Ratchets Up Rigor and Opportunities

Pottsgrove High School was honored to be an Advanced Placement (AP) National Honor Roll School according to the College Board. This special distinction was given to 425 school districts in the U.S. and Canada who simultaneously achieved increases in access to AP college-level courses for a broader number of students and also maintained or improved the rate at which their AP students earned scores of 3 (out of 5) or higher on an AP Exam. In Pennsylvania, Pottsgrove High School was one of only 43 schools that earned this honor. Only two other high schools in Montgomery County earned a spot on the AP School Honor Roll this year. Pottsgrove Principal Bill Ziegler stated, "We were thrilled to hear that Pottsgrove High School earned this prestigious honor. Our teachers and students have been working so hard to achieve success and we are very proud of this national recognition of our accomplishments." This is the first time Pottsgrove has been recognized as an AP

Honor Roll member since the award's inception in 2010.

Pottsgrove increased the number of Advanced Placement (AP) courses it offers from 10 in 2013 to 16 in 2015. Plus, 2015 AP scores outpaced the state average by double digits. Here are some quick facts about Pottsgrove's AP growth since 2013:

- 28.20% increase in total number of AP students since 2013
- 56.50% more AP exams were taken in 2015
- 65.21% increase in students who scored 3 or higher on an AP exam
- Pottsgrove almost tripled the number of AP Scholars since 2013
- Pottsgrove had one National AP Scholar in 2015

Some of the high school's recent successes can be attributed to investments in the professional development of teachers instructing AP courses.

(Continued on page 18)

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WHAT DOES RETIREMENT LOOK LIKE TO YOU?



THE GOOD LIFE

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

Perhaps in our grandparents generation retirement look like quitting your job, having a retirement party, then proceeding to a new phase of watching TV, yardwork, traveling to visit friends and generally being helpful to the extended family. In the generation of clients that I'm working with now, there is as many individual approaches as I have clients. I'll share a few of their stories to spur your own imagination about your vision for retiring.

Many of my clients and friends use the word "retire" when what they really mean is transitioning into a new phase. For example, a friend of mine (let's call him Stanley) in his early

50's wants to quit his long commute tech job and begin doing technology consulting predominantly from home. Stanley's financial plan includes making sure that the resources already in place allow him to do consulting without worrying whether it will be very lucrative; since success is not assured. Having a plan B in place is especially important because he could be retired for perhaps 40 years.

A doctor client in her mid-50s has been saving assertively throughout her working life. Her goal was to be able to retire young. She was able to "retire" from the hospital where she worked knowing she had enough retirement income in place to

support her lifetime spending plan. Now she works about four days of month as a visiting doctor to other hospitals who need coverage when theirs take vacation or go on leave. As she is still quite young by traditional retirement standards, this gives her freedom over her schedule and a chance to stay involved in medicine.

Some of my clients are simply frustrated with the "do more with less" attitudes of their employers who have been struggling since the great recession. Several have quit their jobs, then spend 6 to 9 months on their household backlog list (I call it the honey-do list) and then take part-time jobs in completely different industries. They do this as a way to supplement their retirement income yet expel some previous sources of frustration.

(Continued on page 19)

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FOCUS ON EDUCATION

(Continued from page 16)

The school will be offering two additional AP courses in the 2016-2017 school year, Principles of Computer Science and Physics 1.

Inclusion on the 6th Annual AP Honor Roll is based on the examination of three years of AP data and meeting the following criteria:

- Increased participation in AP by at least 4 percent in large districts, at least 6 percent in medium districts, and at least 11 percent in small districts;
- Increased or maintained the percentage of exams taken by African American, Hispanic/Latino, and American Indian/Alaska Native students, and;
- Improved performance levels when comparing the percentage of students in 2015 scoring a 3 or higher to those in 2013, unless the district has already attained a performance level at which more than 70 percent of its AP students are scoring a 3 or higher.

"We certainly believe that the strengths of our school district reach much deeper than test scores," said Shellie Feola, Pottsgrove Superintendent. "This is, however, one important indication of our progress.

There are other important indicators of Pottsgrove High School's ongoing effort to provide a rigorous and varied program of studies. The school now offers more music and art classes with a focus on STEAM (Science, Technology, Engineering, Arts, and Mathematics) education, as well as a sequence of engineering, computer science courses, and independent study course offerings. Dual enrollment options with Montgomery County Community College are also offered. Pottsgrove provides each student with a laptop computer and offers some courses or parts of courses online for anytime, anywhere learning.

This September, Pottsgrove High School's two year renovation project will

be complete and its doors will open with new science and engineering labs, newly expanded library media center, a media production facility, competition gym and fitness center, expanded art, music and cafeteria spaces, an artificial turf all-purpose athletic field, updated wireless Internet access throughout, and refurbished classroom spaces.

Pottsgrove is focused on students and soaring to excellence. 📖



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THE GOOD LIFE

(Continued from page 17)

Many business owners no longer have the retirement mentality of "sell the business and walk away". Their slowdown plan involves making sure that there are the right set of competent employees to mind the helm while they vacation, travel, or take time away to help family members. Some plan their slowdown according to the seasons so they can enjoy the warm weather in January in Florida.

Employees leaving their W-2 income jobs, often choose the new world of starting their own business. Sometimes out of supplemental income necessity, but frequently occurs because it gives them more freedom. They get to set their own schedule, pursue marketable ideas that interest them and enjoy some of the tax benefits that go with being self-employed.

Whether your retirement dream is quit your job, slow down gradually, begin pursuit of long seeded interests or just take more vacations; you'll probably want an individualized plan. Talking with a financial planning professional will help structure lifelong layers of income. Pensions, Social

Security income, investment income, and even continued earnings from some type of work can be blended together for what could be decades of retirement. According to the Society of actuaries, a 65-year-old man has a 41% chance of living to age 85 and a 20% chance of living to age 90. A 65-year-old woman has a 53% chance of living to age 85 and a 32% chance of living to age 90. That's a long time for yardwork, TV and golf. 🏡

Merra Lee Moffitt, CERTIFIED FINANCIAL PLANNER™ Professional (CFP®), is a Senior Partner at Good Life Financial Group, Wyomissing. She loves helping business owners grow their financial independence via their businesses. She helps her clients keep work/family balance while they pursue lifetime financial success. It's part of her financial planning process. A recognized source on Pennsylvania business issues call, click or contact Merra Lee at 610-628-2055, MerraLee.net and merralee.moffitt@lpl.com.

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The Beck Packaging Formula Goes Beyond a Competitive Price and An Extensive Inventory

At Beck Packaging Corporation, staff and management understand that they can only achieve success if they create a one-of-a-kind experience for their customers, or as they prefer to call them – their partners.

"We are their partners in packaging," said company President and CEO Gregory A. Stoudt, who is proud to note his company is 100 percent employee owned. "Being partners means that Beck Packaging's consultative sales professionals serve as advisors whose intention is to increase productivity and success for their customers."

"We just don't just sell a product and walk away. We first consult with our customers to determine if they are currently using the right and most cost-effective products."

The Beck Packaging formula that was perfected over the past 45 years goes beyond a competitive price and an extensive inventory.

"We are not just a catalog leaving you to guess how to do the job," Stoudt said. "Our value proposition includes an experienced team of packaging sales professionals and customer service representatives."

The crew at Beck Packaging gets creative when it comes to solutions. This creative thinking is enhanced by the company's transparency and an open-door policy with its employees. "By allowing a free exchange of thoughts and ideas we can adapt 'on the fly,'" said Stoudt. "We empower our employees to 'think inside the box!'"

Once they've assessed a customer's needs, the staff offers recommendations that add value and further reduce costs to a client's packaging initiatives and bottom line.

"We have the expertise to follow-up and assist, as well as service, any packaging equipment and materials sold. Our efforts extend well beyond the initial sales," Stoudt explained. This customer-forward approach has made it possible for growth and

expansion at Beck Packaging.

In 2002, Beck Packaging became an Employee Owned company. Today we are 100 percent Employee Owned. Our employee-owners have a financially vested personal interest in our customers and our success.

In 2007, the company moved to a new facility in Allentown close to the Lehigh Valley International Airport and major highways. Since then they have also continued to invest in new material handling capabilities, technology and enterprise software updates and delivery vehicles. It's this approach that has led to the establishment of strong, long-term relationships with a number of regional manufacturers.

Beck Packaging offers efficient delivery via a fleet of company trucks that service clients within a 75-mile radius of Allentown. Depending on a client's needs, delivery service can span an even larger distance.

Stoudt says his company represents some of the leading packaging materials and equipment manufacturers in the industry, including Sealed Air Corporation (a manufacturer of bubble wrap, inflatable air pillows and other protective packaging); Intertape, 3M, and Shurtape (manufacturers of some of the best industrial tapes in the world); and Signode (a leading manufacturer of steel and plastic strapping and systems).

Stoudt also added that his company has taken a more advanced approach to selling and servicing packaging systems and equipment, including shrink- and stretch-wrapping systems. They also distribute and convert commodity packaging products such as peanuts, chipboard, corrugated cartons and sheets, and all types and forms of poly bags and other films. ■

BECK PACKAGING
...we think inside the box



TRACKING FOR YOUR ROI WITH SOCIAL MEDIA MARKETING



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

Gathering the results for traditional marketing usually comes in the form of phone calls, feet in the door, coupons, and increased revenue. But how do you know what's happening with your social media marketing? This month's column will be all about tools to track your social media marketing results. There should never be any money or time spent on promoting your business with social media without measuring the results.

Just like, traditional marketing, you can continue to track using the same traditional techniques: phone calls, feet in the door, coupons, and increased revenue. But is that all? With Facebook analytics you are able to see the response to your boosts and ads even through click throughs to your website. When one of our clients ran a Facebook boost, we were able to quantify the results of the boost directly to new customer purchases. She spent \$30 on the boost reaching an audience of 1300 with 13 new clients. These new clients spent over \$1000. How did we know this? By using Facebook and Google analytics along with collecting data about those new clients through website sales, we were able to produce exact statics. Now, if you recall my previous article entitled Bots or Nots you'll know that this audience of 1300 is more like 650 due to the fake bots which were part of the statistics.

Twitter analytics provides you with the data on how your tweets are trending. It provides data on the activity from your tweet replies. I love the audience information which provides the interest of my followers so I can fine tune the tweets based on THEIR interests. Since Twitter is ideal for artists, musicians, and venues, the events information provides details I can use to help those clients who would benefit from these details. Depending on how active you are on Twitter, evaluating your analytics monthly may be all you need to do.

As for LinkedIn, they need to catch up with Facebook and Twitter to create a one-stop analytics page to view what's happening with your account. When first coming onto your profile you can easily see who has viewed your profile as well as how you are ranking in your industry.

(Continued on page 22)

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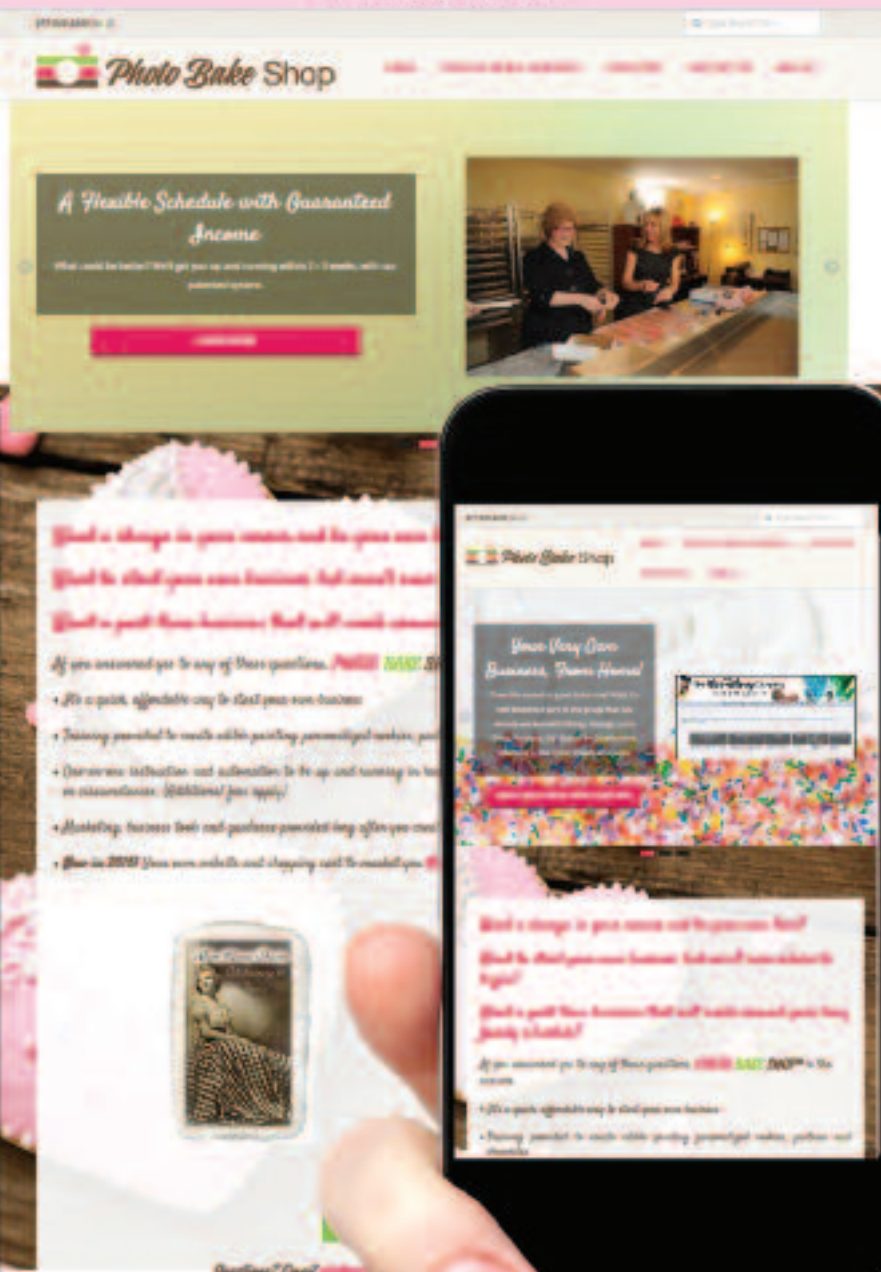
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MASTERING SOCIAL MEDIA

(Continued from page 21)

It also provides information on how to improve your profiles. As for Company pages on LinkedIn, there are all sorts of analytics. Ways to increase your analytics on LinkedIn include: getting involved with your first level followers, start a long post (aka blog), publish your post on Pulse, share content and get involved with groups.

Then there's Pinterest. It's all about pictures. But is that all? Pinterest provides ways to track your pins. Through Pinterest Analytics you can see how people are reacting to your pins. One of the most important practices you need to make is when pinning always pin from your website. By doing so you will be able to not only collect

data on engagement popularity, audience demographics and audience interests but also create a way for pinners to purchase your products. Creating pin images that get attention are very vital on a social media that is rich with visual content.

Knowing more about what's available to you through analytics will provide you with a way to track the activity on social networks and make smart decisions on how to fine tune your posts, pins, tweets, and hashtags.

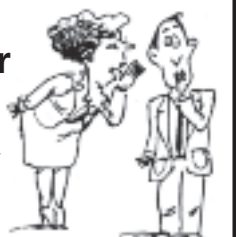
Alyse Mitten, along with her staff at Interlace Communications, Inc., assist businesses in marketing through online and print marketing strategies. For more information on how we can help you contact us at 484-709-6564, email alyse@gomaava.com, or visit our website at iciconnect.com.

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POTTSTOWN NARI-BIE HARDSCAPING – NOT THAT HARD WHEN YOU HAVE A PRO ON YOUR SIDE!

What is hardscaping? Hardscaping refers to the non-living hard surfaces incorporated in your landscape project and includes elements like wood, stone, and concrete. Living plants and natural elements are what most people think of when they hear the term landscaping; however, the term landscaping technically includes both the living and non-living elements of the yard of your dreams! The living elements of landscaping have been discussed numerous times but we hear little about hardscaping. Hardscaping has many benefits, check out a few below:

- Unlike the living elements, hardscaping elements are not alive and therefore require no water, mowing, pruning, sun, etc. In short, there is little to no maintenance required for hardscapes.
- Instead of a yard that is simply soft and green, hardscaping can bring texture and depth to your yard giving visual diversity through the addition of hard edges and lines.
- Hardscaping improves the accessibility of your yard – be sure to think about pathways and walkways which will allow you and your guests to more thoroughly enjoy your yard.
- A porch or patio with a seating area and/or an outdoor kitchen will help to bring your living space outdoors. Add an arbor for shade.
- Courtyard walls or other hardscaping elements help to create privacy and can help to add natural boundaries between close neighbors.
- Effective hardscaping can help to reduce the opportunities for erosion and can divert water from your home.
- Hardscaping helps to increase property value and improve showings. Consider that plants and other living elements can die or brown during times of extreme heat or drought while hardscaping is permanent and will generally maintain its appearance despite the weather.

Are you ready to add some hardscaping to your yard? Remember to shop local and let NARI-BIE help you find the right professional for your hardscape needs! 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 invited to our Dirty Networking on Tuesday, September 27th from 5:30 to 7:30 PM (location to be announced next month). Guests will enjoy complimentary bar snacks and a cash-bar with special happy hour pricing for our event. Our September Dirty Networking includes special prizes and an opportunity to network with other industry professionals.

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



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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.

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.

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-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!

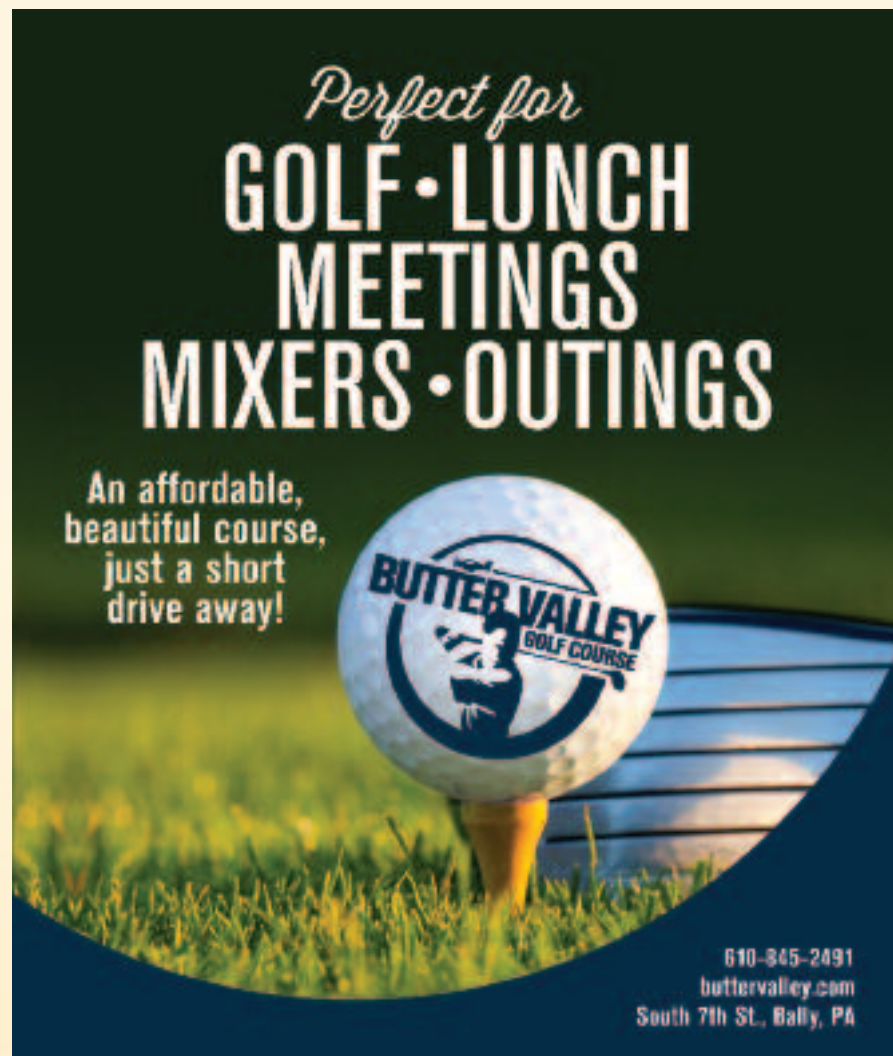
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Spring Hollow Golf Club

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.

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. 🏌️

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COLDWELL BANKER RESIDENTIAL BROKERAGE ANNOUNCES OPENING OF KUTZTOWN OFFICE

Coldwell Banker Residential Brokerage in Central Pennsylvania recently opened a new sales office at 7 S Kemp Road in Kutztown. The Kutztown office houses approximately 15 affiliated independent sales associates, assistants and staff and is co-managed by Arlene Parisi and Ed Jenkins.

This new Coldwell Banker Residential Brokerage location offers a high-tech business center that contains state-of-the-art equipment and amenities. The office boasts high definition television monitors, high-speed wireless functions, and

can operate nearly paperless through HomeBase, an online transaction management system that provides clients and agents access to real estate transaction documents from anywhere at any time via the internet. Additionally, the office has ample meeting space, is easily accessible and includes parking.

For more information about buying or selling a home or a career in real estate, please visit the Coldwell Banker Residential Brokerage office located at 7 S Kemp Road in Kutztown or call 610.683.3111. 🏠



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EFFECTIVE CORPORATE COMMUNICATIONS

By Jeanette Juryea, President, QubComm

Active sentences specify who does what. Passive sentences only say that something must be done. Passive tends to sound apologetic and wishy washy.

Worse, it can leave the reader wondering if he's the one who must perform the action. For employee communications, this confusion can wreak havoc on performance. In customer letters, the uncertainty can stifle the reading process, or flood your customer service center with unwanted phone calls.

Here's how you can make your communications easy to understand.

Use the grammar checker to highlight passive phrases

Passive – active – whahh?? Okay, so you're not a grammar geek. That's okay. You can set up Microsoft Word to show passive phrases. Then you can spot them easily and turn them around to active.

Here's how to set it up. You only have to do this once. It will continue to highlight passive phrases until you change it back.

For Microsoft Word 2010:

- Go to File/Options/Proofing.
- Scroll down to "When correcting spelling and grammar in Word."
- Click the *Settings* button next to "Writing Style."
- Scroll down to "Style" and click the *Passive sentences* radio button.

For earlier versions of Microsoft Word:

- Go to Tools/Options/Settings.
- Look under "Style" and check *Passive sentences*.

If you don't have software that includes an automatic grammar checker, you can eyeball your manuscript to spot passive phrases. Just look for any form of "be" ("be," "being," "been") or if something "was" done. These are often an indicator of a passive sentence.

Examples of passive vs. active

Underlines in the first paragraph show where Microsoft Word indicated a passive phrase.

Simple example:

Passive: The red button must be pressed each day at four o'clock.

Imagine all your employees doing something completely different at exactly four o'clock because none of them knew it was his or her job to push the red button.

Active: The machine shop supervisor must press the red button each day at four o'clock.

A simple fix! Active sentences provide a subject so readers know exactly who must perform the action.

(Continued on page 34)

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EFFECTIVE CORPORATE COMMUNICATIONS

(Continued from page 32)

Real-life example:

Passive: Recently we submitted a charge to your credit card for your annual fee and it was rejected. It is likely the charge was not honored because the credit card information in our records is incorrect or no longer valid. Updated credit card information must be sent in order for it to be reprocessed. If there is no new credit card information, payment may be mailed for the amount shown below in order to keep your account active. A return address envelope has been included for your convenience.

Active: Your credit card company has rejected our attempt to process your annual fee payment. If your credit card has expired, please call us at XXX-XXX-XXXX to provide updated information so we can reprocess the payment. Or, you can send us a check in the enclosed envelope for the amount shown below.

Turn your sentences around

You can see how rewriting passive sentences into active makes it clear who must perform, or has performed, the action. Active sentences not only improves your readability statistics, it also improves your readers' comprehension. 📖

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

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RE/MAX Achievers, Inc. is committed to its goal: "Support our community where we live and work." On May 13th, RE/MAX Achievers celebrated their 24th annual visit to The Children's Hospital of Philadelphia.

The Achievers team visits the children each year to add sunshine to their day by hosting a Magic Show and sharing gifts for the children in the CHOP Seashore House. The young patients were captivated and charmed by Francis Menotti. Francis Menotti is a world class Magician and artist, who performed at the President's inauguration.

The Realtors who attend the CHOP visit have said, "It is an emotional and bitter-sweet experience; many children in the hospital are too sick to even attend the magic show."

John E. Ohler, Broker Owner, recently announced that RE/MAX worldwide has raised over \$110 million for Children's Miracle Network. With over 100,000 affiliates, no real estate franchise has raised more money for CMN than RE/MAX.

Every Year RE/MAX Realtors donate a portion of their earned commission to Children's Miracle Network. RE/MAX Achievers, Inc. has been a corporate sponsor since 1992, raising over \$300,000. Funds raised through Children's Miracle Network throughout the Philadelphia region are earmarked for patient care programs like the Child Life and the Education Department at Children's Hospital of Philadelphia.

In addition, RE/MAX Achievers has been generous with their time and talent in



People in Photo from left to right: Matt Pionkowski, Coordinator-Children's Miracle Network & Retail Cause Marketing; Talia Epstein- Intern, Special Purpose Events; John Chernesky – REALTOR; Francis Menotti – Magician; Sheila Yeary – REALTOR; John Ohler – Broker/Owner RE/MAX Achievers Inc.; Lena O'Malley – Coordinator – Children's Miracle Network

their support of the Children's Miracle Network. RE/MAX Realtors volunteered their time at the OLDIES 98.1 CMN Radiothon in September 2015, RE/MAX also supported the CMN Miracle Jeans Day.

If you would like more information on how to donate to Children's Miracle Network at The Children's Hospital of Philadelphia, please call 215.590.7002.

RE/MAX Achievers is eager to assist you with all of your real estate needs whether buying, selling or investing! You can contact us at our two 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. 🏠



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TRICOUNTY AREA
CHAMBER OF COMMERCE

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

2016-2017 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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Eileen Dautrich, President,
eileen@tricityareachamber.com

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

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

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

PRESIDENT'S MESSAGE

Because you want to... Advocate for the Region!

And Provide **pro-business leadership** to enhance **economic opportunity** and **quality of life** in the tri-county region through strategic partnerships.

And Contribute to the Chamber realizing its Vision
– **Effecting Change to Create a Thriving Region.**



Building Community Initiatives for the 2016-2017 Program Year!

- **Pro-Business Sponsorship** – This new sponsorship opportunity gives you exposure at the September Membership Breakfast, Legislative Coffee, on Pro Business page on website, with 422 articles, and “Made in the Tri-County Area” Tours.
- Thank you to our first 2016-2017 Pro Business Sponsor **Exelon**. Join Exelon - additional sponsorship opportunities still available – contact Kitty at 610.326.2900 if you are interested.
- **Email Structure** – Thursday emails will be split into Building Communities, Creating Connections, and Supporting Commerce sections. Review these emails weekly to concentrate on the content that you find most valuable and focused on your key reason for being a Member!
- **Workforce Development Initiative/Priority** – This month we will be holding a discussion with Member employers pertaining to their needs to maintain and expand their workforce in the tri-county region.
 - Please contact me if you would like to join the conversation about workforce development.
- **Career and College Fair** – In keeping with our workforce development focus we are taking an immediate, small step and this year's College Fair will also feature businesses looking to recruit students not necessarily looking to continue their education, but interested in entering the workforce upon graduation. HR professionals from various companies will also be in attendance to provide application, resume, and interviewing tips to students attending.
- Interested in participating? Contact me for a Business Registration Form.
- **Spring 2017 Pottstown Progress Luncheon** – highlighting progress in the Greater Pottstown Area. **Coming March 2017, stay tuned for more details!**
- **Website** – coming soon! A new design to our website featuring Building Communities, Creating Connections, Supporting Commerce. Similar to the email structure, you can view content that interests you the most.
- **Reaccreditation** – As stated on the US Chamber's website: “Accreditation with the United States Chamber of Commerce is the only program of its kind that defines excellence in chamber planning and recognizes chambers for outstanding contributions toward positive change in their communities. The purpose of the U.S. Chamber's Accreditation Program is to facilitate continuing excellence in the chamber industry and to foster a pro-business environment across America.”
 - Your Chamber will be submitting the completed application for reaccreditation by March 31, 2017. This process provides us with an analysis tool and evaluation of 9 key areas associated with managing our organization. We will be seeking assistance from volunteers in the organization. If you are interested in assisting the Chamber with the reaccreditation process, please contact me at your earliest convenience.



Over the next year I look forward to you helping us Build Communities in the tri-county area.

Eileen Dautrich, President, TCACC

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 June 15.

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!

Freestyle Real Estate
1723 Swamp Pike
Gilbertsville, PA 19525
610.845.1800
www.freestyleRE.com

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Full Service Real Estate Brokerage providing services to residential clients in Montgomery, Berks, Bucks, Chester and Lehigh Counties.

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542 N. Lewis Road
Limerick, PA 19468
610.850.3005
www.inner-edge.com

Counseling Services
Located in Limerick, PA, Inner-Edge is an independent practice dedicated to helping individuals reach their personal best. Adults, adolescents, families, athletes, coaches, and teams have benefited from working with Dr. Rick Neff. Offering a personalized approach, Dr. Neff has helped to improve lives at home, in school, and on the athletic field through clinical counseling and sports psychology consultation.

Referred by: Jamie V. Ottaviano, Esq. of Yergy.Daylor.Allebach.Scheffey.Picardi

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Douglassville, PA 19518
610.370.7268
www.kochfinancialadv.com

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414 Thrush Drive
Gilbertsville, PA 19525
610.551.5761
www.lattasafety.com

Safety Products / Services
Formed by Wayne Latta, Latta Safety Systems, LLC helps business owners mitigate the risk of workplace injury / illness while meeting business goals. Mr. Latta has over 30 years of extensive experience practicing safety in manufacturing and commercial settings.

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999 Berkshire Boulevard
Wyomissing, PA 19610
610.451.4805
www.pkbenefits.com

Health Maintenance Organizations
PK Wellness Matters help employers create wellness programming specific to company needs, culture and budget. We help coordinate community resources along with insurance carrier programs. PK offers onsite biometric screenings conducted by registered nurses, as well as educational seminars, health fairs, surveys and incentive programming and tracking.

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Judson A. Smith Co.

25 YEARS

Limerick Bowl

Precision Polymer Products, Inc.

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Sound Marketing Resources / Hold Time Advantage

13 YEARS

The Perkiomen School

4 YEARS

VideoRay LLC

1 YEAR

Barbara A. Akins, CPA

Cressman IT Solutions

Gianni's Catering and Event Venue

Fundamental Connections

Perkiomen Valley School District

Member Renewals

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

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Boyetown Area Youth Baseball, Ltd.

College Planning Center

Decorating Den Interiors

Eagle Microsystems, Inc.

Hopewell Furnace National Historic Site

HR Future Group, LLC

JWM Business Services

Lindt Chocolate

McCormick Chiropractic

Motel 6 at Tri-County Business Campus

Office Technologies

PA Industrial Equipment, Inc.

Polaris Productions

Pottstown Industrial Complex

Pottstown Memorial Medical Center

Spring Ford Country Club

St. Aloysius Parish School

Stacy Gerhart, Independent Beauty Consultant with Mary Kay

Tri County Chrysler Dodge Jeep Ram

The Victory Bank

Weichert Realtors

Wheels In Motion



TRICOUNTY AREA CHAMBER OF COMMERCE

Are you Celebrating 25, 50, 75 Years?

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

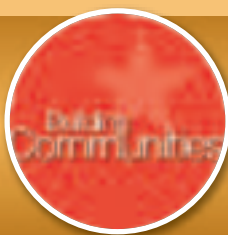
The Chamber strives to recognize their Members for their success. Contact Kitty Papp at 610.326.2900 or kitty@tricountyareachamber.com.

THANK YOU

Thank you to June's Newsmagazine Insert Sponsors:



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TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Tues., July 19
8 – 10 AM

Speed Networking with R3

TriCounty Area Chamber Office, 152 E. High St., Suite 360, Pottstown, 19464
Build your business contacts with a group of 20 professional business members in a time efficient manner. Structured and fast paced, it allows participants to interact one-on-one for a set period of time. Bring plenty of business cards.

This event is limited to 10 members and only one per company.
\$15 Member; Members Only; Reservation Required

Tues., July 26
4 – 6 PM

Progressive Restaurant Networking Event

Meet at the TriCounty Area 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 member Chamber restaurants.

Members Only; No Charge; Reservations Appreciated

Tues., Aug. 23
4 – 6 PM

Business Card Exchange and Ribbon Cutting

Commonwealth Cyberknife, 1611 Medical Drive, (Rear Entrance), 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

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.**



SAVE THE DATES

Thurs., Sept. 8
7 – 9 AM

Membership Breakfast

SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Gene Barr, President and CEO of the PA Chamber – the Commonwealth's largest broad-based business advocacy organization, will provide a legislative update with valuable insight on the state budget and other legislation impacting the state's business community.

\$26 per Member (prepaid by 9/2); \$32 per Member (invoiced or after 9/2); \$50 per non-member

Sponsored by: Exelon Nuclear; Fraser Advanced Information Systems, Rotary Club of Pottstown

Mon., Sept. 12

September Scramble and Clambake/Awards Dinner

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

Registration

Lunch Buffet

Shotgun Start

Networking and Clambake

EARLY BIRD PRICING Available until 7/31/16: **\$145** per person for **Lunch, Golf and Clambake; \$550** for a **Foursome**

Ticket price includes: 18 holes of golf, golf cart, complimentary use of driving range, one ticket for door prize, lunch, dinner, refreshments, and gift bag.

On-Course Snack and Beverage Sponsor: **Maillie LLP**

Lunch Sponsor: **BB&T**

Goodie Bag Sponsor: **Schultz Technology**

Golf Cart Sponsor: **Lewis Environmental**

Trophy Sponsor: **The Body-Borneman Companies**

Additional Sponsorship Opportunities Available

Mon., Sept. 12
4:30 PM

Clambake

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

Network with the golfers after they complete the course! The clambake menu includes: Dozen steamed clams; 8-10 oz. Delmonico steak; ½ BBQ chicken; Manhattan clam chowder; corn on the cob; baked potato; coleslaw; rolls & butter! Food provided by Moyer's Catering.

\$45 per Member; Members Only; Registration Required

Dinner Sponsor: Pottstown Memorial Medical Center

2016 September Scramble & Clambake/Awards Dinner



Monday, September 12, 2016 · 12 PM Shotgun Start
Hickory Valley Golf Club · 1921 Ludwig Road, Gilbertsville

Event Schedule

10:30 AM Registration

11:00 AM Buffet Lunch

12:00 PM Shotgun Start -
Scramble Format

4:30 PM Networking

5:00 PM Clambake

Register Now for the Early Bird Special!

\$145 per person
\$550 per foursome

Early Bird Special prices available until 7/31/16

Sponsorship Opportunities Available

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

Membership Breakfast Recap

Chamber Members Hear About Leadership Tri-County Community Projects

The Chamber's Membership Breakfast on June 9 featured presentations from the Leadership Tri-County Class of 2016 highlighting the projects they completed on behalf of Chamber Member nonprofits in the community. **Kitty Papp**, Director of the Leadership Tri-County Program, introduced the class and gave breakfast attendees a short overview of the program.

The mission of the Leadership Tri-County program is to sustain community participation and involvement by training and providing new and emerging leaders with the expertise to serve on non-profit boards. This year's class of 13 people were organized into five groups to work on projects for the Community Music School; Pottstown SCORE; TriCounty Area Chamber of Commerce Foundation, Inc. (two projects); and Visiting Nurse Association of Pottstown & Vicinity. Check out more details on their completed projects to the right!

Leadership Tri-County Class of 2016 Presentations



ABOVE: **Paul Schmoll**, Barry, Isett & Associates (left); **Marley Kasper**, Borough of Pottstown (right); and **Benjamin Major**, The Victory Bank (not pictured) presented their project "Strategic Plan 2016-2019" for the Community Music School. The group updated the previous 2013-2016 Strategic plan, held a strategic planning retreat with SWOT analysis, and surveyed both staff and parents.



ABOVE: **Jennifer O'Donnell**, TriCounty Area Chamber of Commerce, worked with Pottstown SCORE for "Let's Put our Cities on the Map with Google" – also known as "Get Your Business Online". In a collaboration with LNS Solutions, Jennifer helped to facilitate 6 workshops, December 2015-May 2016, where business participants worked on improving their company's online presence on Google. **Son Nguyen**, John Middleton, an Altria Company, was originally assigned to this project as well but was recently relocated through his employer.

BELOW: (From Left to Right) **Robin McMonagle**, Pottstown Memorial Medical Center; **Jennifer Ridgway**, Pottstown Area Rapid Transit, Inc.; and **Sally Giacherio**, Sealstrip Corporation presented their project on the creation of a Leadership Advisory Board for the TriCounty Area Chamber of Commerce Foundation, Inc. One of the goals of the group was to engage graduates of the Leadership Tri-County Program. After gathering emails and sending out a survey, a new board was developed to help enhance the Leadership Tri-County program further. The group has also created a scholarship for an individual to participate in the Leadership Tri-County Class of 2017.



BELOW: **Michael Lenhart**, Borough of Pottstown; and **Skye Tulio**, Pottstown Area Health and Wellness Foundation, Inc. spoke about their project "YEA – Young Entrepreneurs Academy" for the TriCounty Area Chamber of Commerce Foundation, Inc. **Deb Penrod**, Retired Community Volunteer, also worked on the project but was unable to be at Breakfast. Class members researched the YEA program including the curriculum, costs, time commitment, and implementation steps. They communicated with other organizations who have a program in place or have also done extensive research.



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ABOVE: Zina Gorelik (L) and Larry Fazio (C), John Middleton, an Altria Company; and Kris Tufarolo (R), Schultz Technology helped to plan a "100th Anniversary Celebration" for Visiting Nurse Association of Pottstown & Vicinity(VNA). 2017 is the actual 100th Anniversary for the VNA, so the class members had plenty of time to discuss options. Working closely with the VNA, they decided on a 5K Walk/Race that will have options to incorporate every age in the community.

Thank you to our sponsors for this event:

John Middleton
an Altria Company

IT's best friend
SCHULTZ
technology



The next Membership Breakfast is on **Thursday, September 8, 2016** from **7 to 9 AM** at **SunnyBrook Ballroom** in Pottstown. Join us to hear **Gene Barr**, President and CEO of the **PA Chamber**, provide a legislative update. This breakfast will be brought to you by **Exelon Nuclear** (our Pro Business Sponsor), **Fraser Advanced Information Systems** and **Rotary Club of Pottstown**.

New Members

The following New Members were also welcomed to the Chamber: Advanced Disposal; Bellewood Country Club; Brandywine Living at Upper Providence; Ervina White Beauford Funeral Services, P.C.; Gage Personnel; Jay Lanes; Malvern Federal Savings Bank; Pearl Exhibit Group; Pillars of Light and Love; The Landing of Collegeville, an Atria Senior Living Community; UFinancial Group; and Will Eby, Realtor with Century 21 Gold.



1: From L to R: Ann Foanio, Malvern Federal Savings Bank; Maurice Ford, Advanced Disposal; Jamie Calvario, Bellewood Country Club; Robert L. Bennett & Ervina White Beauford, Ervina White Beauford Funeral Services, P.C.; Amanda Cimino and Lani Ebbert, Brandywine Living at Upper Providence; and Renee Talkington, Jay Lanes.

2: From L to R: Patricia Loux, Lauren Potter, Paul Loux, Pearl Exhibit Group; Genia Silva and Allison Strange, Pillars of Light and Love; Will Eby, Realtor with Century 21 Gold; and Debbie Ramsey, Gage Personnel.

3: From L to R: Nicki Beekman, The Landing of Collegeville, an Atria Senior Living Community; Jessica Burger, UFinancial Group; and Susan Aldworth, The Landing of Collegeville, an Atria Senior Living Community.



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LEADERCAST ARCHITECTS OF TOMMORROW



Community and business leaders accessed the knowledge and experience of world-renowned leaders by attending Leadercast at Morning Star Fellowship in Bechtelsville on Friday, May 6. During Leadercast, nationally renowned leaders were broadcast live via simulcast from Atlanta, GA, to host sites all over the world – and the tri-county area was one of those simulcast locations! This was the fifth year that the Chamber hosted Leadercast.

The Chamber knows how time-starved our Members are and we enjoy offering this event as a solution to the development of the leadership in their company.

This year's theme was *Architects of Tomorrow* and featured the following speakers:

Andy Stanley "If you learn the power of clarity, you have harnessed the power that can split the world in half."

Kat Cole "The Hotshot Rule: Be your own self coach in seeing the power of what is possible."

James Brown "Once you determine how high you want to grow in life, you need to accomplish the corresponding depth first."

Nick Saban "The team does not make itself what it is; the individuals that make the team up make the team what it is."

Chris Baréz-Brown "Although autopilot is efficient, it is not a place to lead from."

Dr. Henry Cloud "The question isn't if people have power in our lives. The question is: What kind of power do they have?"

Steve Wozniak "Two attributes that have made me successful are the drive to think outside the box and understanding the user."

CMRD Rorke Denver Takeaway #2 – "Play without a safety net. We've developed an entire world to avoid pain, and it's a mistake."

Please consider joining us at next year's Leadercast on Friday, May 5, 2017! Next year's theme is *Powered by Purpose*.

1: Attendees from John Middleton, an Altria Company, the Presenting Sponsor.

2&3: Chamber Members Sealstrip Corporation and Translogistics, Inc. brought a large amount of their staff to participate in this leadership development event.

4: Co-Sponsor Pottstown Memorial Medical Center's attendees at this day-long leadership development event.

5: Members from the weekly networking group R3 – Relationships Revitalize Referrals.

THANK YOU TO OUR SPONSORS:

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an Altria Company

Co-Sponsor:

Pottstown Memorial Medical Center

Lunch Sponsor:

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LEADERSHIP TRI-COUNTY CLASS OF 2016 GRADUATION!

Congratulations to the Leadership Tri-County Class of 2016!

On Thursday, June 9, 2016, the Leadership Tri-County Class of 2016 celebrated graduation at Brookside Country Club in Pottstown.

Commencement exercises included speeches from **Eileen Dautrich**, Chamber President; **Kitty Papp**, Leadership Tri-County Director; and **Cindy Logan**, Leadership sponsor John Middleton, an Altria Company. **Michael Lenhart**, Borough of Pottstown and a graduate of the Class of 2016, added a few remarks on behalf of the class.

Leadership Tri-County is administered through the TriCounty Area Chamber of Commerce Foundation, Inc. Since its inception in 1993, the program has prepared more than 175 community members for leadership positions in the tri-county area. The program is conducted from September through June. This year's class was comprised of 13 individuals selected for their potential to expand their involvement in the development of the tri-county area.

The opening session is a one and one-half day retreat followed by nine one-day sessions scheduled monthly. In addition to attending these sessions, class projects must be completed on behalf of a local, Chamber Member non-profit organization. The projects are submitted by the non-profit organizations to be accepted by the Executive Committee of the Chamber. The projects the class completed during their nine-month participation in the program were selected based on the number of people that will be impacted by the completion of the project, and the long-term impact the completion of the project will have on the community.

This year's class completed four group projects:

- Developed a strategic plan for the Community Music School
- Let's Put Our Cities on the Map with Google on behalf of Pottstown SCORE
- A Leadership Tri-County Alumni Association on behalf of the TriCounty Area Chamber of Commerce Foundation, Inc.
- YEA – Young Entrepreneurs Academy on behalf of the TriCounty Area Chamber of Commerce Foundation, Inc.
- 100th Anniversary Celebration for the Visiting Nurse Association of Pottstown & Vicinity

Additional coverage of the projects completed this year is featured in the June Membership Breakfast article on page 40-41.

The Chamber would like to give a special thanks to the class members for their commitment during the last 10 months, sponsors of the participants, the companies that provided tours, guest speakers, and all of the other supporters of the program.

**Sponsor of the
Leadership Tri-County Class 2016:**

John Middleton
an Altria Company

**2016
Education
Sponsor:** **POTTSTOWN AREA
Health & Wellness
FOUNDATION**



Back Row, L to R – Paul Schmoll, Barry, Isett & Associates; Michael Lenhart, Borough of Pottstown; Jennifer O'Donnell, TriCounty Area Chamber of Commerce; Kris Tufarolo, Schultz Technology; Kitty Papp, Director of Leadership Tri-County Program. **Middle Row, L to R** – Jennifer Ridgway, Pottstown Area Rapid Transit, Inc.; Larry Fazio and Zina Gorelik, John Middleton, an Altria Company; Robin McMonagle, Pottstown Memorial Medical Center. **Bottom Row, L to R**: Sally Giacherio, Sealstrip Corporation; Skye Tulio, Pottstown Area Health & Wellness Foundation; and Marley Kasper, Borough of Pottstown. Not Pictured: Benjamin Major, The Victory Bank; and Deb Penrod, Community Volunteer.

Join Leadership Tri-County and Be a Leader in the Community

Program runs from September 2016 to June 2017.

Participants meet once a month for programs covering topics such as: Arts & Culture, Business, Economic Development & Infrastructure, Education, Government, Health & Human Services, Justice, and Leadership Development.

Participants tour the community and attend a variety of meetings and events in the area as well as participating in educational workshops.

Participants will complete a group project on behalf of a local Chamber Member nonprofit organization.

Upon completion, participants are accepted into active service with a local board or committee of a local non-profit organization.

Please contact Eileen Dautrich at 610.326.2900 or eileen@tricityareachamber.com to obtain an application or for more information.

Co-Sponsor for the Class of 2017 is **Pottstown Memorial Medical Center**. **Pottstown Area Health and Wellness Foundation** is again the Education Sponsor and **PART**, Pottstown Area Rapid Transit, will be the Transportation Sponsor. A Co-Sponsorship opportunity is still available.

LEADERSHIP CLASS OF 2016

Lawrence Fazio, John Middleton Co.

Sally Giacherio, Sealstrip Corporation

Zina Gorelik, John Middleton Co.

Marley Kasper, Borough of Pottstown

Michael Lenhart, Borough of Pottstown

Benjamin Major, The Victory Bank

Robin McMonagle, Pottstown Memorial Medical Center

Jennifer O'Donnell, TriCounty Area Chamber of Commerce

Deb Penrod, Retired Community Volunteer

Jennifer Ridgway, Pottstown Area Rapid Transit

Paul Schmoll, Barry Isett & Associates

Kris Tufarolo, Schultz Technology

Skye Tulio, Pottstown, Pottstown Area Health & Wellness Foundation

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Personal Income & Sales Tax

Pennsylvania has been continuing its measures to comply with President Obama's Clean Power Plant Act, intended to reduce power plant emissions by a third over the next fifteen years. This act hopes to lower the amount of greenhouse gas, CO₂, expelled into the environment by having each state create their own Clean Power Plan. The U.S. Supreme Court stayed the President's Act in February with a vote of 5-4; ex-PA Department of Environmental Protection (DEP) Secretary John Quigley continued to work on PA's plan. Quigley stated time constraints as the reason for keeping the plan in motion. Recently legislators have been pushing against the clean energy policy.

The Senate recently voted to pass Senate Bill 1195, which requires the PA DEP to submit their Clean Power Plan to the General Assembly for approval before sending it to

the U.S. Environmental Protection Agency (EPA). Some legislators opposed SB 1195. They see it further complicating the regulatory process and increasing delays to PA's clean energy plans. The impact of SB 1195 is soon to be seen, as PA continues its CPP initiative.

Since the resignation of John Quigley, the fate of Pennsylvania's Clean Power Plan has turned to DEP Acting-Secretary Patrick McDonnell. It is unclear whether he will continue Quigley's plan for CPP or stop the movement until the Washington D.C. courts iron out the federal CPP Act.

Pro-Business Sponsor:



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

JOB POSTINGS

LOOKING TO FILL A POSITION?

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

How to Post Your Job Opening

Companies who have posted Job Openings will be featured in a weekly email and in the *Route 422 Business Advisor*.

Members: It's easy to post your Job Openings!

- Login to Members Only on the Chamber website and click the "Jobs" tab on the left side module.
- Click "Add New Job Posting," fill in the description.
- Preview your posting by clicking "Preview" on the bottom of the page.
- Click the red "Save & Exit" button on the bottom to finalize your posting.

LOOKING FOR QUALIFIED INDIVIDUALS?

Information from resumes the Chamber has received are announced at Membership Breakfasts and summarized in the *Route 422 Business Advisor*.

Members: Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work.

This month's resumes include: **Architecture Professional; Computer / Information Technology; Human Resources**

Know someone looking for a job?

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

At an Ambassador Appreciation Luncheon on June 16, all Ambassadors present signed up for the 2016-2017 Ambassador Committee! We thank all of them for their support and the effort they put in to volunteering at the Chamber.



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!

Carpet and Rug Dealers

About All Floors
Ches-Mont Carpet One

Caterers / Banquet Services

Baird's Catering LLC
Bause Catered Events
Gianni's Catering and Event Venue
Moyer's Catering
Norco Fire Company
Reading Country Club by VIVA Catering

Chemicals

Permabond, LLC

Child Development

KinderCare Learning Center
(Douglassville)

Chiropractors

McCormick Chiropractic
Yucha Medical Pain Management & Chiropractic Rehabilitation

Churches / Synagogues

Allegheny East Conference of Seventh-Day Adventists
Kingdom Life Church
New Hanover United Methodist Church

Cleaning Contractors

DeMedio's Building Maintenance, Inc.

Computer Consultants / Support Services

CMIT Solutions of Northern Chester County
Ridge Support Technologies
Schultz Technologies
United Data Cloud, Inc.

Computer Repairs / Supplies

Cressman IT Solutions

Concrete Contractors / Manufacturers / Products

Buch Group, Inc. dba Fresh Metered Concrete

Conference and Convention Centers

Chester County Conference & Visitors Bureau
Franklin Commons
Valley Forge Tourism & Convention Board

Construction Contractors

C. Raymond Davis & Sons, Inc.
Little Bitts Services, Inc.
Reading Site Contractors
Twin County Construction Co., LLC

Consultants

Translogistics, Inc.

Copying Machines and Supplies

Edwards Business Systems
Fraser Advanced Information Systems
Office Technologies

Counseling Services

Inner-Edge Clinical Counseling & Sports Psychology

Country Clubs

Bellewood Country Club
Brookside Country Club
RiverCrest Golf Club & Preserve
Spring Ford Country Club

Day Care Providers - Child

Pottstown YMCA, a branch of Philadelphia Freedom Valley YMCA

Delis / Sandwich Shops

Grumpy's Handcarved Sandwiches

Dentists / Orthodontists

Marvin J. Cohen, D.M.D.
Michael G. Marwick, D.D.S., Monica Kargl Marwick, D.D.S.
David McSurdy D.M.D. Orthodontist
Albina Veys, D.M.D., P.C.

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East Coast Seed Connection, LLC
Pottstown Roller Mills, Inc.
Reading Foundry & Supply Co.

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MAY BUSINESS CARD EXCHANGE



On May 17, Chamber Members gathered at Landis Creek Golf Club for the May Business Card Exchange. Members enjoyed great food, live music, and networking.

Sponsored by:



WOW – WOMEN OF THE WORKFORCE

June WOW Luncheon

On Wednesday, June 15, Chamber Members were treated to a pampering session at Salon Evolve in Limerick to help prepare them for the summer months. Demonstrations were given on hair, skin, and nails. Members were able to enjoy the pampering session and walk away with new styling ideas to use over the next few months.

Sponsored by:



Liz Peters, Tri County Area Federal Credit Union, and Tracy McKay, Artemis Design, Inc. networking at Salon Evolve after a makeup demonstration.

NETWORKING OPPORTUNITIES IN JULY:

SPEED NETWORKING WITH R3

- **Tuesday, July 19**
- **8 – 10 AM**
- **TriCounty Area Chamber of Commerce**, 152 E. High St., Suite 360, Pottstown 19464

Build your business contacts with a group of 20 business professionals in a time efficient manner. Structured and fast paced, participants can interact one-on-one for a set period of time. Bring plenty of business cards. *Limited to 10 Members – one Member per company.*

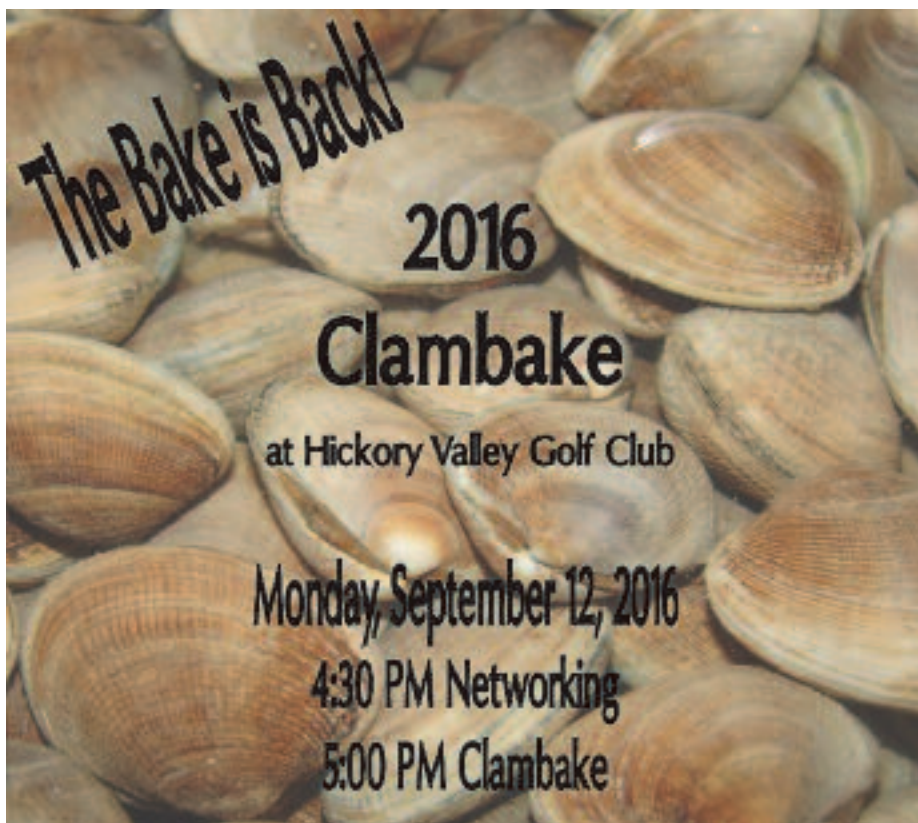
\$15 per Member; Members Only; Registration Required

PROGRESSIVE RESTAURANT NETWORKING

- **Tuesday, July 26**
- **4 – 6 PM**
- **TriCounty Area Chamber of Commerce**, 152 E. High St., Suite 360, Pottstown 19464

July 2015 marked the first progressive restaurant networking event. Join us again this year to visit Chamber Member restaurants in downtown Pottstown for a sampling of light refreshments. Please arrive at the Chamber Office as close to 4 PM as possible – so we can travel to the restaurants.

No Charge; Members Only; Reservations Appreciated



Dinner Sponsor:



Pottstown Memorial Medical Center

\$45 per Member
Registration Required



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BUSINESS OF THE MONTH

Business of the Month is chosen at random through a business card drawing at Chamber events, or by participating in other Chamber programs, such as surveys. May's Business of the Month was chosen from Members who attended the June Membership Breakfast.



BOROUGH OF POTTSTOWN

The Mission of the Borough of Pottstown, as duly adopted by Pottstown Borough Council, in October 2011, is to provide and maintain superior municipal services in a safe and controlled community setting, keeping within the designated financial constraints as set forth in our annual budget, in order to attract and retain responsible property owners, businesses and community leaders. Over the last several years, changes have been implemented throughout all departments to enhance and uphold our Mission.

The Administration Department is responsible for the direction and coordination of all departments. The Administrative Staff also works closely with the Pottstown Area Industrial Development (PAID) and Pottstown Downtown Improvement District Authority (PDIDA) and has been instrumental in enhancing our downtown, bringing over \$4.6 million in new investments and businesses over the last year. Our Administration Department is presently conducting a Citizens Leadership Academy. The ten-week course invites citizens to become fully aware of the responsibilities and duties of the Borough operations. As a result of its success, the Academy will again be offered in the fall. In addition, the Pottstown Sustainability Plan, the proposed TRec (Tourism and Recreation) District and the Walk & Bike Pottstown project are geared to enhance and invite new businesses, employees and home-owners to the Borough of Pottstown. The Administration also oversees the Pottstown Municipal Airport and the Pottstown Area Rapid Transit System.

Most importantly, our Police Department, overseen by the Mayor of Pottstown, is at full complement of 46 officers, reassuring the safety

and quality of life issues for our residents. The Human Resources Department is responsible for recruitment, benefit, medical and training of employees and serves as liaison for collective bargaining contracts and retiree matters.

The Finance Department has been instrumental in providing a no-tax increase to homeowners for the past two years. The Public Works Department is proud to announce that it is operating from the new 22,000 square foot Public Works Facility located at 25 Prince Street. The Department also works diligently to maintain 60 miles of Borough streets, 130 miles of water pipes and 79 miles of sewer pipes within the Borough. The Utilities Department oversees the operations of the Wastewater and Water Treatment Plants to ensure the treatment of sewage from 15,000 homes, businesses and industrial sites and to provide safe, clean drinking water for our customers.

The Licensing and Inspections Department has five Inspection Officers, allowing for timely and thorough inspections. The Department has implemented a Rental Licensing process to ensure responsible landlords and tenants, along with quality rental units in our Borough. The Pottstown Fire Department oversees emergency response, fire safety education and inspections.

Our Parks and Recreation provides educational and recreational programming for all ages. It also maintains 13 parks in the Borough for the enjoyment of our residents and visitors.

The Borough's rich history was recently honored during the Bicentennial Celebrations, recognizing its 200 years of incorporation as a Borough.



Please continue to visit our website www.pottstown.org for information about the Borough and an invitation to participate in Borough programs and events.

Another Successful Night with the Reading Fightin' Phils



Thanks to all the Chamber Members who attended the event! 3,000 Chamber tickets were turned in at the game held on Wednesday, May 25. This night brought in a great crowd for the Reading Fightin' Phils game against the Erie Sea Wolves. The

event would not have been possible without the help of our Chamber Member sponsors and the support of the Fightin' Phils!

Thank you to the following sponsors who participated in making this event successful: About All Floors; Berks County Abstract Company; Chestnut Knoll; Citadel Federal Credit Union; H & H Systems, Inc.; Kulp Car Rentals; Media Fusion Technologies, Inc.; Orlando Law Offices, P.C.; Premier Orthopaedics; Brandywine Institute of Orthopaedics Division; Schultz Technology.

RIBBON CUTTING



TNT Laser Tag,

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GRANT PACKAGING



DOWNTOWN MARKETING AND DEVELOPMENT By Barry Cassidy

One of the items that people seeking government funding need to recognize is that there is not really only one source for many projects. There are federal grants, state grants, and local grants, each being a little different and each being a little alike.

The key to the first part of grant packaging is a strong commitment by the local entity concerning what they are going to put up as match dollars. It is always great to have a strong participation from the municipality. Communities that hire me normally have money problems or are not very flush in the spare cash department. That is why, as a grant writer, you need to point out the issues relating to financing in the community and make like whatever they put up is impressive.

Communities have been known to get to the point where they just want to see it happen, and however much they contribute, it represents all of their hopes and dreams to complete the project. This is the motivation for people working in the field, the fact that you are entrusted with those dreams provides a sense of urgency to professionals. If you hire someone who is just writing the grant, and not invested, maybe a little less so.

Downingtown put up \$400,000 for projects, Phoenixville over \$600,000 and I am now in Castle Shannon, which recently put up \$2,000,000 for projects. It is that local match that helps you determine the scope of the project. Local match

can be matched on a local level. In the case of Castle Shannon, I will have two public sanitary authorities participating with me, which makes the local match richer. When I discuss the term richer I mean that the original local body does not have to commit as much to the match or can leverage other dollars at a great amount depending upon the cost of the project and any additional scope that is derived through the process.

When doing the project, it is always good to control the engineering because this is where you have the real ability to move the project along quickly. There are some engineers who love me and some who hate me. I do not like to work with people that I consider "fee-based." They are only there for the fee. I want someone there for the project, not for the fee. Although the fee is a necessary part of the project, it is not the only part. I have already fired engineers twice in Castle Shannon. I fired the engineers in Phoenixville when they said, "this is going to be one of the few streetscapes without trees"...."yeah right... next?"

(Continued on page 48)

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DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 47)

Other than being fee-based, another issue with engineers, is their time constraints for doing the work and projects take a long time because of internal constraints like people leaving the firm or lack of credible personnel unable to work without enhanced supervision.

Once you have the local partners and a good relationship with an engineer concerning the deliverables and the timetable for the deliverables, you are ready to look

elsewhere for match. People think of the Federal government first because their depth of programs offered for a variety of issues. Federal money comes with the Davis Bacon Wage Rate Requirements and State Government has state prevailing wage. These are two separate animals and should be studied for impact before you apply. If you do not know call and ask.

People sometimes forget the quasi government agencies that can offer match to you, organizations with names like "Smart Growth" something or "Preservation" something are worthy of investigation. Whatever the topic that you need to address, google that subject and put in

something like "Smart Growth Funding Sources" and see if anything applies. This money may be easier to use than state or federal money, but normally is in lesser amounts. You create the "Capital Stack" for the project.

It gets very confusing and it is all a matter of what you can do with the money you apply for and what are the constraints on the money you receive? When I think of this issue it brings back my memories of Phoenixville. The lamp post manufacturer operating out of Texas did not meet the Pennsylvania Steel Act provisions. I had to send the poles back... people had wanted the poles to be black and not blue and

they got a second chance at taking a bite of the apple when I had to re-order the lamp posts.

I remember going to a council meeting and some lady from Schuylkill Township being very insulting to me personally. I did not recognize her so I asked if she was from town and she said "no." I thought to myself that I was on the road to success. Three years before no one would have cared what I did down there because they were desperate, desperate for revitalization. Fifteen years of ineffectual approaches had set the stage to hire me... imagine they let me build a 25-foot bird in the middle of town and burn it at one point. 🗑️



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UPDATE: FINAL RULES REVISING FEDERAL OVERTIME RULES ANNOUNCED



LEGAL PERSPECTIVES

By Matthew T. Hovey, Wolf, Baldwin & Associates, P.C.

Note: This article is an update to the information provided in the article "Making Sense of the Proposed Revisions to the Federal Overtime Rules" published in the September 2015 edition of the Route 422 Business Advisor.

In June of 2015, the United States Department of Labor (DOL) proposed sweeping revisions to the "white collar" exemptions to the federal overtime regulations. The "white collar" exemptions include the overtime exemptions for Executive, Administrative, and Professional workers. The proposed revisions were intended to be the first comprehensive update to those federal overtime exemptions since 2004. Subsequently, the proposed rules were published for comment by the public as part of the standard rulemaking process. On May 18, 2016, after the period for public comment concluded and the comments were reviewed, the DOL announced the final rules which shall go into effect on December 1, 2016.

Under the current rules, an employer can forego paying a "white collar" employee overtime if the employee is (1) salaried (predetermined fixed salary not subject to reduction based on quality or quantity of work performed); (2) paid more than \$455 per week or \$23,660 annually; and (3) primarily performs executive, administrative, or professional duties, as defined by the DOL regulations. Or, in the alternative, an otherwise non-qualifying employer can forego paying overtime if the employee earns in excess of \$100,000 per year.

Under the final rules which will go into effect beginning December 1, 2016, the

minimum threshold for the exemption will be increased to \$913 per week or \$47,476 per year. Additionally, the highly compensated exemption for non-qualifying employees will be increased to \$134,004 per year.

In other words, if a "white collar" employee earns less than \$47,476 per year, the employer must pay overtime if the employee works in excess of forty hours in a single workweek. Likewise, if an employee who does not qualify for a "white collar" exemption earns less than \$134,004 per year, the employer must pay overtime if the employee works in excess of forty hours in a single workweek. This requirement to pay overtime cannot be waived by the employee and is therefore mandatory upon the employer.

The aforementioned exemption levels will be automatically updated every three years based on a set formula.

In calculating whether an employee's wages meet the exemption level, an employer can include 10 percent of non-discretionary bonuses and incentive payments to which the employee is entitled. According to the DOL, non-discretionary bonuses and incentive payments are forms of compensation promised to an employee to induce them to work more efficiently or to remain with the company.

(Continued on page 51)

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ABOVE, LEFT: Richard Long Sr. (r.) and an unidentified employee with an early Security Service Company van.
ABOVE, RIGHT: Security Service Company's fleet of technicians are ready to serve you.



SECURITY SERVICE COMPANY

Providing "Security Beyond Peace of Mind" For 43 Years

Since '73, Fleetwood company has built a commercial and residential clientele, offering technology and service.

Security Service Company Inc. marks its 43rd anniversary in business this year. The Fleetwood, Pa.-based home and commercial security provider was founded in the fall of 1973, with offices in a small building in Reading.

The company is a provider of security, monitoring, alarm and reporting services to residential, industrial and commercial customers in eastern Pennsylvania and parts of adjoining states. According to Richard Long Sr., one of SSC's founders, he and partner Gary Hager operated for the first eight years of the company's life on the strength of a handshake alone.

Long headed sales, and Hager was an experienced technician. Beginning with mostly residential installations, SSC built its customer base with a range of hardware, installation and service offerings. The growing company moved to Allentown and finally on to the company's current location. "You'd be amazed how many people now will tell me they were my first customer," Long said.

SSC's client base gradually encompassed more commercial customers. Meanwhile, wireless technologies replaced old hard-wired systems, enabling faster installation and many new features.

The transition to wireless and other powerful technologies industry-wide has made home security more effective. SSC was among the first companies to recognize and implement the inevitable change to digital communications.

SSC's independent, dedicated central office, installed in the '70s and continually being upgraded, has become one of the company's most important competitive advantages. Many security companies outsource central office functions, including critical inbound and outbound communications. A central office may be hundreds of miles away. If so, the training of the staff and the state of the equipment are often unknown. Also, those operators don't know the local situation - they may miss things that operators living and working in the area would realize at once.

The SSC central office and its personnel are Five Diamond certified by the Central Station Alarm Association. Operators are screened, hired, trained and managed by SSC, and station equipment is UL listed. Of 2,700 central stations nationwide, only 200 have earned Five Diamond Certification.

Residential or commercial, SSC has participated in current physical structure and personal security trends. For instance, their Personal Emergency Response System is a lifeline constantly linking vulnerable people to fast, reliable assistance. Pushbutton units worn at the neck or wrist let users alert SSC's 24-hour monitors, who summon necessary emergency services. Calls go out even if users can't stand or speak. PERS also tracks routine activities in the homes of protected customers, sending alerts if certain key actions aren't happening - the regular opening of a refrigerator or bathroom door, for instance. ■



The early 1980s: An SSC representative on the job.



Richard Long Sr.,
Security Service
Company
Co-founder



Gary Hager,
Security Service
Company
Co-founder

About Security Service Co.: For over four decades, Security Service Company has safeguarded its customers in eastern and central Pennsylvania and New Jersey with superior security and monitoring services. A highly trained staff delivers 24-hour service, ensuring continuous, reliable operation and redundant backup of every security system under the company's management. Unique to SSC is its ownership and maintenance of its own UL-listed, CSAA Five Diamond Central Station.

LEGAL PERSPECTIVES

(Continued from page 49)

Examples of these types of bonuses include bonuses for meeting production goals, retention bonuses, and commission payments based on a fixed formula. Discretionary bonuses, fringe benefits, and medical insurance coverage are not included in the calculation.

Overtime pay must be a rate not less than one and one-half times an employee's regular rate of pay and must be paid for all hours worked in excess of forty hours within a workweek.

The DOL estimates that these changes will cause 4.2 million employees currently exempted from overtime to be entitled to overtime beginning December 1, 2016. The financial implications, according to the DOL, will be a transfer of income from employers to employees estimated at \$1.2 billion per year.

The implications of these changes to businesses of all types (e.g., large corporations, small local business, and nonprofits) cannot be understated. The failure of a business to implement the new rules and properly pay overtime will expose the business to a significant risk of litigation including class action lawsuits depending on the number of employees impacted.

It is also important to note that these changes do apply to nonprofit entities. If a nonprofit engages in normal commercial activities and generates an annual volume of sales or business of at least \$500,000, then the nonprofit must pay non-exempt employees overtime. Also, if a nonprofit generates less than \$500,000, then it will still need to pay overtime to any non-exempt employee who engages in interstate commerce.

With respect to managing the impact of these changes, there are a variety of options available to an employer. One option is for the employer to reorganize workloads, adjust schedules, and/or spread hours amongst more employees in order to ensure that employees work less than forty hours in any given workweek. So long as employees do not exceed forty hours in a single workweek, there is no obligation to pay overtime.

Next, if there are any employees who must work more than forty hours in a week, then the employer can handle that in one of two ways. The first is that the employer can raise the employee's wage to at least \$913 per week or \$47,476 per year.

(Continued on page 53)

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DISABILITY INCOME INSURANCE

What Every Business Owner Needs to Know



By Patricia M. Picardi, CLU, ChFC, Independence Planning Group,
www.IPGpottstown.com

Most people know they need to insure their life, their car, and their home or condo. But they often overlook insuring their most important asset — their ability to earn an income. Your income is the primary source of funding for a lifetime of things, from basic necessities to the hopes and dreams you have for yourself and those you love. The \$3-9 million or more you'll likely earn over the course of your business career is surely an asset worth insuring.

But what would happen if your income stopped because you were too sick or injured to work? Without a paycheck, how long could you pay your rent and utilities, buy groceries, make student loan payments, etc.? In all likelihood, your life would be thrown significantly off course.

Before you say this could never happen to you, consider the fact that 1 in 4 of today's 20-year-olds will become disabled before they retire.¹ And if you're thinking that most disabilities are the result of freak accidents, you're in for a surprise. The vast majority of disabilities, about 90 percent, are caused by various forms of illness including cancer, mental disorders like anxiety and depression, muscle and back problems, and heart disease.²

What to Look for in a Disability Income Policy

Disability income insurance (DI) can help replace your income if you become too sick or hurt to work. It provides a buffer against the unexpected. Should disability strike, DI provides income that can be used to keep your household running as well as to help you adjust to your changed circumstances.

But before you go shopping for a DI policy, you need to know what features to look for to get income protection you can count on:

How Disability is Defined

The definition of Total Disability outlines what constitutes being totally disabled.

- If a policy defines Total Disability as inability to return to work in *any occupation*, then it would typically pay benefits only if you were unable to perform any job, either your own or a job in a new field or occupation.
- If the policy defines Total Disability as an inability to work in your *own occupation*, it typically pays benefits if you cannot perform the duties of the occupation you were engaged in prior to becoming ill or injured.

Coverage for a Partial Disability and/or Recovery

A policy's Residual Disability benefit provides protection in the event of partial disability or during a recovery period.

- Typically payable in an amount that is proportionate to the loss of income suffered due to sickness or injury.
- Supports your financial recovery while you recover physically.
- Not available with most group plans.

(Continued on page 54)



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LEGAL PERSPECTIVES

(Continued from page 51)

This may be more appropriate for employees who must regularly work in excess of forty hours per week. The other option would be to pay overtime pay (1.5x regular pay) for any hours worked beyond forty hours in a single workweek. This may be more appropriate for employees who exceed forty hours in a single workweek sporadically.

In order to manage the costs associated with raising wages or paying overtime, an employer could eliminate the payment of discretionary bonuses and other unprotected fringe benefits. From a budget standpoint, for many businesses, if an employer is creative, then the impact of securing compliance with the rule may not be overly burdensome and simply require some rebudgeting.

The worst way for an employer to handle the aforementioned changes is to do nothing. An employee who is wrongfully denied overtime pay could be entitled to unpaid wages, liquidated damages (double the amount of unpaid wages), and attorneys' fees. These penalties could be crippling for a business and catastrophic to employer-employee relations.

Consequently, it is critical that all businesses audit their employees and determine whether steps need to be taken to gain compliance with the new rules on or before December 1, 2016. Such an audit should include evaluating which employees exceed forty hours worked in a single workweek, the frequency overtime is worked by those employees, whether the relevant employees qualify for the "white collar" exemptions (or any other exemptions) irrespective of their wages, and then, if wages are below the threshold, which options are available for obtaining compliance (e.g., spread workload, raise wages, pay overtime, etc.).

If you have any questions regarding wage or overtime laws, or the final rules discussed above, you should contact an experienced and knowledgeable attorney for a consultation. ☑

Matthew T. Hovey, Esquire is an attorney at the law firm of Wolf, Baldwin & Associates, P.C., which has offices in Pottstown, Reading, and West Chester. He practices in the areas of employment law, municipal law, personal injury law, consumer protection law, business representation, and family law. He may be reached by telephone at 610.323.7436 or by e-mail to mhovey@wolfbaldwin.com.

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DISABILITY INCOME INSURANCE

(Continued from page 52)

Flexibility to Tailor Coverage to Your Specific Needs

Both now and in the future, options (also called "riders") like these let you:

- Increase coverage as your income grows with no medical insurability requirement.³
- Adjust benefits to help keep pace with the cost of living.
- Safeguard retirement contributions.
- Protect student loan payments.

Portability

Most business owners expect to change jobs or employers multiple times during the course of their career.

- You can take individual DI coverage with you when you change jobs.
- Group Long-Term Disability (Group LTD) plans typically are not portable.

Cancellability

To avoid the possibility of losing your coverage just when you need it most, choose a policy that's both **non-cancellable and guaranteed renewable** to age 65—with premiums also guaranteed until age 65.

- With group or association group coverage, you run the risk of being dropped and left unprotected at a time in your life when, due to your age or to a change in your health, it would be very difficult to qualify for coverage from another provider.

Timing

It's important to note that the cost of individual disability income protection is age-based, so you can lock in a lower rate by *buying now while you're young and healthy*.

As a business owner, you've made a significant investment of time and money to build your career with the promise of financial security and the other rewards your profession provides. But should you become too ill or injured to work, that promise evaporates. Contact a reputable DI insurance agent to ensure you have adequate protection for your greatest asset. 

Patricia M. Picardi is a Registered Representative of Park Avenue Securities LLC (PAS), 1767 Sentry Parkway West, Suite 200, Blue Bell, PA 19422. Financial Representative, the Guardian Life Insurance Company of America (Guardian), New York, NY. PAS is an indirect wholly owned subsidiary of Guardian. Independence Planning Group is not an affiliate or subsidiary of PAS or Guardian. PAS is a member FINRA, SIPC.

¹ U.S. Social Security Administration Fact Sheet, October 2015.

² Council for Disability Awareness 2014 Long-Term Disability Claims Review.

³ Restrictions and limitations apply. The amount of additional coverage available will be financially underwritten based on the amount of disability insurance you have or are eligible to receive, as well as your income at the time you apply.

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THE MILLENNIALS ARE COMING

What Does this Mean for Economic Development?



GREATER READING ECONOMIC PARTNERSHIP

By Aaron Gantz, Greater Reading Economic Partnership

Has anyone else heard the word "Millennials" recently? This word lumps a large group of people born between the early 1980's and the early 2000's into a group people are paying A LOT of attention to as of late. Why should we care about this group of late teens to early 30 somethings?

According to the PEW Research Center, Millennials will be the nation's largest living generation. This group has already surpassed Generation X. While painting groups of people with broad brush strokes is not a personal favorite, there are some serious implications for the way we approach workforce and community & economic development.

What Do Millennials Want?

Now that Millennials make up a growing portion of the current and future workforce, companies have to work in what Carine Clark CEO of MaritzCX calls the "war for talent." This segment of the workforce is looking for more than a job title and a paycheck. What are they looking for?

- Prioritizing lifestyle
- Want work/home/social lives fully integrated
- Care about sustainability and environment
- Desire for optional modes of transportation – public, biking or walking (AKA car optional)

BOOMERS

- Job first, then lifestyle
- Married earlier
- Career focused, success oriented
- Brady Bunch, Leave it to Beaver
- Single family home / white picket fence
- Car-centric lifestyle

MILLENNIALS

- Lifestyle first, then job
- Married later
- Work and social life balance
- Seinfeld, Friends, Sex in the City
- Walkable, urban environment
- Car-optional, alt. transportation

Compiled by Kim J. Lentz + Sonia Huntzinger

Why Should Economic Developers Care?

Traditionally economic developers are competing for companies based on location, costs, incentives and utility capacity. It is now safe to say we are also competing for talent. Companies are still going to keep a close eye on their bottom line, but they also need to have the ability to attract and retain talent.

(Continued on page 56)



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GREATER READING

(Continued from page 55)

The importance of location will not only revolve around access to markets and costs, but also their ability to pull in talent. Does the talent want to live in the selected community?

This lifestyle “thing” will continue to bubble to the top. From a community and economic development perspective this information helps to prioritize local development activities. If putting off redevelopment or creating amenities that enhance quality of life have been put on the backburner – time to start moving things forward. The focus on lifestyle, access to amenities and multiple modes of transportation emphasizes the importance of placemaking.

Placemaking is a multifaceted approach to the planning, design and management of public spaces. What qualities make a great place?

- Safety
- Attractiveness
- Recreational and social amenities
- Access to various modes of transportation

So, What Does This Mean for the Future?

As an economic developer I am so excited about this conversation. This shifting in approach is forcing the field to evolve. We have the opportunity to move outside traditional job creation and “making deals” to working with our partners focused on cultivating redevelopment opportunities, Main Streets and partnering on talent attraction and retention strategies. We are all in this together!

I would love to talk to you further about MILLENNIALS and economic development – feel free to drop me a line at Aaron@GreaterReading.com or send me a tweet @acbader19.

Full disclosure: I am a Millennial, born in 1986 and want these “lifestyle” amenities too! I am so fortunate to call the West Reading/Wyomissing area my home in Berks County, PA! I can walk or bike to work, I can walk out of my home to an awesome park system, grab a drink at a craft beer house (Hey, Barley Mow!), and pick any number of great places for awesome grub. 🍷



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What Would Happen to Home Values if there was No Seller Credit?



By Jeffrey Hogue, Weichert Realtors Neighborhood One

Many home sellers consider paying some or all of a home buyer's closing costs a negative. Would it be better if the practice of paying closing costs did not exist? The answer may change your way of thinking about the practice.

Spend any time in the real estate industry and you will hear the adage, home values are mainly a product of three things, location, location, location. Obviously, the location has much to do with home values but is there another term that should be considered? How does liquidity, liquidity, liquidity sound?

I know, "liquidity" does not sound as sexy as "location", but may have as much influence on home values.

So what is liquidity? As it relates to home sales, liquidity is the availability of funds. The more money that is available to purchase homes, the more homes sell. The more home sell, the more home prices rise. Simple law of supply and demand is in play here.

The availability of money is just one factor. The ease in which a home buyer can obtain money is the second. One only has to look back a decade to get an idea of what happens to home values when liquidity and ease of acquisition ran amuck. Skyrocketing home values leading to a market bubble and subsequent crash when the money faucet was shut off were the result.

Since that period a decade ago, mortgage lending has changed. While interest rates remain low, buyer qualification has tightened. One of the things that remain in play is the ability of a home seller to offer monetary credit to a home buyer. Without this possibility home values would be negatively affected as it would reduce a home buyer's ability to purchase.



Berks County home values depend greatly on the ability of a seller to offer a purchase credit to a buyer. Since the beginning of this year 1,645 residential properties have sold countywide. 800 Of these homes, or 48.6%, involved a seller credit to the buyer. In the price range of \$101,000 to \$200,000, which encompasses the median price range in Berks County, the percentage was 61.8%!!!

Think of the pressure that would be put on our local market if the Fed changed the rules and disallowed seller credits? In my opinion, it would negatively affect Berks County home values to the tune of around 30 percent to the downside. This percentage is close to what we experienced when the housing bubble burst in 2008. I do not think any of us want to see that show again.

So if you are selling your home, receive an offer, and the buyer is asking for a credit consider it kindly or less negatively. Your ability to give the credit may be the only reason you get anywhere near the dollars you expect from your home.

To understand more about what a seller credit is, please visit my website at JeffreyHogueRealtor.com and read my article titled "WHAT IS SELLER CREDIT TO HOME BUYERS." I have also broken down the home sales by price category and percentage of seller credit. Check it out and join the conversation.

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The cloud changes all of that. By taking advantage of cloud services such as Amazon Web Services ®, companies of all sizes can easily add highly interactive customer-service features to their web presence without having to purchase any computer hardware or software. Just as you have your website hosted on a third-party server somewhere on the internet; you can now also add a database and interactive environment for you customers – running 24x7, and always there when they need it.

PC WORKS' b2bcloud.systems is the fastest and easiest way for your company to get on the cloud, and be able to deliver highly functional and engaging online customer experiences. Once the database and cloud-based services are created for your needs and linked from your website, your site will be quickly transformed into a two-way street for engaging with customers at a whole new level. Services you can offer customers include the ability to update account profiles, check orders and history, update schedules, create specific quotes, review inventory, fill out satisfaction surveys, track customer-service questions, and much more.

Managing customer experiences in the cloud is also highly secure. Your client data is securely encrypted and confidential, and no one can directly touch the database running in the background. PC WORKS' b2bcloud.systems employs the latest security standards and protocols.

For more information on how PC WORKS' b2bcloud.systems can transform your customers' experience; call Joe Henshaw, Jr. at 610.831.2125, or email joe@pcworksnet.com.

HOW MANY MEETINGS ARE IN YOUR CALENDAR THIS WEEK?



MARKETING SOLUTIONS

By Maria L. Novak

You are ready to start your week. You are motivated to pursue your goals. You are rested and wake up early to get a head start. Then, you look at your calendar and realize that most of your week is already overrun by appointments. The work week hasn't even begun, and the majority of your time is already taken. You ask, "Who scheduled all these meetings? Did I make this happen?"

Is Your Week Already Booked?

Before you start your day, look at your calendar. Is it nearly completely covered with meeting after meeting running together with travel time in-between?

Take a quick assessment: how many hours of meetings do you have scheduled?

Then, ask yourself, "When am I going to get my own work done?"

Here are some things to consider about the many meetings cluttering your calendar:

How many meetings are standing meetings? Avoid meetings that repeat no matter their status or whether there is an update. Updates and follow-ups can be done via email.

How many of them are actually productive? Ensure they have an actual purpose, advance agenda, and work to be performed.

How many meetings are too long? Consider cutting their scheduled duration in half.

Which should be conversations? Some of your meetings would be better handled by having a one-on-one conversation instead of summoning a group into a conference room.

Which meetings do you need to decline? Just because you received a meeting invite doesn't mean you have to drop all your priorities to attend. Decline the ones that you cannot or should not attend.

Do you have any meetings for your own work? Beware letting your calendar be overrun with everyone else's priorities before you take time for your own. Schedule meetings with your own tasks to ensure you get them done.

Take Back Your Calendar

You won't get your work done if you are sitting in meetings all week long.

Resist repeating meetings and decline ones that you shouldn't attend and that may be a waste of time. Reduce the duration of meetings that you must attend.

Own your own time, and get your most important priorities on your calendar before meetings fill it up. 📅

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

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• 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

YPN – Young Professionals Networking Event with the Phoenixville Jaycees – July 5

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: Iron Hill Brewery & Restaurant, 130 East Bridge Street, Phoenixville, PA 19460; Cost: Free for professionals ages 21-40!

July Membership Meeting – July 12

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, July 12! Please visit our website's Community Calendar to register and to view more details of the event.

Time: 7:15am – 9:00am; Location: University of Valley Forge, Solomons Porch, 1401 Charlestown Road, Phoenixville, PA 19460; Cost: \$20 for pre-registered members; \$25 at the door; \$30 for non-members.

3rd Annual Business & Networking BBQ – August 17

Join the Chamber and Royal Bank America for the third annual Business Networking & BBQ event on Wednesday, August 17th!

Bring business cards, a business colleague, and a big appetite for this great opportunity to network and enjoy great food and summer weather! We hope to see you there!

Time: 5:00 pm; Location: Royal Bank America – Phoenixville, 124 Main Street, Phoenixville, PA 19460; Cost: Free!

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. July 1st is this month's First Friday, with the next scheduled for August 5th, and we hope to see you there! For more information, please visit www.phxfirstfriday.com.

Independence Day Fireworks

On July 4th at 9:15pm, Phoenixville's Independence Day Fireworks will be occurring over Friendship Field, at Fillmore Street and Franklin Avenue. Admission is free, and seating for the event will be available at Reservoir Park and Friendship Field. The public is encouraged to bring lawn chairs or blankets after 7 p.m.

BLOBFEST – July 8 - 10

Phoenixville's celebrated Blobfest will take place July 8th to the 10th! This event is rain or shine.

Doors open at 7PM. The shenanigans start at 7:30PM – whee! The **Run Out** will take place at approximately 9PM. Ticket sales limited to 350. This event will sell out quickly so don't delay in getting your tickets when they go on sale on Mon, Jun 1 at 10AM. Remember, we do NOT screen The Blob on Friday night. All film screenings are on Saturday and Sunday.



PHOTO CREDIT SANDY LUSCH

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!

Welcome our Newest Members

Firebirds of Collegeville
Kevin Smith Transportation Group
Nerium International-Justine Layser
Organic Cleaners
The Fleischman Law Firm, P.C.
Innovative Coaching Services

UPCOMING EVENTS

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 21 – Shark Think Tank

Copperfield Inn; 11:30 a.m.–1:00 p.m.

*Business Owner Members Only

July 26 – Chamber Mixer

Penn Liberty Bank; 5:00 p.m.–7:00 p.m.

August 11 – Chamber Luncheon

Spring Hollow Golf Club; 11:30 a.m. – 1:00 p.m.

August 18 – Shark Think Tank

Copperfield Inn; 11:30 a.m.–1:00 p.m.

*Business Owner Members Only

Limerick Community Day: Registration is NOW Open! – Saturday, August 20, 2016

Limerick Community Park; 11:00 a.m. – 3:00 p.m.

**RSVP for all events through
www.springfordchamber.com

Save the Date

August 25 – WIN Painting with a Twist

Royersford Painting with a Twist
5:30 – 8:00 p.m.; \$35 per person, BYOB

Spring-Ford Notes

- Thank you to The Victory Bank for hosting the June Network Before Work event.



- Thank you to The Copperfield Inn at Lakeside for hosting our June Membership Breakfast.



- At the June breakfast we were thrilled to present Lisa Heverly of Operation Backpack with a check for \$2,000 raised at the WIN Fashion Show held in April.

- Registration for Limerick Community Day is now open! Spring Ford Chamber Members will receive a 10% discount with their registration. The deadline to Sponsor is July 8th and to be an exhibitor is August 5th.
- Do you like to paint. Mark your calendars the Chamber is hosting a Women in Networking. Painting with a Twist night at the Royersford location. August 25th. Join us. It will be a blast.
- Remember if you have a special event or a hot deal to share with the chamber so we can help promote your business.
- The chamber is re-starting our Young Professional Network's Committee. If you are interested in joining us please contact the chamber office. The committee will start to meet toward the end of the summer.
- Now is the time to schedule a Mixer; If you would like to host a mixer this summer or fall please contact the chamber office.



Community Music School Mixer

On May 19th, the Spring Ford and Perkiomen Valley Chambers of Commerce enjoyed beautiful music together at the Community Music School mixer. Thanks to Community Music School's Managing Director, Vibha Agrawal, members of all three organizations spent a lovely evening enjoying wine, appetizers and the music of one of the school's instructors. In addition to networking with peers, members had an opportunity to view a video made by the music school demonstrating the mission and future goals of the institution. The board and staff at Spring Ford Chamber thank Vibha Agrawal for opening their doors and allowing us the opportunity to learn more about the Community Music School.



Limerick Community Day

Registration is now open for Limerick Community Day. Go to www.Springfordchamber.com to register. This is a fun-filled event on Saturday, August 20th from 11 a.m. to 3 p.m. at Limerick Community Park (Home of Manderach Playground). This event draws 3,000-5,000 people each year. This event has a variety of family activities and events planned throughout the day including: Business Expo, Carnival Games, Food Vendor, Kids Activities, Entertainment, Local Service Organizations, and a Farmers Market.

Ask SCORE Find Accounting Help You Can Count On

There are many responsibilities that come with being a small business owner, and everyone is critical to maintaining profitability and promoting growth. You can't risk letting a deadline slip or overlook an administrative requirement, yet there are only so many hours in the day to get things done.

To ensure you stay focused on the most important things, it may be a good idea to transfer some routine chores. Even though accounting software programs have simplified the process of routine bookkeeping and tax preparation, someone well-versed in this area can spot trends or problems you might miss. And the more complex your needs—preparing financial reports, invoicing, payroll, etc.—the more time-consuming accounting becomes.

If you decide you need the skills of an accounting professional, the American Institute of Certified Public Accountants (AICPA) can help. The "For the Public" section of their website, www.aicpa.org, offers guidance in selecting the right CPA for your small business, including a searchable directory of AICPA member firms.

Fees vary greatly among accountants, depending on location, expertise, and services provided. Some firms will provide bundled services for a flat monthly fee, but may charge less for bookkeeping and other tasks that don't require CPA-level training. If you are considering a larger accounting firm, make sure you meet and get to know the people with whom you will be working. As with any business relationship, a "comfort level" of trust, confidence, and communication with an accountant is a must.

Not sure you need a CPA? Then a professional bookkeeper may be just the resource you need. The free online "Bookkeepers Hiring Test" from the American Institute of Professional Bookkeepers (www.aipb.org) can help you assess candidates' qualifications.

Another option is an Enrolled Agent (EA), a professional licensed by the Federal government to prepare tax returns. Unlike CPAs, EAs must demonstrate their competence in all areas of taxation, representation and ethics before they are given unlimited representation rights before IRS. More information and assistance in finding an EA is available from the National Association of Enrolled Agents (www.naea.org).

Further advice on financial issues for your small business is available from SCORE "Mentors to America's Small Business." SCORE is a nonprofit organization of more than 12,000 volunteers who provide free, confidential business mentoring and training workshops to small business owners. To find the SCORE chapter nearest you or to chat with a mentor online, visit www.pottstownscore.org.

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ROTARY MEMBERS HELP TO DRIVE THE WALKING SCHOOL BUS

The Pottstown Rotary Club stepped up with several other local organizations to provide volunteers for the Walking School Bus program sponsored by the Pottstown School District during the 2015-2016 school year at Rupert Elementary School.

The Walking Bus became a reality in 2015 after the Pottstown School District took the position that encouraging more students to walk to school could reduce absenteeism and tardiness, increase fitness, reduce vehicle congestion at the school, and perhaps trade some of that endless young energy for a readiness to learn. After promotion of the program to parents and kids, and design of the "safe" routes to Rupert Elementary which varied from 1 to 1.5 miles, the remaining critical need was for the bus 'drivers'.

That's where Brooke Martin of the Pottstown Rotary Club came in with about five of her colleagues, to be part of the total of 40 volunteers eventually signed on individually or from the other eight local participating organizations and employers.

Each week over the length of the school year, rain or shine, anywhere from 3 to 6 Rotary members would meet their early morning 'passengers' on their assigned route to school. Most members walked one day a week, some more, all were available as substitutes, and all were at least as excited about snow-days as the kids. The shortest route with just a couple of kids only needed two volunteers each day; the longer route with 20 kids enrolled usually needed four volunteers.

Adding up three routes on five days for 25 weeks brought the total trip length to 425 miles that were covered over the duration of the Walking School Bus program. Two of those Rotary members have bragging rights for being present for 50 of those miles, in a new definition of community service.

A Rotary goal in the coming school year is to expand its involvement with this worthwhile program

The mission of Rotary is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders. The Pottstown Rotary is committed to working both globally and locally.

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.

POST-EVENT

THE 31ST ANNUAL PV CHAMBER GOLF OUTING



Thank you sponsors of the
31st Annual PV Chamber
Golf Outing, held on June 13th
at Spring Ford Country Club!

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PV MEN Networking Happy Hour



Gentlemen... Kip Bilo, Committee Chair of PV Men, would like to thank fellow members and guests for their support of PV MEN Networking Nights. The monthly gatherings have been a fun time to unwind, network, and share in good company! Visit the Chamber website for upcoming dates www.PVchamber.net



GORSKI ENGINEERING BREAKS GROUND ON THE FORMER "TRAPPE SCHOOL"

The former Perkiomen Valley Middle School building is no longer vacant—it is being transformed into 30 new condo residences by Gorski Engineering. A groundbreaking ceremony, attended by state, county, and local officials; the school district; the PV Chamber; school graduates; and family members took place on June 9th at the "Stone School," an adaptive reuse of the former school, which was built in 1939. A shovel used in 1938 to break ground for the original Collegeville – Trappe school was on display at the ceremony. Clocks, speakers, chalkboards, and other salvageable items of interest will be incorporated into the new building as re-purposed design elements.

EVOLUTION CONSULTING & RESEARCH BREAKS GROUND ON NEW OFFICE IN SKIPPACK

On Wednesday morning, June 8, the leaders of Evolution Consulting & Research (<http://evolutionconsulting.com/>) gathered in hardhats with local officials and members of the business community to officially break ground on their new office space at 141 Ashland Drive in Skippack, PA. The building will serve as headquarters for the company, currently based in Blue Bell, which is an industry-leading biopharmaceutical consulting and research firm with a focus on marketing research, product development, competitive readiness, and forensic assessment. Evolution's 18 employees look forward to moving into their new home in late fall of 2016.



UPCOMING EVENTS

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



July 20, 2016 - Multi-Business Mixer

Cruise & Fly Worldwide Travel and Morning Cup Creative Services will co-host our Summer Mixer at Brandywine Living. Join us for food, drinks and fun... and of course, great networking!

Location: Brandywine Living, 1133 Black Rock Road, Phoenixville.

Time: 5:00-7:00pm; Cost: FREE for members but space is limited...register today!

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

July 28, 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.

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.

August 31, 2016 - New Member Orientation

sponsored by Maillie
Wednesday, August 31st,
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

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.

Your logo on 10,000 tickets distributed in the Perkiomen Valley!

- Receive 400 tickets for YOU to gift to clients, friends and family
- Sponsorship Cost: \$395 (less than \$1/ticket)
- Sponsors throw out a "first pitch" to start the game
- Ladies Night – post-game diamond \$2,000 diamond dig & free autograph session with Chris Soules from the Bachelor & Dancing with the Stars
- Hurry...Limited availability! Reservation deadline July 5, 2016
- Registration Link: <http://perkiomenvalleychamber.org/events/upcoming-events> or contact PVCC at 610-489-6660 or email info@PVchamber.net.

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

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.

September 8 — Chamber Networking Mixer at RKL Wealth Management, 1330 Broadcasting Road, Wyomissing. 5:30-7:30 p.m.

September 16 — Breakfast Program, Northeast Berks Chamber. Berkleigh Golf Club. Keynote speaker to be announced this summer. Nonprofit Partner Presentation by Kellie Butsack, Associate Director, Programs, Alzheimer's Association, Delaware Valley Chapter. 7:30 a.m. - 9:00 a.m. Sponsored by Interlace Communications & GoMAaVA. \$15 Advance Members; \$20 Door/Non-Members. Register online at www.northeastberkschamber.com

September 22 — Women's Roundtable Four-Part Series facilitated by Robin Costenbader-Jacobson, RC-J Consulting Associates, LLC. Northeast Berks Chamber Office, 110 West Main Street, Kutztown, PA 19530. Sessions: 9/22; 10/27; 11/17; and 1/26/17. 7:30 a.m.-9:00 a.m. **Registration Deadline: September 8, 2016.** Members \$152; Non-Members \$172. Register online for the package of all four sessions at www.northeastberkschamber.com.

September 29 — 3rd Annual Shining Star Awards, Northeast Berks Chamber. Berkleigh Golf Club, Kutztown. 5:30-8:30 p.m. Meet Debbie Wanner, Berks County Castaway from Season 32 of the popular CBS Reality Show **Survivor: Kaoh Rong**. Purchase tickets and sponsorships via www.northeastberkschamber.com at the Shining Star Awards Portal. Early Bird Discount Tix through July 29, 2016.

"Members Celebrate Members" at Northeast Berks Chamber's Shining Star Event on September 29, 2016

Who will be our next Member of the Year?

The Northeast Berks Chamber of Commerce announces its third-annual Shining Star Event to be held at the Berkleigh Golf Club, Kutztown, on Thursday, September 29, 2016. An online nominations process at www.northeastberkschamber.com is open for members and non-members alike to nominate a chamber member in good standing that has been in business for at least one full year. Self-nomination is also acceptable for eligible nominees.

Nominations are collected through July 29, 2016, at which time a panel of judges from Berks and Schuylkill SCORE will evaluate candidates based on the criteria for Large, Mid-Sized, or Small Business of the Year and Nonprofit, Entrepreneur, and Advocate of the Year. Nominees are the actual business or non-profit members for Large, Mid-Sized, Small, or Nonprofit. Of course, the representatives from those members accept awards on behalf of their organizations. For Entrepreneur or Advocate, the focus is on the individual.



SCORE narrows each field of nominees to three finalists and, ultimately, one award winner. The list of winners remains confidential until the event awards program. In 2015, Berks Encore, represented by LuAnn Oatman (left), earned the Member of the Year distinction.

Early response from event sponsors, as noted on this page, contributes greatly to the overall success of the 2016 Shining Star Event.



Shining Star Event Planning Committee L to R: Back Row: Heather Uczynski, Leading Edge Business Consultants, Leesport; Ellen Overcast, Dream Vacations/Main Street Getaways, Kutztown; Front Row: Chantel Cavalier, Sher & Associates, P.C., Kutztown; Debbie Berger, Hasch Daal Custom Embroidery, Silk-Screening & Promotional Items, Kutztown; and Sherry Christman, Elite Business Solutions, LLC, Hamburg. Missing: Brooke Ruhl, Watkins Architect

Debbie Wanner, a Berks County native, and contestant from the 32nd season of **Survivor: Kaoh Rong**, is the entertainment for the evening. She will share her mental and physical tests of endurance during the taping of the popular CBS reality show.

Early-Bird tickets are on sale now through July 29, with discounts for individuals, couples, and tables of eight. Regular ticket pricing will begin on July 30 until tickets are sold out. A limited number of tickets is offered, so early purchase is highly recommended. Some sponsorship opportunities are also open. Contact Lori B. Donofrio-Galley, Executive Director, at 610.683.8860 for more information.

SAVE THE DATE!



Members Celebrating Members

Thursday, September 29, 2016

Berkleigh Golf Club, Kutztown

Visit www.northeastberkschamber.com

Sponsorships, tickets, and award criteria and nominations...

Who will be our Shining Stars in 2016?

Large Business of the Year (Sponsorship Open)

Mid-Sized Business of the Year (Sponsor: Keystone Villa at Fleetwood)

Small Business of the Year (Sponsor: Elite Business Solutions, LLC.)

Nonprofit of the Year (Sponsor: Fraser Advanced Business Systems)

Entrepreneur of the Year (Sponsor: Hasch Daal Custom Embroidery, Silk-Screening & Promotional Items)

Advocate of the Year (Sponsor: BrowningDudley)

MEMBER OF THE YEAR (Sponsor: Interlace Communications)

OUR JUDGING PANEL:



Debbie Wanner,
Berks County Castaway
— Season 32, CBS **Survivor:**
Kaoh Rong

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Simply put, there aren't enough stars to accurately rate the quality of Kevin's work. I've never even heard of a service professional as prompt and flexible as what we got from Kevin and Patriot. Thanks to this, we'll be able to enjoy the weekend without a pesky bird house guest (and his fellow travelers). If you're reading this review and have a pest problem stop, drop, and call Patriot. And if this sounds like ad copy, well I can't help that."

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