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Cover Story: *The Valley Forge Tourism & Convention Board is a nonprofit, membership-based sales and marketing organization tasked with the challenge of letting everyone — both near and far — know about all the fun and exciting things to see and do in Montgomery County and to entice them to check it out for themselves.*



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



Edward Harris, VP of Marketing & Communications and Mike Bowman, President & CEO.



VALLEY FORGE

TOURISM & CONVENTION BOARD

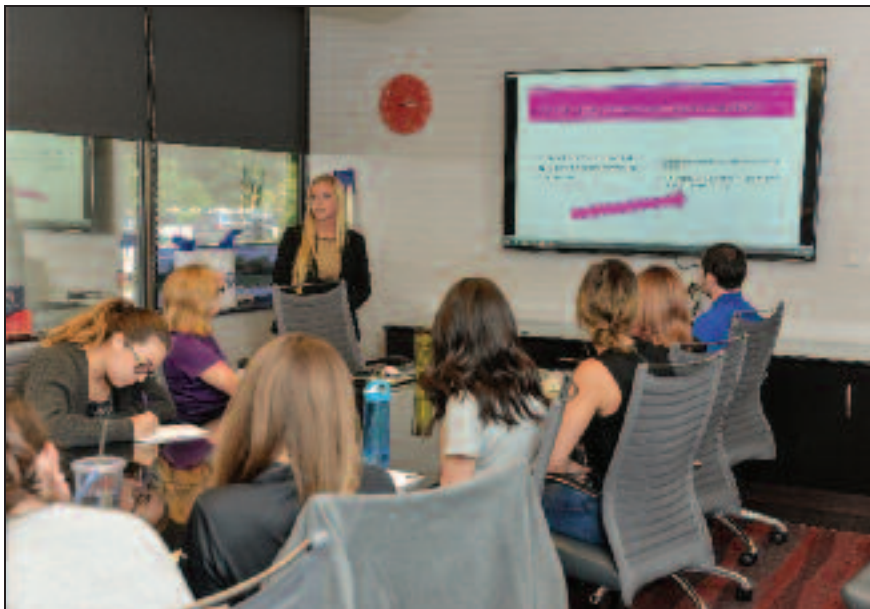
By Dawn Wivell

Montgomery County, PA — with more than 800,000 residents and 487 square miles — is the third largest county in the Commonwealth. The county boasts 11 major historical sites, including the Valley Forge National Historical Park; 54 golf courses (presenting 300,000 yards of golf); 90 miles of trails for hiking, biking, and horseback riding; 150 wedding venues, comprising more than two million square feet of space; more than 500 restaurants, with chefs who are skilled in every culinary tradition across all flavor profiles; nightlife, including the Valley Forge Casino Resort; and adventure, which includes two zip line courses and both indoor and outdoor skydiving.



**A Creative
& Innovative
Marketing
Approach**





A Dynamic Duo

The team at the Valley Forge Tourism & Convention Board (VFTCB) is tasked with the challenge of letting everyone — both near and far — know about all the fun and exciting things to see and do in Montgomery County and to entice them to check it out for themselves. About two years ago, VFTCB rebranded itself and brought on the dynamic duo of Mike Bowman, President and CEO, and Edward Harris, VP of Marketing & Communications. Bowman, who was on the VFTCB board for three years, comes from the hospitality industry, and Harris comes from a little online retail company you may have heard of — EBay.

Harris says, “Mike’s hospitality background has been a refreshing way to look at tourism.” And, Bowman says, “Having someone like Ed has been great. He’s been exposed to Fortune 500 companies, so we really get that business savvy. We’ve been able to blend and balance the business side with accomplishing goals and objectives creatively to take this organization to another level.”

Together, they’ve brought in some excellent talent and a creative and innovative approach to marketing. Bowman explains, “We’ve strategically aligned sub-brands under our brand that take the position of various economic blocks for Montgomery County. Weddings are an example, because Montgomery County does so many weddings. We know that we’re the best county in Pennsylvania to have a wedding at because of all the rich history, the trails, the hotels, shopping, and the more than 600 restaurants. So, we say, ‘Come in for an extra night. Come in Thursday instead of Friday.’ We’re a destination. We market to that, and we’ve shown great growth in attracting weddings to the county.”

VFTCB’s Current Sub-Brands



Montco 360 (www.MontCo360.net) is a partnership with Google Street View to give website users a 360-degree view of Montgomery County’s attractions, historic sites, hotels, restaurants, and shops. You can access MontCo 360 wherever you are — on your laptop, your tablet, your phone, or your desktop computer. “In the tourism world, when you’re thinking of going to a different destination, you want to see it,” Harris says. Bowman adds, “I believe we’re the only organization marketing for a county that’s really taken it to the level it’s at with Google. Our partnership with Google has been incredible, and it’s continuously growing.”

VFSports (www.valleyforge.org/sports/) is a sales and marketing organization within VFTCB that is committed to ensuring that youth, collegiate, and adult sports-related events held in Montgomery County are a success — on and off the field. With a website devoted to sports, you can find information about sports facilities, hotels, and upcoming events. You can even download an app — the Valley Forge Sports Playbook — that helps you plan your stay and get the most out of your visit.

Destination Montco Golf (www.valleyforge.org/golf/) includes a golf-centric website and social media component that is designed to attract golfers to Montgomery County’s 54 golf courses — some of the most historic, scenic, and challenging holes in the nation. The website includes information about both public and private courses, hotels (there’s a hotel within three miles of every golf course), and golf course dining.

(Continued on page 8)

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COVER STORY

(Continued from page 7)

Montgomery County Weddings

(<http://www.valleyforge.org/weddings-celebrations/>) is a website dedicated to couples getting married in Montgomery County. Visitors can find free planning assistance and information about wedding venues and vendors in Montgomery County.

Crave Montco (www.cravemontco.com) delves into dining opportunities throughout Montgomery County, including a magazine, a blog featuring different restaurants or types of foods, and special offers.

Patriot Trails (www.valleyforge.org/revolution/) allows you to follow in the footsteps of George Washington on web-based itineraries that take you on a journey from Valley Forge National Historical Park to historic sites throughout Montgomery County. The website features details about battlefields, historic homes, and side trips; information about restaurants and hotels; and history lessons on Washington and other key players in America's epic struggle for independence.

The Valley Forge Revolutionary 5-Mile Run

(<http://www.valleyforge.org/revolutionary-run>), held in the spring, is a unique challenge for runners of all skill levels. Runners trek the five-mile, USTAF-certified course that traverses the scenic Valley Forge National Historical Park. The event also includes a three-mile walk and a 1.776 km Young Patriots Run for kids ages 6-14. All proceeds from the event benefit the Valley Forge National Historical Park.

Montco Shopping is VFTCB's newest sub-brand. Montgomery County has five major malls (including the world-renowned King of Prussia Mall, which welcomes 22 million visitors per year) and more than 140 shopping centers and main streets throughout the county. Bowman says, "This is something really special because we know we have the best shopping in the entire northeast, and shopping is not only the malls but also the small town shopping. It's the outlets, the Skippacks, the Amblers, and the Pottstowns. When you look at shopping as a whole, we own it. We're the best. So we're marketing it like never before."

(Continued on page 10)

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COVER STORY

(Continued from page 8)

Creative and Innovative Communication

Bowman says, “We’re always looking for ways to communicate with people in creative and innovative ways.” They’re always asking, “How can we get people talking about Montgomery County, getting excited about it, and connecting emotionally on social media?”

Recently, the VFTCB team created #PokeMontco in response to the latest Pokemon craze, with the goal of attracting more millennials to the area who may not be aware of all the fun and exciting things to do in Montgomery County. Their website touts, “As Pokémon Go sweeps through the Philadelphia area, the Valley Forge team has been searching Montgomery County (and beyond!) for the inside scoop on where to catch ‘em all. Be sure to share your best catches and tout your gym victories on your road to becoming a Pokémon master by using #PokeMontco.” With over 70 Pokéstops and 20 Gyms, any self-respecting PokéMontco Trainer should plan a trip to Valley Forge Park.

During the NCAA tournaments, the VFTCB held a contest in which people could vote for their favorite pizza shop. They used brackets to track the contest’s progress, and Bowman says that people loved it.

The VFTCB just completed a #MarriedInMontco Instagram Contest. From May 17 ‘till June 30, 2016, couples could share their Montgomery County, PA wedding on Instagram using the hashtag

MarriedInMontco to be entered to win a grand prize: a romantic ride for two with the United States Hot Air Balloon Team and dinner at The Capital Grille. One winner was picked at random.

The VFTCB was also very involved with the Democratic National Convention in Philadelphia in July and was very happy with the results. Twenty-one delegations stayed at 10 Montgomery County hotels. Bowman says, “The marketing team did a great job. Delegates loved it. Our parks saw a spike in tourism. There was so much energy tied to the convention.” Bowman says that delegates chose to stay in Montgomery County because of the lower rates, the size of their delegations, and because they were excited about the shopping and other activities available to them.

About the Valley Forge Tourism & Convention Board

The Valley Forge Tourism & Convention Board is a growing nonprofit, membership-based sales and marketing organization with 450 members. Membership increased 28 percent over the past year alone. Their mission statement is “With our partners, we are dedicated to inspire visitors every day to discover and explore what we are proud to know as a truly special place.” They promote all things tourism by promoting the area, and they strive to stimulate the economy in Montgomery County, Pennsylvania.

(Continued on page 12)

ROUTE 422 Business Advisor

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SUCCESSFUL WOMEN IN BUSINESS

Gerry Fioriglio, RN, CDP, BS, and Owner of Family Caregivers Network, Inc.

What makes a successful woman in business? Some may say it is her ability to be assertive, work hard, and stay focused. According to a recent study by *Caliper*, it is all of these things plus her ability to stay calm and feel comfortable in high-pressure environments. We are aware of many successful women in the world, but it is the ones' right in our own communities that quietly make a difference in business as well as the lives of others. One of these special women worthy of recognition is Gerry Fioriglio of Pennsburg, Montgomery County.

Gerry is the owner of Family Caregivers Network, Inc. in Pennsburg, a local Pennsylvania Licensed Home Care Agency that provides non-medical home care services. This allows seniors to remain in their homes and "age in place." In the year 2000, Gerry started Family Caregivers Network with just a desire to give back in her own community. As a Registered Nurse, Gerry graduated from St. Luke's Hospital School of Nursing and dedicated her career to caring for others. Gerry believes that all individuals have the right to live with dignity and full independence despite one's physical, mental, social, or environmental disabilities. Gerry believes that through education and support to family caregivers, families will have a better understanding of caregiving and aging loved ones will have a better quality of life.

Gerry started Family Caregivers Network after the death of her mother, whom she cared for while working full time and raising a family. Over the past 16 years, Gerry has grown her company to 80 employees who care for 200 individuals over the age of 60. It has not always been easy. There have been many challenges along the way, with reimbursement cuts from government funding, to staffing shortages. Gerry has always been there as the steady leader for her staff and the consumers she cares for. She advocates for the rights of seniors, so they may live a better quality of life.

Gerry holds certifications in Dementia Care, Geriatric Care Management, and holds a certification in Geriatric Resource Nursing from the Pennsylvania Behavioral Health and Aging Coalition. Her successful career has



Gerry Fioriglio

earned her to be an expert in the field of geriatrics, and provided her the opportunity to speak on the local, state, and national levels educating families and professionals about caregiving, safety, and support programs in home care. Gerry believes that success starts at home in our own communities, and volunteering is part of that. Gerry is the President of the Board of Directors of The Open Link, a human services organization located in the Upper Perkiomen Valley. She is a member of the Upper Perkiomen Business and Professional Women's Organization, and facilitates classes for women on Individual Development. In 2012 and 2013 consecutively, the Upper Perkiomen Valley Chamber of Commerce awarded her the "Outstanding Small Business and Wallace H. Bieler Leadership Award."

So what does it take to be a successful woman? Gerry says "It takes perseverance and hard work, but mostly patience, guidance from a good mentor, and a belief that you are doing good deeds for others. Lastly having a strong faith and treating others as you would treat yourself."



For information on Family Caregivers Network or to contact Gerry Fioriglio, please call her office at 215.541.9030 or send an email to: gffioriglio@family-caregivers.com.



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COVER STORY

(Continued from page 10)

The organization is funded in part by the two percent hotel tax, so Bowman says their largest driver is to push occupancy and other events. He adds, "The ultimate goal economically would be shop, dine, and stay... stay, dine, and shop, and oh by the way if you want to play a round of golf or hike our trails or see one of our other great attractions, we have it all."

While the marketing focus is on what Bowman calls the "North East Backyard" (DC, MD, Delaware, NJ, NY, and PA), the VFTCB team is looking everywhere for individuals and groups who are interested in visiting Montgomery County. Recently, they ran a campaign in the UK for golf because they found a strong dominance of people from the UK coming into Montgomery and surrounding areas to golf.

The VFTCB tracks it all, and what they've found is that people want something to do, they want to be outside, and the number one reason that people visit their website is that they're looking for something to do. Bowman says there are two things that he repeatedly reminds his team: 1) time is of the essence for people, and 2) people are looking for a value proposition. He says, "When you look at Montgomery County, parking is free just about everywhere, and to get here is pretty easy. Look at the roadways that lead to Montco and then look at the proximity to the Philadelphia airport, Northern NJ, NY, the turnpike. All roads lead to Montco."

Bowman shares, "Our organization continuously has so much to talk about and market because Montgomery County has so much more for people to do. Whether it's tourist driven, business, family, or just over-all exciting things to do. We have it all!" He adds, "I come to work every day saying, 'Wow! We need to get that out there. We

need to let people know how much we have to do here in Montgomery County.'" He adds, "And we have a lot of fun doing it. You've got to have an environment that brings the team together. Lots of laughter and lots of energy. I love my job!"

And, it appears that this dynamic team is succeeding. Check out these stats from FY2016 (ended in June 2016)!

The VFTCB Website:

- 1.4 million page views on ValleyForge.org, up 69 percent from the previous year (850,800 page views).
- 515,000 visitors on ValleyForge.org, up 71% from the previous year (301,000).

And the momentum has continued into the current fiscal year. In July 2016, the website had its best month to date with over 100,000 visitors (up 102 percent over July 2015) and 239,000 page views (up 74 percent over July 2015).

And, remember that largest driver — "to push occupancy"? Check out these "Room Night" stats from FY2016:

- 104,040 Total Room Nights (up 10 percent year over last year)
- 49,551 Sports Room Nights (up 23 percent Year over last year)
- 1,245 Wedding Room Nights (up 86 percent Year over last year) — This is a new target market segment for the VFTCB; they hired a Wedding Sales Manager in August 2015.

Yup... It's pretty safe to say that the team at the Valley Forge Tourism & Convention Board is achieving their mission "to inspire visitors every day to discover and explore what we are proud to know as a truly special place." Check out their website — valleyforge.org — to see everything going on in Montgomery County!

www.valleyforge.org

10 THINGS TO CONSIDER BEFORE BUYING LIFE INSURANCE



THE GOOD LIFE

By Merra Lee Moffitt, AWMA, CMFC, CFP, AIF, Senior Partner, Wealth Strategist

September is Life Insurance Awareness Month. Sadly, Financial Planning only gets a day and it's different in each state. That's just not fair! But life insurance is important for your family goals, so here are the important things to consider before buying life insurance.

1. Review Your Life Goals

Most of us have goals that we'd want to make sure succeed, even if we are not there. Taking care of our family's wellbeing, getting kids through college, getting the house paid off, becoming debt free - these are some goals for your family and not just personal. You'd probably want them to happen even if you passed away. Business owners also need to consider how to help their partners and family continue running the business without you.

2. Determine How Much Insurance You'll Need

How much of the family income do you provide? Who else depends on you? How will your family pay final expenses and repay debts after your death? Add up those amounts to decide how much coverage you need, for how long, and what you can afford to pay. If you need help, ask for help from your insurance agent or financial advisor.

3. If You Already Have Some Current Life Insurance

If you already have a life insurance policy, is it enough for your needs? Do you need more? Maybe you need less if your kids are out of school and your house is paid off. Should you replace the current policy? By the way, never cancel an existing policy until you have received the new one. Sometimes there are surprises when applying for a new policy - such as health changes - that affect both your cost and ability to get approved.

4. Compare the Different Kinds of Insurance Policies

There are two basic types of life insurance: term insurance and permanent insurance. Term insurance generally has lower premiums while you are 'younger' and will be gone when the policy period is done whether it is for 10 years, 20 years or however long your policy states.

(Continued on page 14)



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THE GOOD LIFE

(Continued from page 13)

Permanent life insurance may be one of several types: whole life, universal life and variable life. Your choice should be based on your needs now and in the future and what you can afford. Permanent Life insurance will remain throughout your whole life (as long as you pay the premiums).

5. Be Sure You Can Afford the Premium Payments

Before purchasing, be sure that you can handle the insurance premium payments. Can you afford the initial premium? Will your income continue to afford the policy if your business revenue or other income goes down?

6. Have an Insurance Agent Help You Evaluate the Future of Your Policy

If you are buying insurance that builds up cash, have your agent check how quickly the cash value grows. Some policies have low cash values in the early years that build quickly later on. Other policies have a more level cash value build-up. Ask your agent for a year-to-year display of values and benefits.

7. Keep Your Current Policy

It is important that you do not drop one policy and buy another without thoroughly understanding the new policy and the one you have now. It is not possible to reinstate a policy once canceled.

8. Understand Renewal Policies

You can renew most term insurance policies for one or more terms even if your health has changed. Each time you renew the policy for a new term, premiums may be higher. Ask what the premiums will be if you continue to renew the policy. Also, ask if you will lose the right to renew the policy at a certain age.

9. Read Your Policy Carefully

Do premiums or benefits vary from year to year? How much do the benefits build up

in the policy? What part of the premiums or benefits is not guaranteed? What is the effect of interest on money paid and received at different times on the policy? These are all questions that you should be able to answer by asking your agent, calling the company, or thoroughly reading your policy.

10. Review Your Life Insurance Plan Every Few Years

How will inflation affect your future needs? Do you need more insurance when your family size increases? Do you need more now that your business has grown? Review your policy with your agent every few years to keep up with changes in your income and needs.

That's it. Consider yourself aware for life insurance awareness month! Still don't know what's right for your family? Call, click or contact me at 610-628-2055, Merra Lee.net and merralee.moffitt@lpl.com.

Merra Lee Moffitt, CERTIFIED FINANCIAL PLANNER™ Professional (CFP®), is a Senior Partner at Good Life Financial Group, Wyomissing. She loves helping business owners and other families grow their financial independence. She helps her clients keep work/family balance while they pursue lifetime financial success. It's part of her financial planning process.

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WHAT ARE YOU WAITING FOR?



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

So often I hear business owners say, "I really need to get involved on Facebook but have no idea where to begin." What we say to business owners is the first step is to face your fears. If your fear is that you're afraid of making a mistake or post the wrong thing, know that on Facebook you have the ability to put your posts into draft for someone to look at before you publish them. Even if you happen to post something, but you've made a mistake, you can delete the post.

What about videos?

It's all about live streaming these days. Having had my own negative experiences with live stream, I've decided to have some control over them. On Facebook Live you can choose the audience you want to see your live stream. Don't miss out on live streaming but at the same time don't miss out on being able to live stream by choosing only yourself to view the live stream. If after you view it and are happy with the results, make it public.

I do a lot of taping for a church and make it a point to videotape on my phone first, view it, and then upload to Facebook if I'm happy with the video.

Is it about privacy?

In the early days of Facebook, there were issues with privacy and security of your information. Now, there are so many options of privacy that even these who are the best social butterflies on their Facebook Business page can have their personal pages like Fort Knox. No need to be concerned about that.

(Continued on page 17)

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FOCUS ON BUSINESS IN BERKS COUNTY

How Main Street Programs Fuel Economic Development



Provided By Morgan Dyer, Marketing & PR Coordinator,
Greater Reading Economic Partnership

Have you seen the news? Recently THREE main street programs in Greater Reading were recognized as Nationally Accredited programs. We're excited about the news and want to tell you why this is important for economic development.

Talent Attraction & Retention

Probably the most obvious reason main street programs are important relates to talent attraction and retention. According to the PEW Research Center, millennials (anyone born between the early 1980s and early 2000s) will be the largest living generation.

So what does this have to do with main street programs? Well, millennials are prioritizing lifestyle and desire walk-able urban environments. In a survey done by Pricewaterhouse Coopers, Millennials listed "location" as the fifth most important factor when considering a job — behind personal opportunities for growth, company reputation, the job role, and pay.

As the largest living generation, millennials will also be the largest group in the workforce and economic developers are competing for this talent. In order to attract and retain talent for your business your community has to be desirable to the workforce.

Main Street programs are important to more than just millennials. Locating your business downtown and having a desirable

main street program makes it easier for your business to attract employees in cutting edge industries like engineering, software development, and biotechnology.

Increase Community Involvement

Having a vibrant downtown will increase community involvement resulting in community attachment (an emotional connection to a place that transcends satisfaction, loyalty, and passion).

How does this impact economic development? According to findings reported in the *Soul of the Community* study conducted by the John S. and James L. Knight Foundations community attachment corresponds with a higher GDP growth.

Having a successful Main Street program and filling your downtown with local businesses encourages residents to "buy local." This helps to build relationships within the community that can lead to the creation of new jobs — ultimately fueling economic development.

(Continued on page 18)

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MASTERING SOCIAL MEDIA

(Continued from page 15)

Is it because you have no idea what to say or how to say it?

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Is it that you have no idea who to invite to be a Fan?

That's easy. Facebook has ways to find people you can invite to like your Facebook page. You can even invite business associates or fans from your own email list. You can ask employees to invite people to like your Facebook page. And, of course, you can always purchase boosts or Facebook ads to increase your fan base.

Maybe it's none of the above.

Maybe, because you don't use social media you think your customers don't. Find out. You don't need a Facebook account to find out. You see there is this thing called SMO, Social Media Optimization. Social media channels have discovered they have a

value when it comes to being found on Google and all other search engines. A person can find you not only with your website but also your social media channels. All you need to do search for the company names of some of your best customers along with the word Facebook. The search should be like this Interlace Communications, Facebook. What will come up is information like this in the search.

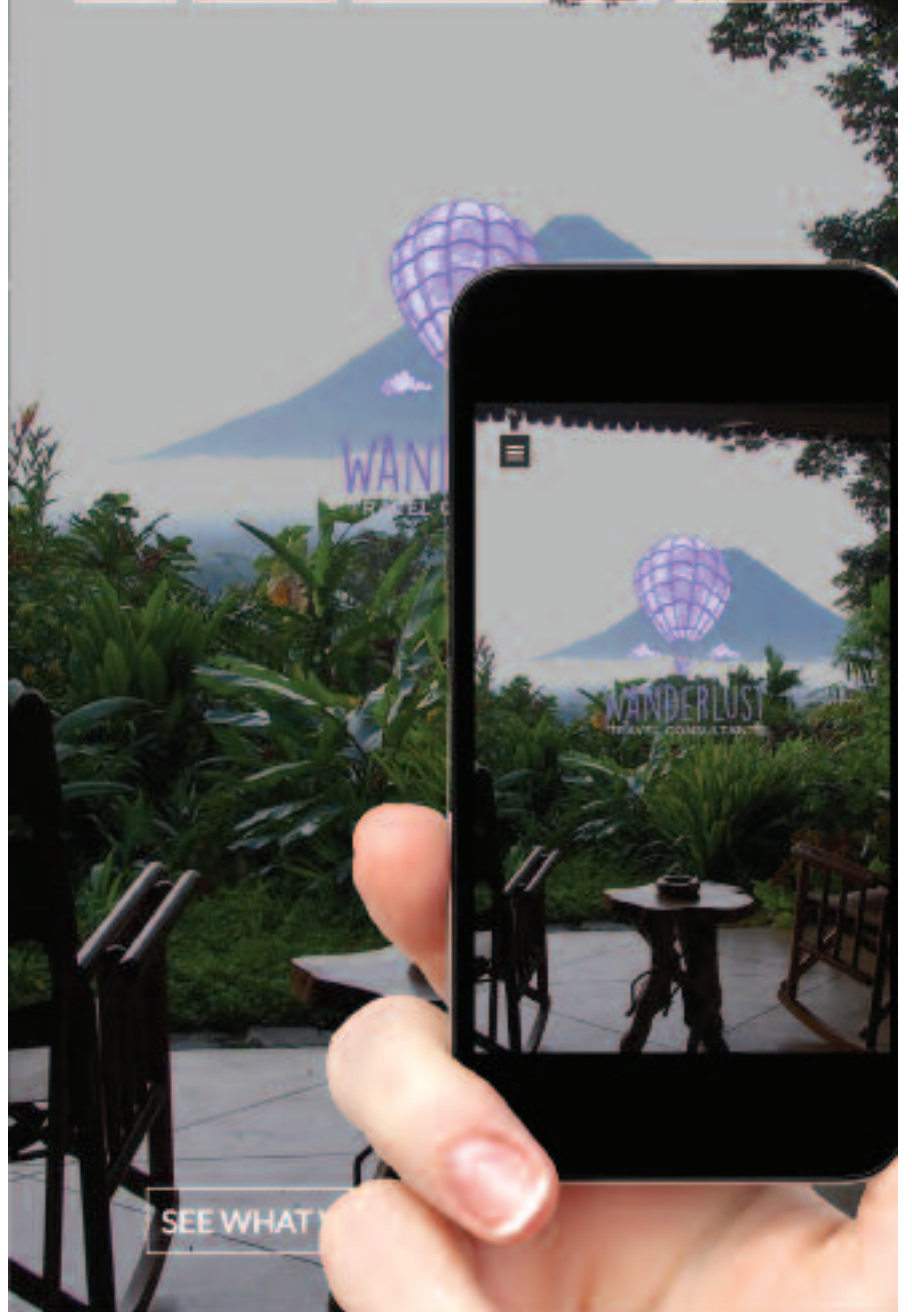
Do that for a few of your clients. If they are on Facebook, bite the bullet and get on Facebook. If they are on LinkedIn, set up a profile page and get involved. Why? Because if your clients are there, so are others like them who need your products or services. Do you need to get involved? No. You just need to hire a business to assist and helping you get involved.

So, what you are waiting for?

Need help to get started? Our team of social media experts are ready to help you set up your social media channels and advise on what are the next steps. Alyse Mitten and the team of Interlace Communications have been working with small to mid-size businesses since 2009 on marketing their businesses both online and in print. Give us a call at 484.709.6564 or email kasey@gomaava.com.

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FOCUS ON BUSINESS IN BERKS COUNTY

(Continued from page 16)

Spur Business Development

Main Street programs can and will spur business development. This coincides with community attachment. Create a place where people enjoy being, and businesses will follow.

Why would a business want to move downtown? A benefit to having a business in your community's downtown is the close proximity to your customers and potential business partners.

Main Street programs also spur business development by attracting more people downtown, and giving investors and developers more reasons to rehabilitate empty buildings — creating more opportunities for business attraction and growth. Business development in downtowns results in greater financial stability for a community.

Main Street programs are an economic asset to every community, as they lead to talent attraction and retention, community involvement, and business development. Check out some of Greater Reading's Main Street programs: Building a Better Boyertown; Keepin' it Kutztown; West Reading Community and Revitalization Foundation.

Sources: *Smart Growth America*, Sonia Huntzinger & Kim Lentz, PA Downtown Center, Ady Advantage.

Berks County "Ride to Prosperity" Update

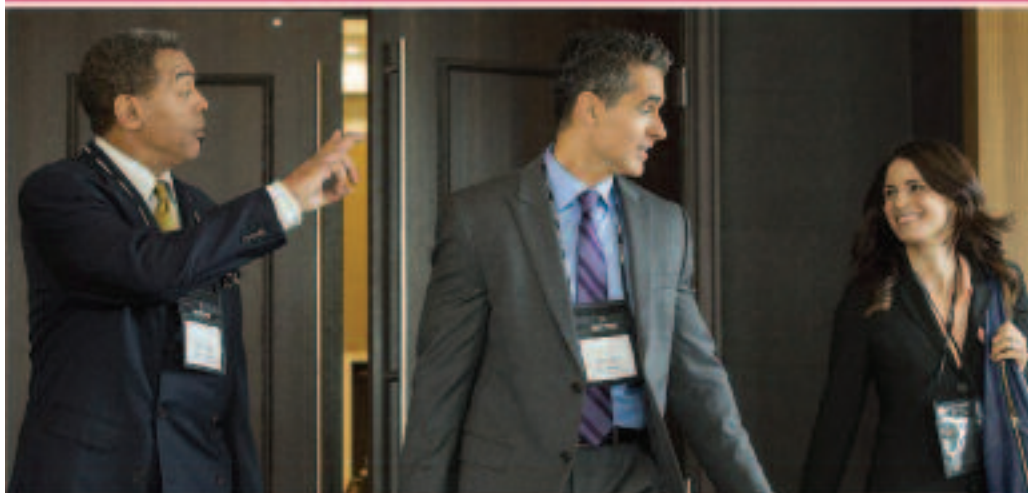
Entrepreneurship and Innovation

Through an initiative titled "Ride to Prosperity" (RTP), eight leading Berks County organizations began collaborating in 2009 to develop an economic development plan for Greater Reading and Berks County. Their efforts culminated with a coordinated five-plus-year effort to facilitate job growth and economic expansion in Berks County by directing their efforts toward five key areas: *Entrepreneurship and Innovation*; *Workforce and Talent Development*; *Sites and Infrastructure*; *Quality of Place*; and *Business Friendly Berks* — an effort to bring top quality business expertise to help local governments redesign how they interact with local businesses in areas like zoning and licensing.

The August 2016 issue of *Route 422 Business Advisor* featured an interview with Dan Fogarty, Director of Workforce Development and COO of Berks County Workforce Development Board, about GREP's "Careers in Two Years" program and other workforce development efforts in Berks County.

(Continued on page 20)

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NARI-BIE LABOR DAY: NOT JUST THE "UNOFFICIAL END OF SUMMER"

Labor Day, celebrated nationally on the first Monday in September has a meaning far greater than the "unofficial end to summer." With a history that dates back to 1885, Labor Day was created by the labor movement and is a tribute to the social and economic achievements of American workers and the annual contributions they have made to the strength and prosperity of our nation.

More than 100 years after the first Labor Day observance, there is still some doubt as to who first proposed the holiday for workers. According to the United States Department of Labor, some records show that Peter J. McGuire, general secretary of the Brotherhood of Carpenters and Joiners and a cofounder of the American Federation of Labor, was first in suggesting a day to honor those "who from rude nature have delved and carved all the grandeur we behold."

However, Peter McGuire's place in Labor Day history has often been disputed. There are a growing number of historians who believe that Matthew Maguire, a machinist, not Peter McGuire, founded the holiday. Recent research supports the idea that Matthew Maguire, later the secretary of Local 344 of the International Association of Machinists in Paterson, N.J., proposed the holiday in 1882 while serving as secretary of the Central Labor Union in New York. Despite the argument of the founding father, what is clear is that the Central Labor Union adopted a Labor Day proposal and appointed a committee to plan a demonstration and picnic.

The first Labor Day holiday was celebrated on Tuesday, September 5, 1882, in New York City, in accordance with the plans of the Central Labor Union. The Central Labor Union held its second Labor Day holiday just a year later, on September 5, 1883. In 1884 the first Monday in

September was selected as the holiday, as originally proposed, and the Central Labor Union urged similar organizations in other cities to follow the example of New York and celebrate a "workingmen's holiday" on that date. The idea spread with the growth of labor organizations, and in 1885 Labor Day was celebrated in many industrial centers of the country. By 1894, 31 states had adopted the holiday, and on June 28 of that year, Congress passed an act making the first Monday in September of each year a legal holiday.

As you gather with family and friends this Labor Day, take a moment to consider the thoughts of the United States Department of Labor, "The vital force of labor added materially to the highest standard of living and the greatest production the world has ever known and has brought us closer to the realization of our traditional ideals of economic and

political democracy. It is appropriate, therefore, that the nation pay tribute on Labor Day to the creator of so much of the nation's strength, freedom, and leadership — the American worker."

On behalf of the board of directors, staff, and volunteers at NARI-BIE, we wish you all a safe and enjoyable Labor Day, and we offer our gratitude to all who work daily to make America the great nation that it is.

Remember to shop local and let NARI-BIE help you find the right professional for your design and remodeling 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. For additional information, email Bill Pierce, executive director at BillP@nari-bie.org.



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FOCUS ON BUSINESS IN BERKS COUNTY

(Continued from page 18)



For this article, we interviewed Karen Marsdale, the newly appointed President & CEO of Greater Reading Chamber of Commerce & Industry (GRCCI), on the topic of Entrepreneurship and Innovation.

Entrepreneurship and Innovation

The ultimate success of the original RTP objectives to promote entrepreneurship and innovation in Berks County has yet to be determined — chiefly because the partnership's various efforts to build a more "entrepreneurial culture" in Berks over the past five years are ongoing and in some cases, just beginning to bear fruit. Certainly the efforts to improve and enhance support services provided to new and growing local companies in Berks County have made Berks County a more inviting place to start a business.

As the Greater Reading Chamber of Commerce & Industry completes its merger with the Greater Reading Economic Partnership and the Greater Berks Development Fund, all three organizations continue to coordinate their ongoing efforts to promote entrepreneurship with partners like the Kutztown University Small Business

Development Center (SBDC), Ben Franklin Technology Partnership, Community First Fund, SCORE, and the Kutztown University Latino Business Resource Center.

Reading Area Community College, as well as several local four-year institutions, have begun to expand entrepreneurial course offerings and programs in Berks County. Several Berks County technical schools have seen increased enrollment over the past couple of years. Kutztown University SBDC's JumpStart Incubator Space, housed at the Berks Community Foundation at 237 Court Street in Reading is near full capacity. The Chamber's Business Resource Center in Reading's Gateway Building has evolved to become a critical nucleus for the County's business service providers.

In 2013, RTP added a new strategy to support entrepreneurs called "Reignited in PA." The program was designed to provide intensified and targeted outreach, coaching, mentoring, training and consulting to high growth-potential companies in Berks County. Supported by a two-year PA Ignite Grant, the program was directed at high-growth manufacturing and manufacturing support companies in Berks County.

(Continued on page 22)

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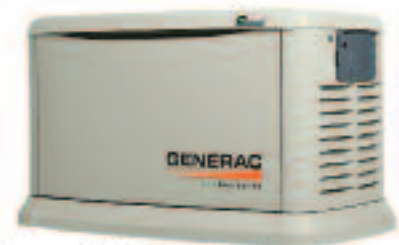
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FOCUS ON ENGINEERING

McCarthy Engineering Selected by the Boyertown Area School District for System Upgrades

McCarthy Engineering is excited to be partnering with KCBA Architects and the Boyertown School District's renovation team to design the upgrades to Boyertown Junior High West, a 145,000 square foot one-story building that includes a 6,000 square foot four-classroom addition. Currently under design is the installation of a modern and efficient new HVAC system to heat, cool and ventilate the entire facility. Presently the building is heated with only very limited air conditioning, but when McCarthy Engineering completes the project the entire building will have central air conditioning assuring a higher-quality classroom environment. Also included is an upgraded new boiler system to be installed within the school ensuring the utmost efficiency in supplying heat during the winter season.

As a division manager at McCarthy Engineering, Mike Levengood, P.E. is specifically excited to be the project manager on this project. "I attended

Boyertown Junior High School West as a kid" Mike explained. "It was exciting to get the opportunity to return to the school and help enhance the learning environment for years to come. Any time we have opportunities to be involved with projects in the local community, we enjoy it. Many of us here at McCarthy Engineering grew up in the area calling Berks and the Tri-County area home." McCarthy Engineering looks forward to increasing the amount of work the firm is doing in the local community. Prior community-related projects include Pottstown Memorial Hospital, Albright College, Carousel at Pottstown, Boyertown Ambulance Station, Douglass Township Ball Park, Fox Berkshire Theater, Berks Catholic High School and the Reading Hospital.

McCarthy Engineering is a multi-disciplinary engineering design and consulting firm that offers excellence in Civil, Structural, Mechanical, Electrical, Plumbing, Regulatory, and Project Management disciplines for the public and private sectors. With over 40 employees, McCarthy Engineering is expanding and constantly evolving to stay up to date with the latest industry trends, technology, and regulations. President and C.E.O. James McCarthy incorporated the business in June 2000 with a vision to create a different kind of engineering firm. That vision's success continues to unfold.

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Earth Engineering Incorporated

By Ward McMasters, P.E.

What a tremendous feeling it has been over the last year to be part of the driving construction and development industry throughout our area. Earth Engineering Incorporated (EEI) has experienced tremendous growth over the last year due to the increasing demand for our geotechnical engineering and construction inspection and testing services. As many other businesses have experienced, these times can be very exciting and very challenging simultaneously.

Whatever business you are in, the level of innovative quality and service that you provide dictate the demand for your service. Therefore, the establishment of a new certification and training program, recruiting and hiring initiatives, quality assurance program, and a massive capital improvements campaign, have positioned EEI for 2016 and beyond.

Although all of our programs are essential, much of our excitement has centered on the renovation and expansions that have happened over the last year and are ongoing into 2016. The first and most ambitious was the expansion and complete renovation of our soils testing laboratory at our Corporate Headquarters in East Norriton. The building was originally purchased in 2002 from the Genuardi Organization, as they no longer needed their original headquarters. We made very good use of the original kitchen space for our lab for many years but it was time to step it up. One of the most challenging parts of the project was that our operating soils laboratory had to be relocated to a trailer in our parking lot during the busiest summer in the 25-year history of the firm. Everyone persevered throughout the project and late last year our new 3000 square-foot laboratory space was completed.

(Continued on page 23)



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FOCUS ON BUSINESS IN BERKS COUNTY

(Continued from page 20)

Initially the program was administered by Diane Reed, GRCCI Director of Businesses Services, with assistance from Karen Marsdale. Reed has since moved on from her position with the chamber. Her replacement, Mark Dolinski, along with Karen Marsdale, continues to work and follow up with clients in the Reignited in PA program.

Initially nearly 50 companies identified as potential candidates for the program were interviewed. "We were looking for small to small-medium size companies (25-50 employees) in Berks County poised for growth," explains Karen Marsdale. "Sometimes, you call these businesses the gazelles in their industry. The pure definition is a company that's had double-digit growth for at least a three-year period. They are poised for growth, and we were looking for companies that wanted to grow with the help that we could give them, if we started to engage them in thinking about how would they grow their business to the next level."

Of the original 50 potential candidates, 22 companies participated in the program. One of the requirements for inclusion was that they put some "skin in the game."

"It was our way of utilizing the grant to its greatest and fullest degree," explains Marsdale. "The companies had to put 25 percent into the project, and the grant covered the remaining 75 percent. It was still a phenomenal opportunity for them. I firmly believe that when companies are invested, not only of their time but also their resources financially, the outcomes are usually much better."

Each company underwent a CORE Values assessment and analysis, to determine individual strengths and weaknesses and assist in devising a strategy for growth. "We were trying to provide them a road map to be able to do that," Marsdale explains. "We call it the Work of Leaders."

CORE Values is a proprietary tool of the Manufacturers Resource Center, who partnered with GRCCI on the project. "We

used (the CORE Values assessment) as the starting point," Marsdale said, "and we were successful in engaging each company's key leadership team, ranging from four to eight people. We wanted everybody at the table, to get everybody's input, and when the MRC representative went back in to talk to them about their results, he had the data that he could show them as to why they got the scoring that they did. Everybody was on the same page," she said.

Once the results of the analysis, administered by a credentialed MRC representative, were complete, a case manager would pull together the key leadership team from each company to review the results and participate in workshops, coaching sessions, and individual mentoring over a period of roughly 8-10 weeks, working toward achieving growth strategy objectives resulting from the analysis.

"This was not an exercise of just going through classes, without feedback or expectation at the end," Marsdale said. "There were interviews done throughout the course of this. Sometimes there would have to be some pep talks about finishing certain things and completing certain coursework."

Two years into the program, there is more work to be done, and it will take a few years to fully measure the effect of the program on the growth of individual participants. But anecdotally, it seems to be producing then intended outcome.

"The program gave them a roadmap to plan," Marsdale said. "What were the metrics of success? For us it was the companies who stayed the course and said essentially, 'I'm better off now than I was when I started this this endeavor.' Because of the confidentiality I can't release the names of the companies," she said, "but some just received awards or are on the list of top growth companies we recognize annually at our annual dinner."

(Continued on page 24)



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FOCUS ON ENGINEERING

(Continued from page 21)

Our new laboratory is currently up and running very efficiently complete with the addition of brand new state soils testing equipment. Our latest project involves the renovation of a much larger office space to support our Construction Testing and Inspection Division. This newly renovated space boasts a central field scheduling space complete with digital presentation of our daily schedule. We have one more project planned for 2016 as well that will provide a new 3000 square foot home to our Geotechnical Design Division.

All of these capital improvements only serve to better support the people of EEI. We have seen the addition of new energetic people into every division of the company, which makes for a very exciting time. Our new program, which focuses on an all-out commitment to training and industry certifications, has created a vibrant atmosphere of learning and advancement. We will continue these programs so that we can serve our clients who put their trust in us to put the success of their projects first. That is our "Brand Promise."

During the time when all of the above was happening we also managed to create a completely new website. I invite you to visit www.earthengineering.com to explore all of the services we provide, some of the exciting projects we have worked on, and the latest news about the firm.

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FOCUS ON BUSINESS IN BERKS COUNTY

(Continued from page 22)

So many of these are on that list because there has been growth in the last year. For many of them we continue to do work. It may not be one-on-one consultative work with the executive team, but the executive team is now comfortable enough where they are sending their key people to our leadership classes and other trainings that we offer. I think they have a much better understanding of staying the course and having a strategic plan," she said.

In follow-up phone calls and surveys, participants were asked: "What was the most valuable part of this program to you and you're your team?" Typical answers included: "Gave our team a better understanding of each other," and "Exposed us to the new concepts and ideas with tools to use as needed." Invariably, they all said: "We developed a strategic plan."

"Sometimes that's valuable and sometimes that sits on a shelf," Karen Marsdale concluded. "But they all said they were able to develop a strategic plan, and that was a huge asset for them, to be poised for growth."

For additional information about entrepreneurship and innovation initiatives in Berks County, please contact Karen Marsdale at 610.898.7772, email: KMarsdale@GreaterReadingChamber.org.

Penn State Berks Receives Funding for Entrepreneurship in Reading

Penn State Berks is the recipient of a \$50,000 seed grant to expand entrepreneurial endeavors through the Invent Penn State initiative. Berks is one of six campuses named this spring as part of the newest wave of entrepreneurial sites across the Commonwealth that are poised to enhance economic strengths in their region.

Invent Penn State is a Commonwealth-wide initiative that blends entrepreneurship-focused academic programs, business startup training and incubation, funding, and key regional partnerships together for the benefit of Pennsylvania and beyond. These six awards followed on the heels of six similar \$50,000 grants awarded to Penn State campuses in 2015.

The seed grant is being used to enhance community and industry relationships and utilize social entrepreneurship to accelerate business development in the nutrition, health and medical sectors, as well as to provide resources that encourage entrepreneurship among minority populations. For more information on Invent Penn State, visit www.invent.psu.edu.

BUSINESS PROFILE

Forever Kids at Heart, LLC

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Space is limited and it's first come, first serve. To reserve your child's spot for the new school year, all enrollment forms must be filled out and a non-refundable \$50 registration fee and one week's tuition needs to be submitted which will be applied to your child's first week of care in the program.

Our mission is to give children the opportunity for assistance with homework and tutoring, to be fed a nutritious meal, and have the ability to participate in extra-curricular activities by offering a stress-free option for parents' busy schedules. Our vision is to provide a safe, educating, and entertaining atmosphere for our youth. Our goal is to have a Forever Kids at Heart location within most of the local school districts in and around Berks County, PA within a few years.

About The Founder: My name is Amy L. Koller (known most recently as Amy L. Fick - I just got married in July). I have an almost 15-year-old son and an 8-year-old daughter, so with being a parent, I understand the daily struggles of the work/life balance and only wish that this service would have been around years ago. Attempting to get your child to complete his/her homework, study, eat a quick meal and have them in their practice outfit/game uniform all by 5:45pm (because practice/games start at 6:00pm) and you don't get home from work until then, it is complete and utter chaos in a household to try and get it all done without someone having a meltdown or with running late.... trust me...I know. The ability to have this premiere service for much of Berks County and abroad within the next few years is a come true for parents.



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FOCUS ON ENGINEERING

(Continued from page 23)

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CEC has a staff of approximately 90 individuals, of which over 40 are professionals with state or national registrations and certifications in engineering, planning, surveying, and geology. In addition to professional registrations, many of our staff have supplemental certificates in specialties such as sewage enforcement, hazardous material removal, bridge inspections, water and wastewater operation, etc. Also, CEC developed MuniLogic, Municipal Management Software, an enterprise-wide system to resolve many of the challenges municipal and authority organizations face. This software allows the municipality or authority to become more efficient, better equipped to comply with regulations, make better decisions and ultimately save money.

CEC is continuously recognized as one of the Top 25 Engineering Firms in the prestigious Philadelphia Business Journal Book of Lists. To learn more about CEC, please visit our website at www.carrolleengineering.com. To learn more about MuniLogic, please visit the website www.munilogic.com.

BUSINESS PROFILE

Axcess Industries

Axcess Industries' motto is "providing trained professionals to perform quality service." With Axcess Industries' 10th anniversary coming up in 2017, the company, formed in 2007, has been doing just that.

Axcess Industries started out as a residential, commercial, and light industrial company offering mechanical and electrical contracting services and has grown from 5 employees to its current roster of over 60 employees. Axcess Industries now has separate divisions which include: Axcess Industrial, Axcess Electrical (commercial and industrial electrical services and 24/7 commercial); and Axcess Mechanical (commercial 24/7 plumbing services).

Richard Carpenter, the owner of Axcess Industries, is a firm believer in changing with the times and pursuing opportunities. Axcess Industries has a growing team of millwrights, riggers, electricians, welders, pipefitters, and laborers that perform work throughout the country as well as foreign locales including Mexico and Canada. Their ever-growing client list includes commercial bakeries, chemical plants, food processing plants, steel plants, and waste and water treatment facilities, to name a few.

Axcess personnel are excited to be exhibiting their services at the upcoming IBIE 2016 trade show in Las Vegas in October. "IBIE 2016 is the perfect opportunity to reach potential new customers in the baking industry, generate leads, increase sales, close deals and strengthen our brand, which is why we're exhibiting this year", said Jim Cisick, Axcess Industries' Director of Business Development.

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Our donors of equipment include companies like QVC, Johnson Mathy, Peco Energy, IBM, and Franklin Township Charter School, plus over 5,000 other donors. They are rewarded with tears of joy as they read letters from the recipients of the refurbished donated computers. To date, more than 70,000 low cost, high quality computers have gone on to help over 70,000 kids finish their homework on time, do research for scholarships, college and jobs, and learn at their own pace, with the over \$500 worth of learning software that comes loaded on every computer for free.



"Preschool is too late," says Robert Toporek Founder and President of TeamChildren. "Empowering parents with the tools, technology and training to use the software and equipment they receive from TeamChildren for a low administrative fee is critical to our regions economic, academic, and social health," he said. Desktops are available at prices ranging from \$65.00 - \$140.00. Laptops are available for \$85.00 - \$200.00. Over 500 computers are now available for any family, school, organization, or senior citizen. Call 610.666.1795 or visit our website: www.teamchildren.org

Our major drive for the fall is to raise \$750,000 to fully fund and expand our capacity to make a difference, and to find more volunteers, administrative, graphic design, marketing, fund raising and always more geeks to fix computers. TeamChildren — Making a worldwide difference: One child at a time! For additional information, please call 610.666.1795.

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FOCUS ON BOYERTOWN BUSINESSES

E. Kenneth Nyce Law Office

Founded in 1959, the E. Kenneth Nyce Law Office is the oldest continually operating law firm in Boyertown, Pennsylvania. The Nyce Law office has been proudly serving the residents of Berks, Montgomery, Chester and Lehigh Counties for fifty-seven years. The office was founded by the late E. Kenneth Nyce, Esquire, a well-known local resident and attorney in the Boyertown area. The office now has five attorneys, who are committed to continuing the very standard of excellence that this very law firm was originally founded upon.

The staff and attorneys pride themselves on strong local connections. Most of them grew up in the Boyertown area where they have stayed to raise their families. As such, the attorneys and staff members have an intimate knowledge of the Boyertown area, the residents and their needs.

The law firm is committed to carrying on the long-standing tradition of personal and loyal service to their clients, all while acting as strong advocates protecting their clients' professional, personal and familial interests.

The E. Kenneth Nyce Law Office represents individuals, insurers, businesses and government agencies in a wide-range of legal areas. The attorneys possess the knowledge and skills needed to handle all of your legal needs, while combining the personal approach that the residents of Boyertown have come to expect.

The E. Kenneth Nyce Law Office is not only a part of Boyertown's past, but will continue to make its mark in the future. By providing our clients with the resources and state of the art technologies to effectively pursue desired legal outcomes, the Nyce lawyers will do everything possible to achieve the results sought by their clients. For additional information, please call 610.367.2921 and visit: www.nycelawoffice.com.

Durango's Saloon

Sitting at 120 East Philadelphia Avenue in Boyertown between The Other Farm Brewing and the Colebrookdale Railroad, Durango's Saloon resides in a historic Inn built in 1846. Featured on the Bio Channel's "My Ghost Story Caught on Camera" and a stop on Boyertown's Walking Ghost Tour, Durango's is a fun and mysterious destination.

Durango's Saloon and Restaurant is renowned for its great food and incomparable beer selection. With a full bar, and 17 rotating drafts, Durango's is a great

place to enjoy your favorite libations while taking in a game on one of their HDTV's. Durango's is a non-smoking building with a separate dining room that is family friendly with a full kids' menu.

Weekend dinner specials and weekday lunch specials are hot items along with happy hour specials that run 4:30 - 6:00 Monday thru Friday. Live music can be heard with no cover charge on select Fridays. Every Saturday night is karaoke starting at 10:30 PM. Visit our Facebook page for updated entertainment schedules and Beermenues.com to stay up to date with our ever changing craft beer selection.

Campbell Fittings Our Beginnings

Louis Campbell Sr. founded Campbell Fittings, originally called The Campbell Nipple Works, in the early 1900s. It was a small pipe nipple manufacturer, located at the corner of Front and Washington Streets in Boyertown, serving industrial markets primarily in the Mid-Atlantic States. The Philadelphia Naval Shipyard was a major customer and was virtually the only customer during both World Wars I and II. Louis Campbell sold the business to Frederick Paff after World War II, and the company has remained in the Paff family for four generations.

Campbell Fittings Today

Today, Campbell is still a production machine shop, manufacturing couplings and fittings from 1/2" and up to 12" in diameter in steel, stainless steel, brass and aluminum for use with industrial rubber hoses. Industrial hoses are highly engineered and designed to convey a variety of media such as high-pressure air, petroleum, chemicals, high temperature steam, food and many other applications.

In addition to the fittings and couplings, Campbell manufactures steel and stainless steel ferrules and sleeves, which are crimped onto the hoses to hold the fittings in place. Campbell's pioneering of the use of ferrules and sleeves changed the hose industry, replacing a variety of types of clamps, which were not as safe nor as easy to use.

Campbell expanded its manufacturing footprint in 2013 when it purchased a vacant 80,000 sq. ft. building at 10 East Second Street in Boyertown, which was the original site of the old Boyertown Auto Body plant. Campbell now has 150,000 sq. ft. of manufacturing and warehousing floor space in Boyertown. Campbell also has a warehouse in Houston, Texas. Products are sold through industrial distributors throughout the world.

(Continued on page 28)

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For the 2016 tax year all EPA approved wood and pellet stoves and inserts are eligible for a tax rebate. The tax rebate is for new EPA approved stoves and will expire December 31, 2016. Please stop in either location to get started on saving with your EPA approved stove or insert. Kring's Hearth and Home has two locations: 5702 Rt. 873, Schnecksville, PA 18078, 610.224.5050; and 834 Rt. 100, Bechtelsville, PA, 610.367.4488. www.KringsOnline.com.

Berks-Mont Camping Center, Inc. "Where Families Travel"

Berks Mont Camping Center is a Boyertown-based recreational vehicle dealer that is 100 percent dedicated to providing nothing short of the most exceptional customer service and value. That promise starts with offering the best RV service in the area.

It doesn't take long to figure out why the motto of Berks-Mont Camping Center is "Where Families Travel." Family values are very important to the company's co-owners, Henry and Joan Shellenberger, and this is one of the reasons this husband and wife team stepped into the RVing business. Henry feels that families need time away from the routine to enjoy the great outdoors.

Joan and Henry's own experience with family-owned dealerships proved key in determining the path they took. Joan was raised in an RV dealership family and Henry worked for a family owned dealership for 10 years. Henry believes that his "top-notch training at that dealership" along with an opportunity to take over a well-established

family dealership in Boyertown, Pa. was the perfect formula for success.

So in 1998, the Shellenbergers purchased Reppert's RV dealership, which was the oldest dealership in Pennsylvania. The Shellenbergers recognized the value of the dealer's existing reputation and had every intention of building on it. Henry knows that it is important to maintain and keep that reputation alive. Henry feels that for new business owners, it is much easier to build on a successful business that already has a solid history rather than starting from scratch.

Visit Berks-Mont Camping Center at 890 Sweinhart Road, Boyertown, PA 19512 to check out their wide selection of new and used recreational vehicles and accessories. For additional information, please call 610.369.9533; and visit: www.berksmontcamping.net.

Bridge Inn Pleasantville

Enjoy dining at a relaxed, comfortable pace, at Bridge Inn Pleasantville, located at the intersection of Route 73 and Covered Bridge Road in Pleasantville. Bridge Inn Pleasantville features a Martini Lounge, live entertainment on Fridays and Saturdays, and is open for indoor or deck dining from 11:00 am to 9:00 pm Sunday and Monday; 4:00 to 9:00 pm on Tuesday; 11:00 am to 10:00 pm Wednesday and Thursday; and from 11:00 am to 11:00 pm on Friday and Saturday.

Bridge Inn Pleasantville features a delectable menu including vegetarian features. Weekly specials are offered. Happy Hour at the bar and café tables runs Monday through Thursday from 4:00 – 6:00 pm, with \$2.00 domestic drafts, a \$5.00 select Appetizer Menu, and \$5.00 Happy Hour Martini and Mojito menu. Wednesday night is Burger Night, and Monday features .50 cent wings.

For additional information, please call 610.689.5818, and check out their full menu at www.bridgeinnpleasantville.com.

(Continued on page 30)

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FOCUS ON BOYERTOWN BUSINESSES

(Continued from page 29)

Landhaven Bed and Breakfast for Sale

The popular Landhaven Bed and Breakfast, located in the heart of the village of Huff's Church, Pennsylvania, is being offered for sale by proprietors Ed and Donna Land after 17 years of operation. The listed price for the .71-acre property is \$625,000 with special financing options available.

The building was originally built as a general store and operated as such until 1986, with the Pilgert family as proprietors for 50 years. Diane Selwood bought the building in 1986 and created a dress shop and store called Duckenfield's. She and Ron Selwood sold the property to Ed & Donna Land in 1997.

The Lands restored the old 1870s general store building, and turned the area where the families lived into a five-bedroom bed & breakfast, each with its own specialty bathroom. Each room is furnished with vintage furniture to capture the ambience of the building and its history, yet the bathrooms are spa-like with all-new plumbing and fixtures to create a soothing experience. The Lands have honored the history of the General Store by naming each of the five Bed & Breakfast rooms after the original General Store proprietors. Landhaven Bed & Breakfast offers great country breakfasts, inviting hospitality and a perfect retreat in the countryside in the midst of many adventures and festivals.

The "new" 1910 room addition now houses Landhaven Antiques and is the well-suited home to Landhaven House Concerts, featuring world-renowned musicians. The Lands retained as much of the original woodwork, drawers and counters of the general store as permitted. The lively concert hall echoes the building's history as the center of the community and is the perfect unique venue for birthday parties, family events, such as bridal and baby showers and rehearsal dinners, and other gatherings.

All Concerts are BYOB. Children over 12 are welcome. Saturday and Friday concerts start at 8:00 PM with doors opening at 7:15 PM. Light refreshments are served, and free parking is available.

"Concert Cuisine in a Box" — little meals — are available if ordered before noon on the Friday before a concert. They are prepared by Landis Store Hotel. Please call Landhaven (610.845.3257) to order your meals and bring cash to pay for them when you pick them up at Landhaven on concert night.

"As we prepare to sell Landhaven, we are so appreciative for all the memories and all the friends we have encountered along the way," said Donna Land. "Live music continues here at Landhaven, so come enjoy the singular set of talents that will be gracing our stage. Check out our website www.landhavenbandb.com and sign up — your friends are likely to be here!"

Landhaven Bed and Breakfast is located at 1194 Huffs Church Road, Barto, PA 19504. For additional information, please call Donna Land at 610.845.3257, and visit www.landhavenbandb.com. For information about the property, please contact: Ingrid Weil: missinggrid@aol.com; office 610.327.1880 cell: 610.334.7305.

Glocker Realty and Insurance

Glocker Realty and Insurance, with two convenient locations at 900 East Philadelphia Avenue in Boyertown and 4 Glocker Way, North Coventry (Suburbia Shopping Center), recently began offering insurance products through Nationwide Insurance, citing the company's financial strengths, exceptional claims handling and ease of doing business. Glocker's Nationwide agent is Lisa Pavlik, ACSR, CISR, with 18 years experience in the insurance industry. Pavlik joined the Glocker team in June 2014. Through Nationwide, Lisa offers a full line of personal and commercial property and casualty including home, auto, specialty dwelling, recreational vehicles and boats and motorcycles, as well as life and health insurance policies.

Why choose Glocker? "We offer personal attention to each individual, annual reviews, and we are local and available on evenings or week-ends by appointment," Pavlik said. For additional information please contact Lisa Pavlik at 610.948.3301; email lisa@glocker.com; and visit www.glockerinsurance.com.

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ROI IS DEAD; ROAS IS ALIVE



By Daniel Laws, Principal, DaBrian Marketing Group, LLC

Marketing has been viewed as an expense in the books as opposed to an investment. Return On Investment (ROI) implies the thought of doing something in the hopes of it positively impacting the company's revenue. When we talk about ROI, I don't believe that we can associate it with marketing. Most businesses typically look at marketing as an expense. It's a "What have you done for me lately?" profession, not a "What have you done for me (the business) over the past ten years?" profession! The only alternative to associating ROI with marketing is to look at marketing as a Return On Advertising Spend. But, you still need the tools, the knowledge, and the resources to calculate both ROI and ROAS.

What Is ROI?

ROI is the most common profitability ratio. There are several ways to determine ROI; however, the most frequently used method is to divide one's net profit by one's total assets. So, if your net profit is \$1,000,000 and your total assets are \$3,000,000, your ROI ratio would be .33 or 33 percent. Within the domain of marketing,

ROI is a measure of the profit on earning from an investment. Similar to the "return" (or profit) that you earn on your 401k, which is a percentage.

Why Is ROI Dead?

The profitability ratio is simply a general mathematical tool that is used within most business settings. Tradition does not make it accurate or contextually sound. Access to full cost or profit margin includes taxes, shipping, etc. Your marketing team cannot control it and has limited ability to influence it. Marketing has much

to do with statistics the trends in human behavior. We must remember that causation is nearly always impossible; correlations are commonplace. The emphasis on ROI as an effect of some marketing tactic or, criticizing some marketing tactic for its lack of effect on ROI is most always a false conclusion.

What Is ROAS (Return On Ad Spend)?

Return On Ad Spend (ROAS) represents the ratio of dollars earned after advertising to dollars spent on the corresponding advertising. To determine an ROAS ratio, divide revenue derived from the ad source by the cost of that same ad source. Values that are less than one (1.00) indicate that less revenue is generated than is spent on the advertising. In other words: less than 100% of your expenditure was returned to you.

(Continued on page 37)

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EFFECTIVE CORPORATE COMMUNICATIONS

By Jeanette Juryea, President, QubComm

Your brand is much more than a logo or tagline. It's everything your company stands for. It's the quality of your products and services, the attitude of your employees, the altruism in the community and so much more. When your customers and the public at large see your logo or hear the name of your company, they get an image in their minds based on their personal experiences with your company. Good or bad, that image is your REAL brand, regardless of what your logo or tagline says.

So, you've spent money creating a logo and/or tagline to help portray and sell your products or services. What image did you hope to portray with it? Quality? High tech? Problem solvers? Whatever it is, you want to be sure that all your employees, systems, policies and procedures support that image.

That includes your communications. Whether it's a letter, email, bill, phone call, advertisement or tweet, every communication needs to deliver the same brand image. Slapping a tagline on the page is not enough. Nor does it mean your communication should explain your tagline message. Instead, your communications must convey and exemplify the brand without contradicting it.

For example, you're tagline might say you're the helpful company, but it's not very helpful if the rest of the communication presents an impossible task or creates more questions than it answers. Likewise, if a tagline claims the company is top-shelf quality, then the communication can't look cheaply made. Even the photos, charts and other graphics you select can either represent or contradict your brand image. In fact, every speck of that communication is subject to brand identity.

Beyond the message itself, all of your communications should have a consistent look and feel for easy recognition. A company style guide is a great way to ensure brand consistency in your communications. It's more than your typical Chicago Manual of Style, APA or MLA guides. Yes, you can adopt and follow one consistently. But your company style guide goes much farther than that.

A company style guide can include voice and tone rules; selected fonts and font sizes; margin requirements, rules for capitalization, bolding and italics; a color wheel for fonts and graphics; rules for imagery selections; headline and subhead writing guides, and more. It includes nitty gritty details like preferred spellings, such as e-mail vs. email, both of which are correct, but can be noticeable when not applied consistently. Your style guide should also include rules for consistent logo and tagline placement.

Make sure each employee or outside vendor who creates communications for your company has a copy of or access to your company style guide. And include brand review alongside legal review and subject matter experts with your approval process. Renegade communications can tear down the fabric of your carefully cultivated reputation. Don't let anything out of those walls without a brand stamp of approval.

If you have a company style guide, review it periodically and keep it up to date. If you don't, maybe it's time to create one. Just remember, brand isn't always what you want it to be. It's public perception. Communications can be the most consistent way to keep up appearances if everyone follows the same rules.

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

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ROI IS DEAD; ROAS IS ALIVE

(Continued from page 35)

Why Is ROAS Alive?

Return On Ad Spend gives management, your marketing team, or your ad agency a standard metric to measure success. ROAS provides accountability to all parties and is adaptable to every marketing scenario. This is because ROAS isolates the amount of money that was spent on advertising as well as the amount

of money that was gained through that particular advertising. This is a metric that applies to one advertising campaign at a time as opposed to ROI. The latter metric does not isolate any particular advertising campaign profits or expenditures in its calculation. ROAS is an effective way to measure your marketing campaigns because the expenditures from advertising tactics of the campaign are connected. Also, it aligns to common thinking of "money not in your hand is money lost." It's a real method of measurement that evolves with the increasing accessibility of your information.

So, What Should I Do About ROAS?

I would recommend that you assess your ability to measure ROAS. If you can't, your ROI metrics are ineffective! Do you have access to marketing expense with and without markups? What are your fees per marketing campaign? Are you increasing revenue directly from the campaign? Do you own or have access to the metrics to calculate ROAS? Get more detailed results from a different perspective on your marketing. Evolve with the times and technology; or, your business might just become extinct!

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BUSINESS PROFILE

G Lodge Restaurant Celebrates 32 Years in Business

Donuts and drive-thru window? Never at G Lodge Restaurant, located on Route 23, two miles west of Valley Forge Park and two miles east of Starr Street in Phoenixville. Owned and operated by Dennis Dreibelbis since 1984, G Lodge Restaurant is the best-kept secret in Chester County.

G Lodge Restaurant features specialties like Banana Walnut French Toast and Filet Mignon and eggs, and has been voted one of the top ten breakfast spots in Chester County Online. "I have breakfast that no one can rival," said Dennis Dreibelbis, owner/operator of G Lodge Restaurant since 1984. "We have fresh fruit every day, with raspberries and blackberries and other things people wouldn't even think of," he said, adding, "We feel our food is the best in the county and the price is fair for the amount of food you are served." Breakfast is served at G Lodge every day until 1:30 PM, "And that makes everybody happy," Dennis Dreibelbis said.

The G Lodge will celebrate its 32 anniversary in business next month, having prospered through good times and bad — such as having a major motion picture "The Happening" filmed on site; and surviving countless storms, and making it through PENNDOT's seven-month closure of Route 23 to replace a bridge. Dennis Dreibelbis was out of commission with a broken leg at the time and his wife Terri and the staff managed to keep the business going. How? Why? Dedicated loyal customers, who found their way to the G Lodge despite the detours, and came back in droves when the road was reopened.

Isn't it time you experienced the G Lodge? Stop in and find out for yourself why G Lodge Restaurant is among the best breakfast spots in the region. G Lodge Restaurant is located at 1371 Valley Forge road, Phoenixville, PA 19460; 610.933.1646.

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BUSINESS PROFILE

B&G Glass

B&G Glass, located at 1440 Carbon Street, Reading, PA 19601, prides itself on a strong work ethic that traces its roots back to the company's inception. Rather than being satisfied with providing the area's widest selection of glass and glass-related products, B&G Glass has focused on developing service strengths to satisfy market demands. B&G Glass' reputation for prompt courteous service is unsurpassed, whether your job is routine and small, or a large challenging custom installation.

B&G Glass is the clear choice when it comes to glass shower enclosure. All B&G Glass shower enclosures are custom designed, fabricated and installed by expert craftsmen.

Extra steps are taken to ensure your quality glass shower enclosure meets or exceeds your specific needs, and all glass edges are finely polished insuring safety and stately elegance. Even standard tub enclosures are custom made for a professional fit and lasting enjoyment. Choose from an endless array of classic or contemporary designs to create your own luxurious sanctuary with a custom, frameless shower enclosure. Designs include clear or textured glass with etchings, patterns or colors. Custom hardware is available in finishes such as chrome, nickel, brass and more. B&G Glass can provide Shower Guard Glass, a unique permanent coating only available on clear and satin etched glass.

There's no better time than now to enhance your lifestyle. Become inspired. Call B&G Glass today at 610.372.7868, email info@bgglass.com, and visit www.bgglass.com and www.ShowerGuardGlass.com.

The CLEAR Choice for ALL Your Glass Needs!

- Custom glass—to meet all your needs
- Frameless shower enclosures
- Mirrors for bathrooms & exercise rooms
- Committed to superior quality
- Our goal is to exceed your expectations

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Since 1963

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info@bgglass.com • www.bgglass.com
610.372.7868

The Pottstown Rotary Club Wants You!

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

**Visit www.pottstownrotary.org
or call Bill Wellen at
484.886.5396 to learn more!**

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Patti Seigel | 610.806.0172



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 EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Richard Graver, Chief Lending Officer, The Victory Bank

CHAIR ELECT

Baran Schultz, CEO, Schultz Technology

TREASURER

Rich Newell, CEO, Pottstown Memorial Medical Center

IMMEDIATE PAST CHAIRMAN

Heather Chandler, President, Sealstrip Corporation

SOLICITOR

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

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Danny Aaron, Dana Driveshaft Products -
Dana Holding Corporation

April Barkasi, CEDARVILLE Engineering
Group, LLC

Bill Breslawski, Maillie LLP

Sean Deviney, The Body-Borneman
Companies

Dr. Dave DiMattio, Montgomery County
Community College

Dr. Richard Faidley, Boyertown Area
School District

Joe Fava, Clothes to Home Dry Cleaning
Twila Fisher, The Hill School

Rick Lewis, Lewis Environmental, Inc.

Frank Strunk, Tompkins VIST Bank

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

152 E. High St., Suite 360, Pottstown, PA 19464
• TEL: 610.326.2900 • FAX: 610.970.9705
• EMAIL: info@tricityareachamber.com

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

MESSAGE FROM THE PRESIDENT

Because you want to... Build Relationships!

And look for **connections** that lead to **business growth**.

And help to expand the Chamber in its role as a premier organization for **connecting** people, business organizations, government, and strategic partners.



NEW! Creating Connections Initiatives for the 2016-2017 Program Year!

CREATING CONNECTIONS SPONSOR: This new, exclusive sponsorship opportunity gives the sponsor exposure at Power Networking events, Membership Anniversary Luncheons, New Member Receptions, and the Creating Connections page on the Chamber's website.

Thank you to our 2016-2017
Creating Connections Sponsor

READING EAGLE
COMPANY

EDUCATION AND CAREER FAIR – Thursday, October 6, 8:30 – 10:30 AM, Gilbertsville Fire Company No. 1. New opportunity for Chamber businesses – access 500 + students to showcase your industry at a table at the Education and Career Fair! Share information about types of positions, skills needed, average salary, and more! Contact Kitty for a business registration form before Friday, September 16.

WOW LUNCHEON – First WOW Luncheon for 2016-2017 Program year has been scheduled! Thursday, October 27, 11:30 AM – 1 PM at Gianni's Catering and Event Venue. This luncheon will feature Marie Monville – Overcomer, believer, wife, mother, adoption advocate, and author of 'One Light Still Shines'. Marie will lead you to "Dream and Believe". More details can be found on page 43.

S.T.E.M. EVENT – Thursday, December 1, 5 – 8 PM at Copperfield Inn at Lakeside. This event will be open to young ladies in the tri-county region and will feature a panel of female professionals in STEM Industries – Science, Technology, Engineering and Mathematics! Free for students and \$35 for Adults. Our Emcee for the evening is Kimberle Levin, KidzTri3! STEM Panelists confirmed to date include:

- Science – Exelon
- Technology – Montgomery County Community College
- Engineering – April Barkasi, CEDARVILLE Engineering Group
- Mathematics – Karen Norheim, American Crane & Equipment Corporation

Thank you to our STEM Champion Sponsors:



If your company is interested in being a STEM Supporter sponsor for the event – contact Kitty for more details.



Don't forget to check future issues for information on additional upcoming events where you can **Create Connections!**

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 August 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!**

Boyer's Food Markets, Inc.
200 W. 1st Street
Birdsboro, PA 19508
610.582.4005

www.boyersfood.com

Grocery Stores; Bakeries;
Caterers/Banquet Services; Food
Products; Retail Sales

Boyer's Food Markets, Inc. is a full service Supermarket with locations all throughout Northeastern, PA. Boyer's provides service to local communities with convenient, easy to shop store layouts, superior product selection that caters to the customers we serve in each market, and unparalleled community support for the local town's schools, churches, groups and charities.

**Brightway Insurance,
The Richardson Group LLC**
10 Kugler Rd., Suite 102
Limerick, PA 19468
484.369.7200

www.brightwayrichardson.com

Insurance Companies

Provide Home, Auto, Life, Motorcycle, RV, Boat,
and Umbrella from over 50 Carriers.

Productivity Pointe LLC
152 E. High Street, Suite 440
Pottstown, PA 19464
484.238.3909

www.productivitypointe.com

Conference and Convention Centers

We offer entrepreneurs and professionals space when they need it. Space without the overhead of renting permanent space! Office work, Co-Working, Meetings, Staff events, community working, studying, Photography, counseling, and more. So when you need productive space think of us!

Referred by: Christine Wright, WrightBrain Design, LLC; Josh Petruskas, Furniture Soup, Inc.; Cathi Marcheskie Maziarz, Glass Slipper Conderge

Tents Party Rentals and Planning
1191 Zara Drive
Pottstown, PA 19464
610.495.1433

www.tentspartyrental.com

Rental Services; Event Planners

Tents Party Rentals & Planning is a full service Tent and Rental company located in Pottstown, Pennsylvania. We feature the largest tent inventory in the tri-state (Pennsylvania, New Jersey and Delaware) area. Our inventory of clear spans, structures, pole and frame tents are available in all sizes and may be customized to a unique shaped unit in our in-house fabrication shop. We build custom subfloors, risers and stages and have a large inventory of tables and chairs. With over 30 years of expertise, Tents Party Rentals & Planning is here to service you. Mission Statement: Our mission is to provide you with peace of mind about how your event is going to be managed, joy at the success of your occasion, and a love for our services that will keep you coming back year after year! We will help create indelible memories of your event through our personal service, professionalism and commitment to excellence.

Referred by: Russell Lowe, Fraser Advanced Information Systems

CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

38 YEARS

**Universal
Machine Co.**

33 YEARS

**Boyertown
Publishing Co.**

29 YEARS

**Orlando
Law Offices, P.C.**

19 YEARS Walnut Woods

15 YEARS Comcast Spotlight

10 YEARS PeopleShare, Inc.

4 YEARS DeMedio's Building Maintenance, Inc.

**Chris Rowe,
State Farm Agent**

**Tri-County
Emergency
Physicians, LLC**

1 YEAR

Eastwood

FlagZone LLC

Gallen Insurance

Good Contracting

JC Outdoors

WrightBrain Design, LLC

Member Renewals

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

Barbara A. Akins, CPA

**Arnold's
Family Fun Center**

Bechtelsville Car Wash

CEI – Douglassville, Inc.

Ches-Mont Carpet One

Chic Girl Threads

**CMIT Solutions of
Northern
Chester County**

Comcast

Cressman IT Solutions

**Fundamental
Connections**

**Gilbertsville Area
Community
Ambulance Service**

Herb Real Estate, Inc.

**Innovative
Kitchens and Baths**

Karlene's Consulting

**KinderCare
Learning Center**

**Liberty
Environmental, Inc.**

The Longacre Co.

Lords & Ladies Salons

**Main Line Financial
Advisors, LLC**

**McCarthy Engineering
Associates, Inc.**

McGee Electric, LLC

**MEMOR Coaching &
Consulting**

**Peg Calvario Coaching
& Consulting, LLC**

**Ron Black Agency/
The Laskey Group**

**TriCounty
Active Adult Center**

**TriCounty Community
Network, Inc.**

The Twin Turrets Inn

World Travel, Inc.



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 August's
Coffee
Sponsor:**



**Thank you
to August's
Email
Sponsor:**



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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

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 10:30 AM 11 AM 12 PM 4:30 PM	September Scramble and Clambake/Awards Dinner Presented by Schultz Technology and TriCounty Area Chamber of Commerce Hickory Valley Golf Club, 1921 Ludwig Rd., Gilbertsville 19525 Registration Lunch Buffet Shotgun Start Networking and Clambake provided by Moyers Catering \$155 per Member Golfer; \$600 per Member Foursome; \$175 per non-member golfer \$700 per non-member foursome <i>Ticket price includes: 18 holes of golf, golf cart, complimentary use of driving range, one ticket for door prize, lunch, clambake, refreshments, and gift bag.</i> Sponsors: Presenting: Schultz Technology Putt for Cash: CEDARVILLE Engineering Group, LLC Lunch: BB&T Golf Cart: Lewis Environmental Trophy: The Body-Borneman Companies Goodie Bag: TriCounty Area Chamber of Commerce Foundation, Inc. On Course Snack & Beverage: Maillie LLP <i>Rain Date: Monday, September 26</i>
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; \$55 per non-member; Registration Required Clambake/Dinner Sponsor: Pottstown Memorial Medical Center
Fri., Sept. 23 8:30 – 9:30 AM	Legislative Coffee Chamber Office, 152 E. High St., Suite 360, Pottstown 19464 An informal “meet and greet” to join invited Legislative representatives to discuss issues that may have an impact on you or your business – the economy, state budget, taxes, etc. Legislators confirmed to date: Senator Bob Mensch, Rep. Tom Quigley, Rep. Marcy Toepel, and Berks County Commissioner Christian Leinbach. Members Only; No Charge; Reservation Appreciated Sponsored by: Exelon <i>Sponsorship Opportunity Available</i>
Tues, Sept. 27	“Catch of the Day” Business Card Exchange Tri County Area Federal Credit Union, 1550 Medical Dr., Pottstown 19464 Hook up with fellow Chamber members at the “Catch of the Day” with tastings from Capt’n Chucky’s Food Truck and beverages from Amity 1st Stop Beverage. Members receive a \$7 food voucher good towards a choice of three items! Members Only; No Charge; Registration Appreciated Sponsored by: Tri County Area Federal Credit Union

SAVE THE DATES

Weds., Oct. 5 8:30 – 9:30 AM	New Member Reception Chamber Office, 152 E. High St., Suite 360, Pottstown 19464 This invitation-only event is for New Members of the Chamber. Grow your network, contacts, and learn the best way to maximize your Chamber Membership. This event is limited to 24 Members. New Members Only; No Charge; Reservation Required Sponsored by: Reading Eagle Company
Thurs., Oct. 6 8:30 – 10:30 AM	Education and Career Fair Gilbertsville Fire Company No. 1, 1454 E. Philadelphia Ave., Gilbertsville 19525 Colleges and Institutions of higher learning represented to provide information to high school students looking to further their education along with businesses looking to hire students who decide to enter the workforce upon graduation. HR Professionals, also on hand, will be providing tips on resumes and more! Open to the Public.
Tuesday, Oct. 11 8 – 11 AM	Business Equipment Recycling Pottstown Industrial Complex, South Keim St., Pottstown 19464 Opportunity for Chamber members to discard unwanted business equipment and electronics “free of charge” . No personal items! Registration form to be completed included in this issue. Sponsored by: Beacon Container Corp; Industrial Investments; and Lewis Environmental, Inc. <i>Additional Sponsorship Opportunities Available</i>
Weds., Oct. 19 11:30 AM – 1:30 PM	Economic Development Luncheon Presented by Pottstown Memorial Medical Center & TCACC Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464 “Government and Industry Moving PA Forward” will be the focus of the 2016 Economic Development Luncheon. Ryan C. Unger , President and CEO of Team PA, will present on the well-known fact that thriving businesses are essential to a successful economy. Team PA plays a number of roles in Pennsylvania’s business attraction, expansion and retention efforts. It supports initiatives that provide investors the information they need to choose Pennsylvania. They connect businesses, focus initiatives on business growth, education and workforce development, and government efficiency. Join us to learn about Team PA, its impact in the state, and successful programs benefiting your business. \$55 per Member; \$400 per Member table of 8; \$70 per non-member Presenting Sponsor: Pottstown Memorial Medical Center Platinum Sponsors: Montgomery County Community College; O’Donnell, Weiss & Mattei, P.C.; Pottstown Area Industrial Development, Inc.; PECO <i>Additional Sponsorship Opportunities Available</i>
Thurs., Oct. 27 11:30 AM – 1 PM	WOW Luncheon Gianni’s Catering and Events, 1445 E. Schuylkill Rd., Pottstown, 19465 Marie Monville – Overcomer. Believer. Wife. Mom. Adoption Advocate and Author of “One Light Still Shines” will tell her story. The wife of the man who created the horror of the tragedy of the Amish schoolhouse shooting at Nickel Mines, will lead you to “Dream and Believe” . Everyone has a choice and our choices are powerful. There are moments in life when we must harness the power of adversity and make it our agent of change. Her focus is “not about her past, but about your future” . \$26 per Member (prepaid by 10/21); \$32 per Member (invoiced or after 10/21); \$35 per non-member Sponsored by: Hobart’s Run; RiverCrest Golf Club & Preserve

New Month **Save the Date!** Giving Thanks Holiday Mixer / Expo is on Tuesday, November 15 from 4:30 – 6:30 PM at Norco Fire Co.

New Event **Save the Date!** Girl’s STEM Event will be on Thursday, December 1 from 5 – 8 PM at Copperfield Inn at Lakeside

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.



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

TriCounty Area Chamber New Website Launched!

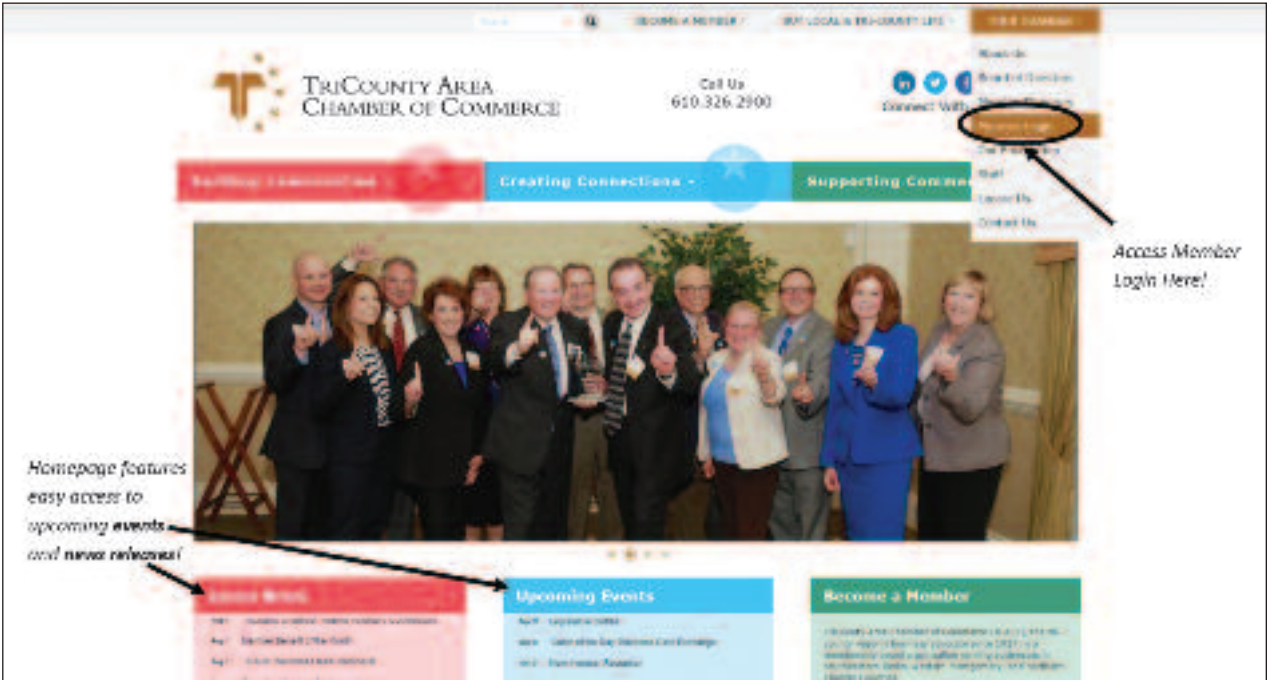
Check it out – tricountyareachamber.com!



Check out our fresh new look driven by the Chamber's strategic goals – Building Communities, Creating Connections, and Supporting Commerce.

Our new look includes:

- Easier navigation to Chamber opportunities and resources
- Increased initiatives that are driving the community to our website



New and Improved Website Marketing Opportunities

– Available Now!

2016-2017 Available Website Ad and Enhanced Listing Packages	COMPLETE - includes banner & enhanced listing \$500 annually or \$45 monthly	ENHANCED - (no banner) includes enhanced listing only \$250 annually or \$25 monthly	Buy Local \$50 annually COMING SOON!!	Basic Included with your membership
Banner Ad on choice of INSIDE page - All ad dimensions must be 230 pixels wide by 65 pixels tall 72 dpi. RGB color mode **Banners include direct links to your website**	X			
* Ability to purchase additional banner ad on choice of page for \$150 annually	X			
Buy Local listing with offer details	X		X	
Recognized as Chamber Website Sponsor	X			
Banner Ad Display Tracking	X			
Enhanced Member Page Listing:	X	X		
* Priority Placement in Business Directory	X	X		
* 1600 character description	X	X		
* 8 photos in slideshow photo gallery	X	X		
* 5 bullet points	X	X		
* One YouTube video	X	X		
* Logo	X	X		
* Map Link	X	X		
* 20 key words (improves search results)	X	X		
Basic Member Listing	X	X	X	X
* Business name with link to your website	X	X	X	X
* Address and phone number	X	X	X	X
* social media links: Facebook and LinkedIn	X	X	X	X
* Hot Deal displayed	X	X	X	X

Members can still access Member Login to:

- Register for upcoming events
- Post news releases
- Submit your company's job openings
- Create a 'Hot Deal' to offer Member-to-Member discounts
- Submit events for the community calendar
- Access Member Benefit resources (news release templates, pricing for discounted tickets to area attractions, and more!)

Thank you to Media Fusion Technologies, Inc. for their assistance in the design and implementation of our new website!

TO SIGN UP FOR ONE OF THESE PACKAGES, PLEASE CONTACT JENNIFER O'DONNELL AT 610.326.2900 OR jennifer@tricountyareachamber.com

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



SEPTEMBER: The class participates in teambuilding exercises at Fellowship Farm, in Pottstown.



OCTOBER: Class members traveled to the Berks County Jail in Leesport where they received a tour.



NOVEMBER: Class members visit Perkiomen Valley Elementary as part of the Education focused session.



DECEMBER: Class members prepare food bags for Christmas Meals and bags for toy donations.



JANUARY: The Arts & Culture focused session stops at Boyertown Museum of Historic Vehicles for a tour.

Leadership

TRI-COUNTY

- Leadership Tri-County is administered through the TriCounty Area Chamber of Commerce Foundation, Inc.
- The program has prepared nearly 200 community members for leadership positions in the tri-county area since its inception in 1993.
- This ten month program runs from September 2016 – June 2017.
- Each class is comprised of ten to fifteen individuals who have been selected for their potential to expand their involvement in the development of the tri-county area.
- The class kicks off with a one and one-half day retreat this September followed by nine one-day sessions scheduled monthly. Topics covered include: Arts and Culture, Business, Economic Development / Infrastructure, Education, Government, Health / Human Services, Justice, and Leadership Development.
- Also, during the ten month program, members of the class will complete projects on behalf of local Chamber Member nonprofits. Check out future issues of the *Route 422 Business Advisor* for more updates on what the class has been up to.

The Leadership Tri-County Class of 2017 will begin at the September Membership Breakfast on Thursday, September 8 at SunnyBrook Ballroom.

Introducing the Leadership Tri-County Class of 2017!

Howard Brown, Pottstown Area Health & Wellness Foundation

Craig Colistra, Pottstown Area Health & Wellness Foundation

Wendy Gaynor, Pottstown Cluster of Religious Communities

Jennifer Gilbert, The Victory Bank

Andie Graham, Borough of Pottstown

Laura Justiniano, MEMOR Coaching & Consulting

Suzanne Kunda, Freestyle Real Estate, LLC

Nicole Martinez, Schultz Technology

Liz Peters, Tri County Area Federal Credit Union

Josh Petrauskas, Furniture Soup, Inc.

Natalee Sassaman, Borough of Pottstown

Melissa Shainline, TriCounty Area Chamber of Commerce

Dinell Smith, Sealstrip Corporation

Jill Vincent, Wellness Council of Boyertown

Joyce Weand, Pottstown Area Rapid Transit, Inc. (PART)

Christina Weller, Pottstown Memorial Medical Center



FEBRUARY: The local Health and Human Services focused session tour of Frederick Living.



MARCH: Congressman Patrick Meehan spoke with the class during the Government focused session.



APRIL: The class spent a day visiting various businesses in the tri-county area.



MAY: Class members visit businesses in the area to learn about the tri-county's economic infrastructure.



JUNE: The class of 2016 celebrated graduation at Brookside Country Club in Pottstown.

The Leadership Tri-County Class of 2017 is sponsored by:

CO-SPONSORS



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



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

2016 IS AN IMPORTANT ELECTION YEAR

2016 is an important election year for not only the race for President, but many other positions. With anti-business forces spending millions of dollars each election cycle supporting their candidates and their agenda, the future of business in this region, and its ability to grow and maintain the local economy are at stake.

The mission of SEPAC is to support pro-business candidates with their election or re-election efforts. The Chamber's Pro Business Committee and staff do an excellent job of developing a policy agenda and delivering that message to the state legislative delegation and other key decision makers. However, campaign contributions can make significant difference in elections, and gives the financial help that pro-business candidates need to survive during tough political campaigns.

Thus, your support of SEPAC this year will work to make sure that pro-jobs, pro-growth legislators are there to hear the Chamber's message by targeting contributions to those

elected officials who best meet the business communities' legislative goals.

SEPAC and the Chamber will keep you informed of several upcoming fundraisers for the PAC and please feel free to donate at any time by contacting Alex Rahn at 717-236-2050 or arahn@wannerassoc.com.

Alex Rahn, Senior Associate of Wanner Associates.

Pro Business Sponsor:

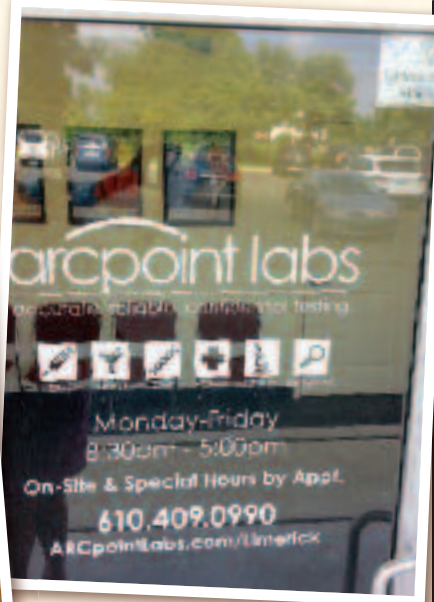


Join the Pro Business Council at the Legislative Coffee on Friday, September 23, 8:30 - 9:30 AM at the Chamber Office. This is a no charge, Members Only event. Legislators confirmed to date: **Senator Bob Mensch, Rep. Tom Quigley, Rep. Marcy Toepel, and Berks County Commissioner Christian Leinbach.**

SHOW US YOURS!

Let us know your decal is posted and we will come by, snap a photo, and share it! Or snap a photo and send it to Melissa at melissa@tricountyareachamber.com.

ARCpoint Labs of Limerick,
292 W. Ridge Pike, Bldg C,
Suite 101, Limerick, PA 19464



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

2016 Economic Development Luncheon

"Government and Industry
Moving PA Forward"

TEAM
PENNSYLVANIA
Working Together



Featuring:

Ryan C. Unger, President & CEO
Team Pennsylvania

Presented by:



&



Wednesday, October 19

11:30 AM – 1:30 PM

Sunnybrook Ballroom

50 Sunnybrook Rd., Pottstown

202.541.4100 ext. 220 or 220.541.4100

3400 Ziegler Meadows Blvd. #100

Platinum Sponsors:



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MEET THE INTERN



This note will be both a hello and a fond farewell to my summer of interning here at the TriCounty Area Chamber of Commerce! A special thank you to all the staff for making my time here so enjoyable.

My name is Miranda, and I have been serving as Jennifer's Marketing and Communications Intern for the better part of the summer. I graduated from Pottstown High School and am currently studying Communications at the University of Pennsylvania. I am ecstatic to graduate this coming May.

Working at the Chamber this summer has given me excellent insight into all of the efforts being made to improve the community I have known and loved my entire life. I highly appreciate having been given the opportunity to work for such a great organization these past few months and look forward to being even more involved in the future.

Best wishes as I move on to my senior year!

— Miranda Somich, Marketing & Communications Intern, Summer 2016

RIBBON CUTTING



Commonwealth Cyberknife,
1611 Medical Drive, Pottstown, PA 19464



Tompkins VIST Bank, 258 E. High St., Pottstown, PA 19464



TRICOUNTY AREA
CHAMBER OF COMMERCE

Building Communities, Creating Connections, Supporting Commerce



SEPTEMBER MEMBERSHIP BREAKFAST

Thursday, September 8, 2016
7 to 9 AM

SunnyBrook Ballroom
50 Sunnybrook Rd, Pottstown, PA 19464

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

**This breakfast will feature a legislative update from
Gene Barr, President and CEO of the PA Chamber.**

Sponsored by:





we're
Thankful
For Our Members!

*Save the Date to join us for
Giving Thanks Holiday
Mixer/Expo*

Tuesday, November 15
4:30-6:30 PM
Norco Fire Co., Pottstown

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Thank you for your Voluntary Contributions

Voluntary Contributors invest in the Chamber monetarily above their membership fee enabling the Chamber to offer additional services and benefits to all of our Members. The Chamber would like to thank the following Members for their contributions.

Barbara A. Akins, CPA	McCormick Chiropractic	Reinhart & Co., CPA's
Artemis Design, Inc.	McDonald's – Pottstown	Reinsel Kuntz Leshner LLP
Avante Apartments	McGee Electric, LLC	Rhoads Limousine Service, Inc.
Bechtelsville Car Wash	David McSurdy D.M.D. Orthodontist	Ron Black Agency/ The Laskey Group
Bella Vista Golf Course, Ltd.	Mom's House, Inc. of Greater Philadelphia	Sawchuk's Garage, Inc.
CEI – Douglassville, Inc.	Motel 6 at Tri-County Business Campus	Sealstrip Corporation
Ches-Mont Carpet One	Occupational Health at CarePlex	Service Electric Cablevision, Inc.
Chestnut Knoll	Olivet Boys & Girls Club – Richard J. Ricketts Club	St. Aloysius Parish School
Colebrookdale Railroad Preservation Trust	PA Industrial Equipment, Inc.	Thrivent Financial
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Linda Jacobs	Polaris Productions	Tri County Chrysler Dodge Jeep Ram
Downtown Design	Pottstown Area Police Athletic League	TriCounty Active Adult Center
Herb Real Estate, Inc.	Pottstown Industrial Complex	The Twin Turrets Inn
Larry E. Hoffa & Company, P.C.	Pottstown Memorial Medical Center	The Victory Bank
Tom Kelly, Photographer	Reading Eagle Company	Visiting Angels
Klein Transportation	Reading Site Contractors	Wellness Council of Boyertown
Limerick Bowl	Reflections Hair Designs	Wells, Hoffman, Holloway & Medvesky, LLP
Lindt Chocolate		West-Mont
Marion & Black, LLC		Christian Academy, Inc.
Martin Stone Quarries, Inc.		Wheels In Motion
McCarthy Engineering Associates, Inc.		

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: **Investment Management**

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.
- MacKissic, Inc.:** Fabrication Operator; Welder
PMA Medical Specialists – Limerick: Certified Medical Assistants; Patient Service Rep
Traffic Planning & Design, Inc.: Various open positions
Reflections Hair Designs: Stylist

ENGAGE YOUR CUSTOMERS!

FEATURED MEMBER BENEFIT OF THE MONTH



The Chamber offers its Members exclusive pricing on Constant Contact Services! Constant Contact brings you a great way to connect and engage with your customers! Their tools include: Email Marketing, Social Campaigns, Event Marketing, and Online Surveys.

Chamber Members who prepay for 6 months are eligible for a 20% discount; and Chamber Members who prepay for a year can save 25%!

If you haven't opened an account yet, you can also start with a 60-day trial to test out their products. New users can contact the Chamber Office for a link to receive the discount.

Already using Constant Contact? If you are already paying for Constant Contact or would like to upgrade your trial to a paid account, please send an email to chamberprogram@constantcontact.com with your username and let them know you are our Member.

BUSINESS EQUIPMENT RECYCLING DAY

A TriCounty Area Chamber of Commerce
Member Benefit!



Tuesday, October 11, 2016
8 to 11 AM

Pottstown Industrial Complex
Keim Street, Pottstown, PA 19464

Please register by Friday, September 30, 2016.
Scan the QR Code for a list of accepted items
and to obtain the registration form.
For Members Only: No Charge



NO TELEVISIONS OR MICROWAVES
NO PERSONAL ITEMS

Scan your completed form and email it to
kitty@tricityareachamber.com or Fax it to 610.970.9705.

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

Gift/Specialty Shops

Coventry Corners
Lindt Chocolate
Rusty Rooster Primitives

Golf Courses

Bella Vista Golf Course, Ltd.
Hickory Valley Golf Club
Landis Creek Golf Club
Linfield National Golf Club

Government/Governmental Agencies

State Representative Tim Hennessey

Graphic Design

Linda Jacobs Downtown Dezin
WrightBrain Design, LLC

Grocery Stores

Boyer's Food Markets, Inc.

Health and Beauty Aids

Stacy Gerhart Independent Beauty Consultant with Mary Kay

Health Clubs/Fitness Centers/Gyms

MaxOut Strength Studio

Health Maintenance Organizations

PK Wellness Matters

Home Builders

The Rotelle Companies

Home Care Services - Seniors

Right at Home Pottstown

Home Health Care Services

Family Caregivers Network, Inc.
Visiting Nurse Association of Pottstown & Vicinity

Hospitals

Patient First
Physicians Care Surgical Hospital
Pottstown Memorial Medical Center

Hotels/Motels/Bed and Breakfasts

Americas Best Value Inn
Marriott Courtyard Collegeville
Motel 6 at Tri-County Business Campus
Quality Inn Pottstown
Staybridge Suites Royersford - Valley Forge
The Twin Turrets Inn
Valley Forge Casino Resort

Human Resource Consultants

HR Future Group, LLC
MidAtlantic Employers' Association

Industrial Mechanical Contractors

D. G. March and Associates/Enviromat Company, Inc.

Insurance Companies

Advantage Insurance Group, LLC
The Body-Borneman Companies
Brightway Insurance, The Richardson Group LLC
Cisick and Nester Insurance and Financial Services
Evans, Hauseman & Richard, Inc.
Falco and Associates, Inc.
Gallen Insurance

Gerhart, Hartman & Ritner Insurance Agency

Independence Blue Cross

Rahn Agency - Farmers Insurance

Michael Romanelli Agency, Farmers Insurance

Ron Black Agency/The Laskey Group

Chris Rowe, State Farm Agent

Sigel Insurance Group

Tompkins Insurance

Weigner Insurance & Financial Services, Inc.

Richard A. Zuber Insurance Agency

Interior Decorators/Designers

Artemis Design, Inc.

Decorating Den Interiors

Investment Consultants

The Life Financial Group, Inc.

Janitorial Services/Supplies

L & J Cleaning Service, Inc.

Kitchen and Bath Design/Remodeling

Innovative Kitchens and Baths

Landscape Architecture

Seidel Planning & Design, Ltd.

Landscaping and Lawn Care Services

JC Outdoors

Libraries

Pottstown Regional Public Library

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. September's Business of the Month was chosen from Members who attended the Progressive Restaurant Networking Tour.



Barbara A. Akins, CPA

Relationships. Service. Integrity.

Inspired by her clients, one year ago, **Barbara A. Akins, Certified Public Accountant** opened her own accounting office. Having worked in public accounting for 24 years, she decided to follow the path of her clients and open her own business. The experience of owning her own small business enables her to relate to the issues that many of her clients face each day.

Many people do not know how a CPA is different from a book-keeper or tax preparer. The CPA designation is one of the most widely recognized and highly trusted professional designations in the business world. CPAs have stringent qualifications and licensing requirements not to mention a high level of ethics. If you are looking for a CPA, you are looking to establish a long-term relationship. You want someone who will learn your business inside and out, who will become a trusted advisor and has good interpersonal and communication skills. It has been said that Barbara Akins has a *passion* for what she does. Being a CPA is a people business and a service business that measures its success in terms of *CLIENT SATISFACTION*. At the core, all firms may seem alike. Often what separates one firm and one partner from another is how they connect with their clients. Clients want to know that you care about them and what happens to their businesses and families. Barbara A. Akins, CPA, puts her clients firmly at the center, with a focus on personal attention and continuing business relationships. She wants her clients to contact her

whenever they have questions or need assistance, so issues won't arise or so the client's time isn't needlessly wasted worrying. Barbara doesn't just work for you - *she works with you.*

Now with 25 years of public accounting experience, you can trust Barbara A. Akins, CPA, to deliver accurate and reliable financial services. You can be confident that the advice provided to you is based on real, practical experience. She delivers a quality product, prepared with great attention to detail and accuracy. Barbara A. Akins, CPA, prepares tax returns and financial statements for businesses and individuals. In addition, Barbara specializes in performing audits for municipalities and non-profit organizations. She has developed an auditor's mindset which involves really looking at items and not just checking them off. To be a good auditor, you need to look at what occurred and compare it to what should have occurred. Successful audits have the right auditor attitudes, engagement team involvement, resources available, and skill sets applied at the right place and time. It is her seasoned experience that makes her audit work more effective.

If you are looking for Relationships, Service and Integrity for your tax preparer or auditor, don't hesitate to contact Barbara Akins, CPA at 484.321.3839 located at 835 Route 100 North, Bechtelsville and visit www.akinsaccounting.com.



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AMBASSADOR SPOTLIGHT



Josh Petruskas, Furniture Soup Corporate Accounts Manager, is a familiar face to businesses in Pottstown/Berks and Montgomery County as well as the Philadelphia metropolitan area. Headquartered in Reading, Furniture Soup, Inc. helps companies design and furnish corporate office interiors. Josh makes that happen by working closely with his clients and the Furniture Soup team, managing complex projects from design through installation. Josh helped develop the new R3 Leads group for the TriCounty Area Chamber of Commerce. Josh is a graduate of The New England Institute of Art & Communication. He is originally from the Boyertown area where he currently resides.



Members of R3 spent one of their recent weekly networking sessions at Manatawny Green Mini Golf and had a blast!

R₃

**Relationships
Revitalize
Referrals**

NEXT WOW LUNCHEON



- **Thursday, October 27**
- **11:30 AM – 1 PM**
- **Gianni's Catering and Events**,
1445 East Schuylkill Rd.,
Pottstown, 19465

Marie Monville – Overcomer. Believer. Wife. Mom. Adoption Advocate and Author of *"One Light Still Shines"* will lead you to *"Dream and Believe"*. Everyone has a choice and our choices are powerful. There are moments in life when we must harness the power of adversity and make it our agent of change. Her focus is *"not about her past, but about your future"*.

\$26 per Member (prepaid by 10/21); \$32 per Member (invoiced or after 10/21); \$35 per non-member
Sponsored by: Hobart's Run; RiverCrest Golf Club & Preserve

JULY BUSINESS CARD EXCHANGE

On July 26, Chamber Members embarked on a net-walking tour of downtown Pottstown Chamber Member restaurants.

The tour included: Grumpy's Handcarved Sandwiches; Lily's Grill; Beverly's Pastry Shop; and Connections on High, Inc. Members were also able to see the future site of Azie Pottstown!

Sponsored by:



Chamber Members on their tours at:



Beverly's Pastry Shop



Connections on High



Grumpy's Handcarved Sandwiches



Lily's Grill

**Networking
Opportunity
in September:**

**'Catch of the Day'
Business Card
Exchange**

- **Tuesday, September 27**
- **5 – 7 PM**
- **Tri County Area Federal Credit Union**, 1550 Medical Drive, Pottstown 19464

'Hook up' with fellow Chamber Members at the 'Catch of the Day' Business Card Exchange to enjoy tastings from Capt'n Chuck's Food Truck and Amity 1st Stop Beverage
No Charge; Members Only; Reservations Appreciated

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

FOCUS ON COMMERCIAL LENDING AND BANKING SERVICES

Contingency Planning

Creating an Effective "Plan B" for Your Local Business

Do you have a contingency plan in place at your company? Contingency planning is vital to survival. Without one, your business could experience major setbacks in the event of a situation that negatively impacts your company's normal operations.

While some events are completely unexpected such as natural disasters, accidents on site, and personnel-related risks, other occurrences such as road closures, seasonal slowdowns, and regulatory changes are identified ahead of time and can be mitigated before disrupting your company's success. The impact of a road closure, for example, could mean loss of car and foot traffic, difficulty maintaining outgoing and incoming shipments, and availability of parking for customers and staff. For this article, a road closure is used for illustration.

What Steps Can I Take in My Community?

Road closures for major upgrades, repairs, etc. are almost always published by the municipality that maintains the roads and streets well before they occur. Short of packing up and moving out or shutting down business for the duration of neighborhood construction, some thoughtful planning may help reduce the disruption to your normal operating procedures.

Step 1: Keep Current on Upcoming Plans in the Community

Stay up to date on upcoming plans in your community by attending council, area road masters, and police meetings. By doing so, you will know when, where, and how long the disruption will affect your business. This will allow you time to plan ahead accordingly. Having local business representation at these meetings could help to soften the impact.

Step 2: Plan a Campaign with Your Fellow Small Business Owners

After determining the dates, times, and duration of scheduled road closures in your community, schedule a campaign with fellow small business owners so that everyone can work together to brainstorm special sales, create signage, and plan events. This extra planning will help to keep business thriving as much as possible during major disruptions to the regular flow of business.

Step 3: Figure out which employees, customers, and suppliers may be affected and devise plans to accommodate them.

This is key when outlining a contingency plan. There is no such thing as a "one size fits all" plan of action. Employees, customers, and suppliers will likely be affected in different ways as a result of disruptions in your community. It is best to devise separate plans for each group and determine how you will be able to best accommodate them when a disruption occurs.

Step 4: Starting a contingency fund to salt away cash as a reserve against the financial impact.

A contingency fund will help your business stay afloat during a shortage of income or an emergency. First, determine how much you need to save. One to three months of operational expenses should be the absolute minimum. Keep in mind any debt repayments your business may have and be sure to factor those in. Next, decide what constitutes an emergency. In other words, decide what instances would be ok for you to tap into your contingency fund. Finally, allot a fraction of revenue to put in savings each month. You may want to speak to your credit union or bank to ensure the account yields good interest.

Other Contingency Planning Tidbits to Keep in Mind

- Contingency planning should start with the annual budgeting process
- Communicate the plan to all employees so everyone is on the same page
- Maintain the plan - revisit your contingency plan regularly, since changes are always occurring

If you're ready to get started on a contingency fund for your business, Business Services Team at Diamond Credit Union can help! Contact Diamond today at 610.326.5490. Diamond Business Services division: 610.326.5490, ext. 2121, or toll-free: 800-593-1000. Locations: Pottstown - 1600 Medical Dr., Pottstown; Wyomissing - Broadcasting & Paper Mill Rds., Wyomissing; Exeter - Rte. 422 at Pineland Rd., Birdsboro; and Boyertown - 173 Holly Road (Rt. 100 at County Line Road), Gilbertsville. For general information anytime, visit the Business Services section of Diamond's website at diamondcu.org.

(Continued on page 52)



A Lifetime of Financial Benefits

Tri County Area Federal Credit Union has been providing affordable financial services to our community since 1949 and offers members a lifetime of benefits.

- Personal Savings and Checking Accounts
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- Business Accounts, Loans and much more

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Visit www.tcafcu.org to apply online.

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FOCUS ON COMMERCIAL LENDING AND BANKING SERVICES

(Continued from page 51)

Visions Federal Credit Union

Helpful Uses of a Money Market Account

Once a person learns what a money market account is, they have a logical next question. What are the purposes of a money market account? That's a good question. After all, it's always good to know what options you have to make your money work for you better. With that in mind, let's take a look at some of the uses of money market accounts.

"Parking" your money & Emergency funds

Let's say you have a chunk of money and you aren't going to allocate it toward investments, purchases, or debt payments anytime in the near future. You can "park" your funds in a money market account and earn dividends. Whenever you are ready to use that money you have quick and easy access to it. Many financial planners suggest having an emergency fund. It's time-tested advice. Save for a rainy day. Some experts say to have between three to nine months of monthly expenses set aside in case of those rainy days. A money market account is a great place to put that money.

Savings Goals Meets Conservative Money Management

Do you have a savings goal? Maybe you have a goal of saving up for a large purchase like a car or down payment for a house. Why not use a money market account? There are various times when one might find it more appropriate to manage their

money in a conservative way. Sometimes reducing risk of loss is the primary goal. Let's say one is approaching retirement and the goal is to protect what has been earned and have access to it when needed. In this case, a money market account may be preferable to stocks and other kinds of investments. Perhaps, the economy has you uncertain about your investment moves. You'd rather play it safe for a while. You can turn to a money market for a safe place to keep your money for as long as you need. Then you can move the money when you are ready.

For additional information, please call 800.242.2120, and visit visionsfcu.org.

Republic Bank

Republic Bank, one of the largest Philadelphia based retail banking institutions, has provided Customer-centric banking for more than 25 years. Under our new "The Power of Red is Back" growth plan, we are rapidly expanding our community footprint as we open new revolutionary stores, featuring our unique all-glass cube design. Our focused approach allows our executive team, store managers and all employees to make an impact on each community we serve and exceed customer expectations — through a full range of banking offerings, as well as robust community support.

Republic Bank stores are open seven days a week, 361 days a year, with extended lobby and drive-thru hours, providing customers with the longest hours of any bank in the area. The bank also offers absolutely free checking, free coin counting, ATM/Debit cards issued on the spot and access to more than 55,000 surcharge free ATMs worldwide via the Allpoint network.

(Continued on page 54)

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"IT'S NOT FAIR"

– Navigating PA Domestic Relations Support Proceedings



LEGAL PERSPECTIVES

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

Most people who leave a proceeding for child support, spousal support or alimony pendente lite end up muttering the same words – no matter which side they are on: "It's not fair." This is usually followed by, "I can't afford to live on this."

Oftentimes the feeling comes from the lack of control over the situation and being unfamiliar with the process. The best way to combat this feeling is to come to an agreement with the opposing party, which is more often easier said than done. The second best way to combat this feeling is to be prepared and possess an understanding of what is going to happen at the proceedings.

Each county in Pennsylvania has a domestic relations office which handles the establishment of three types of support: child support, spousal support and alimony *pendente lite*. Child support is self-explanatory – it is support for the child(ren) of two individuals. Child support in Pennsylvania is calculated based on a formula wherein both parties provide gross (pre-tax) monthly income information. A net monthly income is derived based on certain allowable deductions. Once the net monthly income for each party is derived this amount is added together get the combined net monthly income. The combined net monthly income is then used to find the basic child support guideline from a chart set out in the Pennsylvania Rules of Civil Procedure. These guideline numbers are based on the projected amount spent on children in an intact family. Each party is then responsible for the portion of the guideline number based on his or her percentage of the combined net monthly income. For example, if one party contributes 60 percent of the combined income, that party will be responsible for 60% of the support guideline number. If the amount of overnights with the non-paying party is 40% or greater, how-

ever, the support number will be reduced from the guideline number.

Spousal support and alimony *pendente lite* in Pennsylvania are similar in the fact that they are both for the lower earning spouse before the divorce is final and they are both calculated based on a formula. The major difference is that while spousal support is paid after the parties separate, it may be ordered before a divorce action is even filed. Alimony *pendente lite*, however, is support during the pendency of the divorce proceedings. There cannot be concurrent orders for spousal support and alimony. In other words, the lower earning spouse may either receive spousal support or alimony *pendente lite*, but not both.

The other major difference is that while there is no defense to alimony *pendente lite* in Pennsylvania, one can claim entitlement defenses to spousal support. These include any grounds for a fault-based divorce, such as if a spouse has committed willful and malicious desertion, committed adultery, or offered such indignities to the innocent and injured spouse as to render that spouse's condition intolerable and life burdensome.

(See "Legal Perspectives" on page 55)

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February 22
Measuring your Marketing

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FOCUS ON COMMERCIAL LENDING AND BANKING SERVICES

(Continued from page 52)

Building on the momentum of its aggressive growth plan, Republic Bank continues to rapidly expand its regional footprint with its new store under construction in Moorestown, NJ and additional stores for planned for the future in both Pennsylvania and New Jersey. Recently, Republic Bank announced the acquisition of Oak Mortgage Company, LLC a residential mortgage company.

For additional information, please call 888.875.2265 and visit www.myrepublicbank.com.

M&T Bank

M&T Bank is considered one of the country's most highly regarded regional banks. You'll find M&T Bank to be a reliable bank that's committed to the communities we serve, and a responsive bank that cares about what's important to you, your family and your business.

Our mission is to be the best company our employees ever work for, the best bank our customers ever do business with and the best investment our shareholders ever make. One of our core beliefs is that the well-being of the bank is dependent upon the well-being of the communities we serve.

M&T offers a wide array of financial solutions for your personal, business and commercial banking needs, designed to accommodate the way you bank today, while helping you build financial security for the future.

For your convenience, M&T offers web banking at www.mtb.com, as well as telephone and mobile banking. Please stop by one of our local offices <https://locator.mtb.com/PrxInput.aspx> or call 800.724.2440.

Tri County Area Federal Credit Union

Experience A Lifetime Of Financial Benefits

For over 65 years, Tri County Area Federal Credit Union has offered our community affordable financial services, helping our members save money. It started on July 21, 1949, when Firestone #336 Federal Credit Union was chartered with eight members and \$40 in assets. Talk to our members today and you'll see why more than 13,000 people in our community have selected Tri County Area FCU to be their financial institution.

Tri County Area Federal Credit Union has been voted the #1 Credit Union in the area nine years in a row in the *Pottstown Mercury's Readers' Choice Awards*. We offer low-rate auto, home and personal loans; Help with all personal and business financial needs; and Online and Mobile Banking options.

Community Means Everything

Tri County Area FCU values our community, which is why we actively support area charitable organizations, including Designing4Hope and Operation Backpack. In addition, we promote financial education and responsibility through school events and through our two Student Branches at Pottstown and Pottsgrove High Schools.

(Continued on page 56)

BUSINESS PROFILE

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LEGAL PERSPECTIVES

(Continued from page 53)

The general formula to calculate spousal support and alimony *pendente lite* is to subtract the lower earner's monthly net income from the high earner's monthly net income. The difference is then multiplied by 40 percent to arrive at the preliminary support amount. For example, if one spouse's net income is \$55,000 and the other spouse's net income is \$25,000, the spousal support or alimony *pendente lite* award will be \$12,000 per year, or \$1,000 per month.

After the basic support amount is calculated, adjustments are made for child care expenses, health insurance premiums and private school tuition. These are normally split in proportion to each party's share of the total combined monthly net income. The court may also deviate from the guideline calculation based on the amount of the monthly mortgage payment if the payment amount exceeds 25 percent of the monthly net income for the person paying the mortgage.

In addition, each order will require the parties to share unreimbursed medical expenses in excess of \$250.00. The party receiving support will be responsible for the first \$250.00. After that the parties will split any unreimbursed medical expenses in proportion to their share of the total combined monthly net income. For example, if one party contributes 60 percent of the income, they will be responsible for 60 percent of the unreimbursed medical expenses.

In addition, the court may, but rarely does, deviate from the guideline number after considering the following factors:

- (1) unusual needs and unusual fixed obligations;
- (2) other support obligations of the parties;
- (3) other income in the household;
- (4) ages of the children;
- (5) the relative assets and liabilities of the parties;
- (6) medical expenses not covered by insurance;
- (7) standard of living of the parties and their children;
- (8) in a spousal support or alimony *pendente lite* case, the duration of the marriage from the date of marriage to the date of final separation; and
- (9) other relevant and appropriate factors, including the best interests of the child or children.

With respect to the process, Pennsylvania support proceedings are fairly consistent across each county. Once a complaint for support is filed, an office conference will be scheduled. At this conference, both parties will be required to produce documentation of their income and applicable expenses. The conference officer will take this information and will input it into the system, which will then produce a support number. The parties can either agree to accept this number, agree to accept a different mutually agreed upon amount, or request a hearing if no agreement can be reached.

If an agreement is reached, the conference officer will address issues such as the effective date of the order – which is usually the date the complaint was filed – and arrears. Arrears are any back support that has accrued since the effective date.

It is often useful for parties to consult with an experienced Pennsylvania family law attorney to get a general idea of how much they might receive or have to pay, even if they do not hire the attorney to attend the initial conference themselves. If no agreement is reached at the conference, the case will proceed to a hearing. Many counties in Southeastern PA have hearings on the record at this stage, and the hearing is the one and only chance each party will have to present evidence. Therefore, anyone with questions regarding support hearings should contact an experienced attorney familiar with the local procedure, as a local attorney will be best equipped to navigate the nuances specific to that jurisdiction. Hiring an attorney can help minimize the chance that litigants will walk out of the proceeding saying "it's not fair."

Julie J. Marburger, Esquire, is an attorney at the law firm of Wolf, Baldwin and Associates, P.C.. She practices in the firm's Reading, Pottstown and West Chester offices. In 2014, she received the Select Lawyer award for her practice in Family Law. In 2016, she was named as a "Rising Star" by Super Lawyers Magazine in the area of Family Law. She may be reached by telephone at 610.374.2400 or by e-mail to jmarburger@wolfbaldwin.com.

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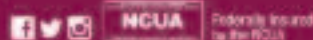


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(Continued from page 54)

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Fulton Bank

It's Our Business to Know Your Business

Fulton Bank was founded in 1882 to serve Central Pennsylvania's business community. Over the past 134 years, the bank has grown into a regional leader in commercial and personal banking. Today, customers appreciate the responsiveness and personal attention they get with Fulton's "relationship banking" philosophy.

"Relationship banking means that we are focused on people — in my 25 years of banking, it's always been about the people," said Joe Rilatt, the bank's regional president for York, Cumberland, Dauphin, Lebanon and Centre counties. "We go beyond what other banks can do to offer a high level of direct customer service, tailoring our approach to each customer's needs."

Backed by an \$18 billion holding company, Fulton offers sophisticated products and services that are similar to those of other large banks, while remaining accessible and connected to the people and communities it serves. Its commercial team will walk clients through the banking process and partner with them for long-term success.

From personalized small business services and treasury management solutions to health savings accounts (HSAs) and retirement planning services, Fulton offers a full array of products and support.

The bank is also focused on delivering digital services for additional convenience.

"We're excited about our new digital platform that we'll be unveiling soon," Rilatt said. "This summer, we're launching Business Online Services Solutions, or BOSS, which will enhance our business users' digital experience. BOSS will include universal device compatibility, a customizable user experience and increased fraud protection. These are just a few of the benefits of the new system."

Fulton's blend of innovative banking technology combined with personalized service is a winning combination for businesses. While business owners can enjoy the advantages of digital banking solutions, they also have the peace of mind of knowing that their dedicated banking team is always available to meet their needs.

Another advantage of doing business with Fulton is its deep community roots and wide-reaching knowledge of the organizations and companies within each region. Relationship managers invest time in getting to know their communities, understanding the industries they work with and gaining insight into the specific needs of each client.

They analyze industry trends and anticipate opportunities and solutions. This commitment to clear and open communication gives Fulton customers confidence in their collaboration with their banking team. "It's our business to know your business," Rilatt said. "By taking the time to listen to your plans and understand your objectives, we can target the best products and services to help you grow and succeed."

Fulton Bank, N.A., is a Member FDIC. Learn more about business banking at www.fultonbank.com.

(Continued on page 58)



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BRICKS FOR BUILDING YOUR COLLEGE FUNDING PLAN



Provided by Patricia Miller Picardi, CLU, ChFC,
Independence Planning Group

College costs continue to skyrocket – at a pace that far exceeds the rate of inflation. But there is a bright side to planning for college expenses, and it's getting a little brighter all the time – thanks to federal tax breaks that can make paying for college more affordable. The key point to remember is that you can create a college funding plan brick by brick, by combining a variety of investment accounts, tax benefits and financial aid sources. Here is a quick guide to get you going:

529 PLANS¹—State-sponsored versions of these plans are now available in all 50 states, and you aren't limited to the plan of your own state. In a 529 Plan, you set aside after-tax dollars² on behalf of a beneficiary, and earnings grow on a tax-deferred basis. Distributions are not taxed, if taken for qualifying education expenses. As the account owner, you maintain control of the account and may change beneficiaries, subject to restrictions. In addition to state-sponsored plans, private colleges also may set up a form of Qualified Tuition Plan that allows tuition to be prepaid.

EDUCATION SAVINGS ACCOUNTS — These accounts allow annual after-tax contributions of up to \$2,000 per child per year. Distributions made for qualifying education expenses are tax free, and the costs of high school or elementary school tuition may qualify.

LOANS OR WITHDRAWALS FROM PERMANENT LIFE INSURANCE — Parents often find it convenient to fund part of college costs by taking loans or with-

drawals from permanent life insurance contracts – i.e., life insurance with a cash value. In most contracts, loans may be taken tax free.

TRADITIONAL IRA WITHDRAWALS — If you have a Traditional IRA, you can make penalty-free withdrawals for purposes of paying qualifying college expenses for your child, grandchild or spouse (or even yourself). Ordinary income tax will apply on the amount withdrawn.

ROTH IRA WITHDRAWALS — If you have a Roth IRA, you can make income tax-free and penalty-free withdrawals equal to your contributions (i.e., basis). Withdrawals in excess of your basis are distributions of earnings and are subject to ordinary income taxes unless you are over age 59 ½ and your Roth IRA has been open for at least five years, however, the 10% early withdrawal penalty will not apply if the withdrawal is used to pay for qualified higher education expenses.

(Continued on page 59)



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FOCUS ON COMMERCIAL LENDING AND BANKING SERVICES

(Continued from page 56)

The Victory Bank

Founded in 2008 by a dedicated group of local bankers, board members and investors, The Victory Bank exists to optimize the financial lives of businesses, professionals and individuals. All leadership and management decisions are based upon a clearly defined set of values that include extraordinary personal service, integrity, creditability, fairness and respect.

The bank continues to be active in supporting both existing and start-up businesses by providing millions of dollars of SBA term loans and lines of credit, and has also developed an active commercial real estate lending portfolio. Importantly, the bank operates as a true commercial and industrial lender, making a commitment to this specialized sector by hiring a full team of experienced commercial bankers, analysts and an experienced operations team.

The Victory Bank also offers customized deposit and cash management services that meet the specific needs of businesses such as Business Free Checking with no minimum balance requirements, service charges or per item fees. As a part of a modern suite of banking services, the bank provides its "Deposits... Done Right" Remote Deposit Services, which enable businesses to scan paper checks at their business, home or on their mobile device, 24 hours a day, seven days a week, for rapid electronic deposit into a Victory Bank business account.

Additionally, The Victory Bank offers innovative merchant service solutions that include mobile merchant processing, which turns your mobile device into a cash register by accepting payments by swiping or keying transactions "on the go" from your smart phone or iPad, along with traditional terminal and online options. Rounding out the bank's offerings is a broad base of commercial banking services including Money Market accounts, Cash Management Payroll Disbursement, and free Mobile, Online Banking and Bill Payment services.

Consumers enjoy the benefits of a true local bank, from sincere relationships with bankers that have their best interests in mind, to a free Premium Plus Checking Account with no monthly service fees. The Victory Bank also assists clients with their lending needs such as; Home Equity Lines of credit and Personal Loans and Lines. The Bank also provides Home Mortgage Loans, perfect for a new home purchase or refinancing a current home.

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BRICKS FOR BUILDING YOUR COLLEGE FUNDING PLAN

(Continued from page 57)

FEDERAL TAX CREDITS — Many parents can use federal tax credits to meet a portion of the children's educational costs. The American Opportunity Tax Credit applies in the first four years of post-secondary education. It's a tax credit of up to \$2,500 and applies to the cost of tuition, fees and course materials. Up to 40% of the credit (a maximum of \$1,000) is refundable — meaning even if you owe no income tax for the year, you can get up to \$1,000 back from the government if you qualify for this type of credit.

DEDUCTIBLE INTEREST ON STUDENT LOANS — If your child needs education loans and you repay them, you may qualify to deduct up to \$2,500 of the loan interest per year.³

EMPLOYER-PROVIDED EDUCATION BENEFITS — Some companies have set up programs that allow the organization to contribute education benefits on behalf of workers and their children. Federal law currently allows up to \$5,250 of employer-provided education benefits to be excluded from taxable income.

FINANCIAL AID — Today, more and more students are applying for financial aid. In most cases, students must demonstrate financial need to qualify for this type of assistance.

Time Is On Your Side

The more time you have available to save money for educational expenses, the better your chances of meeting your financial goals may be. Keep in mind, too, that the tax benefits and financial aid mentioned above may not be available to everyone. Your qualification for some of these may depend on your Modified Adjusted Gross Income. Your financial professional can help you learn more — and help you identify specific solutions that may work best to help you reach your long-term financial goals, based on your personal situation.

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

1 Before investing in a 529 plan, please consider the investment objectives, risks, charges and expenses carefully before investing. The official disclosure statement and applicable prospectuses, which contains this and other information about the investment company, can be obtained from your financial professional. Be sure to read the prospectus carefully before deciding whether to invest.

2 Some states allow a state income tax deduction for 529 plan contributions.

3 The individual who is legally obligated to repay the loan is the only one who may be eligible for any available interest deduction. Consult your financial or tax professional for details.



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BUSINESS PROFILE

APTCOR COMMERCIAL, REALTORS

In 1979, Alan Apt founded a commercial / industrial real estate brokerage, which today is known as APTCOR COMMERCIAL, REALTORS, in Montgomeryville, PA. By 1980, he purchased an office building in Lansdale, moving to its still current West Main St. location. APTCOR COMMERCIAL, REALTORS developed into an established commercial real estate firm providing expert commercial brokerage services to the business and investment community including sales, leasing, land transactions, business brokerage, property management, contract development and investment building assignments. The firm also locates sites as a Buyer/Tenant representative and works diligently as a Seller/Landlord agent. Aptcor also built new, free standing childcare centers, bank branches and drug-stores with affiliated investors having negotiated all project financing, entitlements, land development approvals and construction. Other investment projects include the purchase, renovation and retrofit of existing office, industrial and retail projects, commercial condominiums and the land approvals for residential subdivisions.

In addition to brokerage and land development, APTCOR COMMERCIAL, REALTORS provides consulting service assignments negotiating property assemblages for commercial developers, commercial ad valorem real estate tax appeals, zoning expert witness work,

bank REO dispositions, bankruptcy asset disposition and restructuring of post petition lease portfolio's in U.S. bankruptcy court.

APTCOR COMMERCIAL, REALTORS operates as a privately owned and managed, Philadelphia area commercial real estate brokerage with seven associates with a combined 150 years of experience. After 37 years in southeast PA commercial real estate, we are highly regarded as a responsive, prolific, hardworking and resourceful organization. Our local connections and expertise in putting real estate to its highest and best use, combined with a depth of diverse knowledge in the retail, office, industrial, mixed use, and land development property types has proven effective in producing value added results for our clients. We market our properties on all the most prominent commercial listing services and web sites covering the local, regional and international markets.

To learn how we may be of service to you, please call us for a confidential consultation at 215.855.9600. APTCOR COMMERCIAL, REALTORS is licensed in Pennsylvania (License # RB042028C) and New Jersey (License # 8410174).



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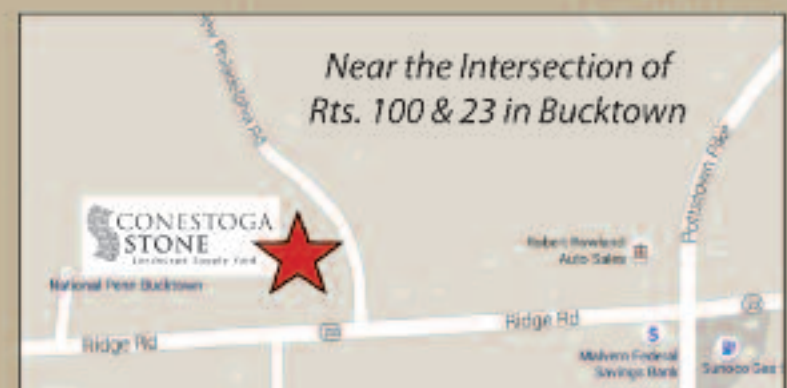
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CORPORATE WELFARE BURDENS STATE BUDGETS



By Nathan Benefield, VP of Policy, Commonwealth Foundation

The Stanley Cup isn't likely to go on display in living rooms across Pennsylvania, but state taxpayers deserve a piece of the trophy. After all, they subsidized this year's final.

The Pittsburgh Penguins faced the San Jose Sharks inside the Consol Energy Center—an arena financed by the Keystone State to the tune of \$7.5 million annually, not including millions kicked in by local economic development authorities.

Sadly, Pittsburgh isn't unique: Since 2000, states across the nation have taken more than \$12 billion from taxpayers to pay for sports facilities. These handouts are just one example of corporate welfare—tax incentives, grants, and loans used to subsidize privately-owned ventures as varied as film-making, horse racing, and car manufacturing.

Politicians of both parties cheer these programs, claiming government intervention will stimulate economic growth. Economist F.A. Hayek labeled this notion the “fatal conceit,” or the belief that man has sufficient knowledge to shape the world according to his wishes.

The most glaring federal example may be the Export-Import Bank, which purportedly encourages exports by granting loans to foreign customers to purchase U.S. products. Critics call it the “Bank of Boeing” because the world's biggest aerospace corporation receives 40 percent of the bank's assistance.

Others claim the agency is indispensable, though it plays a relatively insignificant role in the economy. More than 98 percent of exports are handled without financing from the Export-Import Bank, according to economist Veronique de Rugy. In truth, the bank is a special privilege for the politically connected.

As government directs loans to favored businesses, less capital is available to other businesses looking to expand. The same dynamic exists at the state level, to the detriment of economic growth.

Since 2007, Pennsylvania has led the country in corporate welfare spending, which will reach nearly \$800 million this year. Topping the list is \$250 million for the state's horse racing industry, which is shrinking nonetheless. Other highlights include tens of millions of dollars for a soccer stadium that has failed to

revitalize one of the state's poorest cities and \$60 million in film tax credits that boost profits for filmmakers but return less than 30 cents for every dollar to taxpayers.

Pennsylvania could cut its projected budget deficit almost in half by ending these programs. Instead, Gov. Tom Wolf has called for more such spending.

Elsewhere, California heavily subsidizes Tesla Motors with tax credit and rebate programs, artificially boosting the company's bottom line. Ohio, which ranks second among the 50 states in corporate welfare spending, is shelling out nearly \$2.5 million to promote wine grapes, according to a Buckeye Institute report.

The results from years of government picking winners and losers are dismal. Despite outspending any other state on corporate handouts—nearly \$6 billion since 2007—Pennsylvania ranked 35th in job growth, 31st in personal income growth, and 38th in population growth from 2005-2015. Across the country, states spending the most on corporate welfare saw slower economic growth than states spending the least.

In fact, when Mercatus economist Matt Mitchell reviewed 26 papers on the effects of economic development spending, he found a positive relationship between the level of spending and the health of the economy in just 4 percent of studies.

The truth is, public officials aren't better at investing money than the people who earn it—though cutting a ribbon at a new stadium does have its perks come re-election time.

In the private sector, entrepreneurs make decisions based on the real or perceived preferences of consumers. In the public sector, decisions are too often driven by politics—a recipe for disaster.

A thriving economy will never come from government pulling the strings of economic power. As both Washington D.C., and states like Pennsylvania face continued fiscal crises, now is the time to end government subsidies that benefit a few at the expense of many.

Nathan Benefield is vice president of policy for the Commonwealth Foundation (CommonwealthFoundation.org), Pennsylvania's free market think tank.

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FOCUS ON ASSISTED LIVING



“Keep Connected” Theme for National Assisted Living Week — Sept. 11-17, 2016

The 2016 theme for National Assisted Living Week® is “Keep Connected,” according to The National Center for Assisted Living (NCAL). The annual, national observance provides a unique opportunity for residents, their loved ones, staff, volunteers, and surrounding communities to celebrate the individuals served in assisted living and learn more about this sector of the long term care profession.

“‘Keep Connected’ recognizes the expanding and exciting opportunities technology offers to residents and staff alike in our nation’s assisted living communities,” said NCAL Executive Director Scott Tittle. “With this year’s theme, we hope to help overcome the mistaken belief that seniors are not interested in or able to learn about the latest modern advancements. At the same time, we want to recognize the many revolutionary ways staff are enhancing care through new innovative tools and broadening their connections with the larger community.”

Established by NCAL in 1995, National Assisted Living Week® will be held Sept. 11-17, 2016. Assisted living communities

across the country are encouraged to use the theme and logo as inspiration for celebrations leading up to and during the week.

The “Keep Connected” logo may be downloaded from www.NALW.org, and assisted living communities, stakeholders, and members of the public may use the logo on materials, such as calendars, flyers, and invitations to support the national observance. Please visit www.NALW.org for updated information and resources, including a planning guide and product catalog centered on ways to “Keep Connected.”

Bon Homie, Ltd “Better Days Foundation”

To meet the proposed objectives of the state to provide more community access and inclusion for individuals that are served through the Home and Community Based Services, Bon Homie, Ltd. has created a separate foundation, which will be known as the “The Better Days Foundation.”

The whole idea behind the foundation is to focus on the wellbeing of individuals with disabilities, with the intention to support them through activities that include increased interaction with the local community, utilizing existing and new programs and resources to promote this objective.

One of the first areas that the foundation will focus on is a program we will call “The Shed”. This small structure will be located on our property and will be an avenue for individuals to see the goods and projects that they helped to grow and make with their own hands. Items may include home grown vegetable plants, flowers, and crafts such as greeting cards, gift tags, and Christmas ornaments. Wood and slate projects and sewing projects may also be sold. Baked goods, coffee and seasonal drinks may also be offered at “The Shed.” We look for this opportunity to give each individual that chooses to participate a sense of responsibility allowing them to focus on communication, money and organizational skills, as well as community interaction. We hope the individuals will feel of sense of pride and ownership.

(Continued on page 64)

Life gets better.

The right retirement life right in your neighborhood

Just as every person is different from the next, so too are his or her needs for a comfortable, rewarding way of life. We know seniors have particular goals for living well. For some, it may be to escape the demands of maintaining a home so they can focus on what they enjoy most. For others, it may be as simple as a little help a few times a week to make adjustments for the challenges of aging. To address these personal goals, our community offers a full range of lifestyle options to ensure our residents enjoy a retirement life right for them—all on a vibrant campus with activities, social events and individualized services.

Call us to discuss the right lifestyle for your family or learn more at CountryMeadows.com

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THE HIDDEN ECONOMIC AND SOCIAL IMPACT OF ILLEGAL WORKERS IN A DOWNTOWN SETTING



By Barry Cassidy

Immigration is a hot topic in the presidential elections, and I started thinking about my interaction with illegal immigrants. Really it starts with me, as my grandfather was illegal. He did not find that out until he was about 90-year old, retired on social security, receiving a steelworker's pension, black lung benefits and living in subsidized housing. I also have had work experience relevant to the issue.

Working in a couple of urban downtown settings, you sometimes see people who have to work for cash or a check in the name of someone else. From my experience, I would say that it is a pretty common thing. Much of the work is concentrated in day labor or in some lower end of the food industry.

I really never thought too much about it, and in Phoenixville, I had a person who worked with me putting up the stage for a flat price of \$200 cash. After a couple of times, I realized that \$200 bought a lot of guys. The guys were not mechanized for moving material, but the vast number of guys working together made it look easy.

All this cash was paid to Roberto Hernandez... how many guys the same name can you have? That is why "flat price" is always a good alternative. I had some other companies do it for \$200 in the past, but it was not steady. You think about how they got that way. My grandfather's story was that he came over on a boat and he knew nothing. He said once he got here, he left the boat and never signed anything. Those were different times.

Once when between jobs, I worked a

day labor job in Baltimore, Maryland along with my cousin Bob. In addition to being paid in one dollar bills at the end of the day, I was able to collect one dollar from everyone because I was driving them in my Jeep Cherokee. These folks did not work anywhere near as hard as the folks in Phoenixville, and often looked the other way when confronted with work.

Now, people are attempting, in many cases to provide for their families in whatever town the people call home. Sometimes people are looking at it as a short-term commitment to get someone out of financial straits, or just to provide food on the table for relatives. In all of this, people are sleeping 10 to an apartment, and trying to get by with a lot less than you or I are accustomed to experiencing in our everyday life.

The illegal workers are at a competitive disadvantage in the capitalistic system, because they are lacking the credentials necessary to make a living. So they do whatever is offered. They gather at central locations, like in front of the Acme in Manasquan, NJ, as I see them when I go to the beach.

(Continued on page 65)



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444 W Ridge Pike, Limerick, PA

Please RSVP to
Chris at chris@hiltonbank.com or
Joe at wyroand@comcast.net
by September 15th



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FOCUS ON ASSISTED LIVING

(Continued from page 62)

We are looking to develop a community volunteer program as part of this effort. These volunteers will be part of a group that staff can rely on to assist in various areas of the program. They will be scheduled on specific days and times. They may also work with specific individuals. Additional therapies and exercise programs, including a walking club, and educational programs are planned to improve and maintain a healthy life style. Individuals will be able to track their progress and growth as they participate in these programs.

This is a new venture for us and we are very excited about the potential benefits for our clients. We have hired a Program Director with experience in outreach and program development and she will be dedicated to overseeing the successful implementation and ongoing operation of this endeavor.

Anyone interested in becoming a community volunteer can contact Ann Short, Director of Bon Homie, Ltd, or Karen Weglos, Program Director Better Days Foundation at 610.792.8800. As always, you can learn more about us by visiting our web site for more information at www.bonhomieadc.com. Like us on Facebook at Bon Homie Adult Day Care.

What to Look for When Considering a Retirement Community

Deciding what retirement community is right for you or your loved one can be overwhelming.

"First and foremost, you want to make sure that you have a very thorough understanding of your loved one's needs so you can determine whether or not a community is a good fit," said Country Meadows Retirement Communities' Senior Vice President of Marketing Tom Baker. "You have to understand what your loved one is interested in, what makes them happy and fulfilled, what acuity (ability level) he/she has, ask yourself 'is he/she active and social?' If so, you don't want to take a high-functioning person to a community that is very low functioning and has residents who aren't at the same level of socialization or don't get out and move around physically."

Depending on your necessities and preferences, you may have many choices in the area. When evaluating your options, there should be a balance of practical considerations with quality measures. Most notably, pay attention to what is important to you. To help you find the right community for your family's needs, here's a sampling of guidelines and questions to ask. For a complete list, visit www.CountryMeadows.com/tips:

Practical Considerations

- Is the community close to family and friends to visit?
- Does the community offer levels of care you anticipate you or your loved one may need in the future for peace of mind?
- Do they accommodate couples living together with different levels of care?
- What is included in the expense? Is it in one monthly, all-inclusive rate or a la carte charges?
- Is there a waiting list? How do they communicate availability to those on the list?
- Does the community provide scheduled transportation to doctors' offices, shopping and other activities desired by residents?
- Does the community allow pets? If residents need assistance in caring for their pet or are away on vacation or a hospital stay, does the community offer a pet care program?

(Continued on page 66)

REGIONAL CHAMBER ROUNDUP

NORTHEAST BERKS CHAMBER OF COMMERCE

www.northeastberkschamber.com



The mission of Northeast Berks Chamber of Commerce is to be a resource and a voice for its members (and those who are not yet members) in Northeast Berks County.

Tune in to Kutztown University Radio (KUR), 1670 AM, on September 13, 2016, for the first new weekly Northeast Berks Chamber of Commerce segment on "Kutztown Live." For more information, visit www.kutztown.edu/kur.

UPCOMING EVENTS

September 8 – Chamber Networking Mixer at RKL Wealth Management

1330 Broadcasting Road, Wyomissing. 5:30-7:30 p.m. Members and their guests are welcome to attend at no cost. RSVP: ldg@northeastberkschamber.com.

September 16 – Breakfast Meeting



Northeast Berks Chamber. Berkleigh Golf Club, Kutztown. Keynote Speaker: Dr. Kenneth S. Hawkinson, President, Kutztown University. Nonprofit Partner Presenter: Kellie Butsack, Associate Director, Programs, Alzheimer's Association, Delaware Valley Chapter. 7:30 a.m.-9:00 a.m. Sponsored by Interlace Communications. \$15 Advance Members; \$20 Non-Members/Door. 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. 90-Minute Sessions incl. light breakfast, resources: 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 four-part Roundtable. www.northeastberkschamber.com.

September 29 – 3rd Annual Shining Star Awards

Northeast Berks Chamber. Berkleigh Golf Club, Kutztown. 5:30-8:30 p.m. Enjoy the annual awards program, and meet Debbie Wanner, Berks County Castaway from Season 32 of the popular CBS Reality Show **Survivor: Kaoh Rong**. Beneficial Partner is Berks Encore. Purchase dinner reservations at www.northeastberkschamber.com.

September 19 – Chamber Luncheon



The New Federal OT Rule: How Does It Affect You? Keynote Speaker: Robin J. Gray, Law Office of Robin J. Gray, Reading. **Sponsored by Pay Day Payroll Service.** Berkleigh Golf Club. 11:30 a.m.-1:00 p.m. Fee: \$25 Advance Members; \$30 Non-Members/Door.

September 21 – Breakfast Meeting



Northeast Berks Chamber. Moselem Springs Golf Club, Fleetwood. Keynote Speaker: Kimberly Graham, Franchise Business Advisor, FRANNET. Student Recognition Program. \$15 Advance Member and \$20 Non-Member/Door. 7:30 a.m.-9:00 a.m. **Sponsored by Antanavage Farbiarz, PLLC.**

COLLABORATIVE BUSINESS-EDUCATION PARTNERSHIPS

Northeast Berks Regional Internship Program

The Business & Education Committee of the Northeast Berks Chamber of Commerce became a hub of innovative resources to support an internship initiative that began in the fall of 2015. Kutztown Area School District, Hamburg Area School District, and Brandywine Heights Area School District were the first schools within the region to implement a student internship program. The chamber participated as one avenue of support to solicit member businesses and non-profits as hosts for student placements.

The internship experience counted as an elective class for students during the regular school day, and juniors and seniors were exposed to potential future career opportunities while simultaneously allowing them to practice workplace skills. Approximately 32 students participated, including two who interned at the chamber office. Other businesses that hosted interns included East Penn Manufacturing and Berks-Mont Newspapers.

Keynote speakers for an October 2015 Chamber Breakfast Meeting were Internship Coordinators from the three participating school districts and interns sharing their experiential learning opportunities with the business community.

In December 2015, the chamber was invited, as one of several partners, to participate at a station in a session held during an educational conference in Hershey. "Post-Secondary Success through Productive Career Education Partnerships" was a presentation during Staff Institute: College and Career Readiness: Strategies for Student Success.

Top reasons for employers to host high school interns include:

1. Relatively low-cost employee
2. Can specify the area of focus for the internship
3. Intern can complete some routine tasks, freeing up valuable resource time for staff
4. School district works with employer to monitor progress (with student consequences, if appropriate)
5. Opportunity to 'test drive' a potential long-term employee to determine if there's a good fit
6. Ability to mold the student to the employer's business culture

Student Recognition Program

The Business & Education Committee of the Northeast Berks Chamber of Commerce actively engages regional school districts in a *Student Recognition Program*. This program is one opportunity to advocate business and community involvement with Northeast Berks County's regional schools, many of which are also chamber members. A mutual exchange of resources, as related to an Internship Program, for example, is one possible outcome of business members connecting routinely with students at a chamber function.

The chamber schedules recognition on the third Fridays of October, November, February, and April as part of the chamber's monthly Breakfast Meeting agenda. In a recent survey of chamber members, the meetings that incorporated student recognition or student internships were ranked high for relevancy to business.

Currently chaired by Katherine Metrick, Superintendent of the Kutztown Area School District, the committee is comprised of educators, chamber staff and board members, business members, and educational consultants. "I really value the student recognition program run by the Chamber. It brings the education-business relationship full-circle. The students see the opportunities of the business world to which they aspire, and the employers see the possibilities of the students in the pipeline as potential future employees. It's the best of both worlds," notes Mrs. Metrick.

The Business & Education Committee invites school staff, including principals, nurses, and teachers, from Kutztown Area School District, Brandywine Heights Area School District, Hamburg Area School District, Fleetwood Area School District, and Oley Valley School District each to recommend one eligible student per program based on the following criteria:

The award for **October** is intended to honor an at-risk student from each school district who has overcome a problem to be successful in school and life. The problem he/she has overcome does not result from poor choices, but rather, it stems from a problem that has positioned the student as a victim of circumstance.

The purpose of the **November** award is recognition of a junior from each school district who has excelled in business courses at Berks Career & Technology Center (BCTC), business courses within the school district, or in a leadership position within a local chapter of Future Business Leaders of America (FBLA).

The award for **February** is recognition of a 7th or 8th grade student who has excelled in Technology Education. In **April**, a sophomore from each district who has excelled in business courses at BCTC, business courses in the school district, or leadership in FBLA is honored.

The Kutztown University Foundation and Kutztown University partner with the Northeast Berks Chamber to reward 20 students a year who have been recommended by the five school districts. The Kutztown University Foundation sponsors gift cards to the University Bookstore, and Kutztown University sponsors two breakfasts per student four times a year to allow a parent or friend to attend at no cost.

Establishing a forum to grow and sustain business-education relationships, even on a smaller scale to start, allows each partner access to resources for success.

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



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

Welcome to the Perkiomen Valley Chamber of Commerce!

Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees in which to live, work, learn and play. We can help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe. For more information contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit the Chamber website: www.PVchamber.net.

UPCOMING EVENTS

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

September 13, 2016 – Mixer at Rock & Roll After School

Are you ready to rock? Music industry veteran Erin Riley invites PV Chamber members to attend the schools Open House Mixer. **Join us for net-working, food, drinks, contests...and of course, live musical performances!** Meet families from the Rock & Roll After School community and take a **chance to win a Fender Mini Guitar!**

Location: Rock & Roll After School, 305 2nd Avenue (Redner's Shopping Center), Collegeville

Time: 5:00-7:00pm; Cost: FREE for members; \$10 non-member

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

September 21, 2016 – Speed Networking with Phoenixville Chamber Members!

Don't miss this fun, loud, energetic networking event, sure to jump start your business book. Bring your business cards, promotional materials and elevator pitch and be ready to meet one-on-one with members of local Chambers. Pre-registration is required. Refreshments provided by Phoenix Village Apartments.

Location: Phoenix Village Apartments, 131 Bridge Street, Phoenixville

Cost: \$15/pp

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

September 28, 2016 – PV Networking Happy Hour



This month, PV Men and Women are invited to a Happy Hour event at Tio Juan's Margaritas Mexican Restaurant. Enjoy appetizer buffet and specialty margarita's, ice-cold beer or non-alcoholic beverages. Each attendee will receive two complementary drink tickets!

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

Location: Tio Juan's Margaritas Mexican Restaurant, Providence Town Center, 350 Water Loop Lane, Collegeville

Time: 4:30pm – 6:30pm; Cost: \$15/pp (\$20 at door and non-members)

September 29, 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. Next session October 20th.

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.



October 4 – Legislative Update

Pennsylvania State Senator Bob Mensch will join PA State representatives Marcy Toepel (147th District), Warren Kampf (157th District) and Thomas Quigley (146th District) for a legislative breakfast meeting. Registration and networking breakfast begins at 7:30am and program starts at 8:00am. Connect with state legislators that cover your district. Stay informed about issues that affect your business and community and participate in Q&A.

Imperial's Catering, 40 E. 1st Ave., Trappe; 7:30 am – 9:00 am; \$20/pp.

Call 610-489-6660 or email info@PVchamber.net to register.

October 26, 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

October 18, 2016 – Mixer at Swede Family Chiropractic

130 W. Main St., Trappe; 4:00 p.m. – 6:00 p.m.; FREE for members; \$10 Guests

Call 610-489-6660 or email info@PVchamber.net to register.

FEATURED EVENT



Pfizer Business Expo B2B & B2C

Thursday, October 13

11am – 2pm

**Showcase Your Business to Pfizer
employees and PVCC Businesses!**

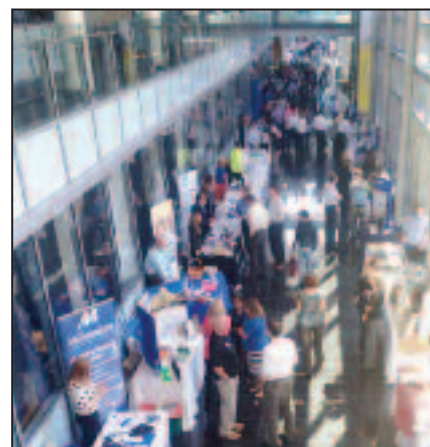
The Valley's premier B2B and B2C Expo will be held on **Thursday, October 13, 2016**. Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public).

The Chamber is now accepting ads for **Online Coupon Magazine** to be provided to Pfizer employees. The book filled with offers and incentives will also be sent to our email distribution list of businesses and residents and shared on www.pvchamber.net. Exhibit space and online magazine participation limited exclusively to PVCC members.

Exhibitor table \$165 (\$35 additional cost for electric).

Online coupon magazine advertisements range from \$50 - \$200 based on size

Hurry...this event is close to sell-out! Registration and details www.PVchamber.net or email info@PVchamber.net or contact the Chamber office at 610-489-6660.



SAVE THE DATES

December 14, 2016 - Annual Holiday Party

Sponsorships Available...

visit www.PVchamber.net

Feb. 16, 2017 - PV Stars Best of the Valley Annual Gala at RiverCrest

Online nominations will open in September!

OPINION

(Continued from page 63)

The Acme in Manasquan has trees around the perimeter, and designers have placed tree guards between the parking lot space and the trees. The barrier is a four-foot board, supported by two four-foot boards as legs. The structure looks like a hitching post. Every day the illegals and other day laborers go there and lean against the hitching posts in groups of three or four, waiting for someone to offer them work. Whether it is through an agent, or standing at the hitching post, you are at a competitive disadvantage in a capitalistic society. That offers someone the opportunity for increased profits, so they could do something like create a new job or get their wife or husband that suit or dress that they wanted.

This leads to abuses, and enables work for less than minimum wage jobs, guaranteed under the law. People become wage slaves, an underclass, and perceived as such. Why do we allow such a thing? How could we even understand why we perceive their interactions as "less than"? Migrant farmworkers have even less movement capability to the wage enslavement they experience.

Human trafficking is not just about sex trafficking. There is also use of forced labor. It appears that it is a separate issue, as not to mix it up too much with exploitation of women. According to Anthropologist Denise Brennan, the two primary characteristics in these kinds of human predicaments is the labor abuse, and the designation of illegal citizen.

I devoted a lot of thought to how this issue might be resolved, and I thought about the two parts of this puzzle, and labor abuse. You can always report the illegal citizen, but the illegal cannot report the abuse, as she or he will be tied to a precarious situation. So the only reasonable conclusion is to delete the illegal immigrant from the equation.

You need to have border control in order to lessen the problem. Sometimes it appears we are looking to create a more global community without respect to our national interests. I believe that Globalism has taken on a national state of its own. Fredrick Engels may have viewed The Global State as the synthesis derived from the abandonment of the labor theory of value (Communism).

It could also mean that our culture is so advantageous, and our style of life so sought after, that people from different cultures are looking to blend with our culture. I do not think anyone knows what this will mean for the standard of living in the United States, and Downingtown, PA where I live.

In order to have a nation you need a border. There are strong moneyed interests that are gaining every day by the inaction in closing the borders to the mass migration. They are even supported by the "sanctuary cities." A sanctuary city means wage slavery welcome, and welcome to America, the land of opportunity for someone and that might not be you.

FOCUS ON ASSISTED LIVING

(Continued from page 64)

Quality Measures

Personal Care, Hygiene & Health

- Does the overall appearance of residents look well cared for, paying extra attention to those details that matter to you such as shaving, nail care, hair care?
- What is their policy in storing medication and who has access?

Resident & Staff Interaction

- How are co-workers addressing residents? Are they using the individual's preferred name?
- Do the residents seem happy and comfortable?
- And does the staff look happy—smiling, bright voices, engaged?

Environment

- Do residents have adequate access to privacy?
- Is the décor pleasant and adult-like?
- Is the setting free of odors?
- Are the grounds well maintained (residents still want to be proud of their home when family and friends come to visit)?
- Are there outside gardens, patios or walking paths for residents to enjoy safely and leisurely?
- Overall is there a positive ambiance: laughter, music, conversation, lively activity?

Quality of Programs

- Is there an activities schedule available? Do they have a dedicated activities director?
- Do the activities involve both on- and off-campus events? Including weekends?
- Does the menu offer options daily? Does it include items you or your loved one would enjoy?
- Are family and friends welcome to dine with residents?
- Are there opportunities for worship? Who leads these sessions?
- What opportunities are there for daily fitness activity? Who leads these sessions?
- Are there therapy services on site?

Quality of Staff

- What training have co-workers received?
- Do you have the opportunity to meet the administrator?
- How do they deal with challenging resident behaviors or situations?
- Is the staff friendly to you?
- Do co-workers appear composed and work stations organized?
- Can the sales staff provide helpful advice in approaching a senior loved one about a change, discussing options with siblings or making a smooth move-in transition?

Visit the community as often as you feel it's necessary (at different times, on different days, on weekends, at busy times like lunch or dinner). Talk to the staff, administrator, residents and family members. Bring other family members or friends to get their perspective too. And above all, trust your intuition. You should feel comfortable and welcome—like you would in any family or friend's home.

This advice was provided by Country Meadows Retirement Communities. They have been offering quality retirement living in the Berks County for almost 30 years on their Wyomissing campus. Their lifestyle options include Independent Living, Personal Care, Memory Care for residents with early- to late-stage memory loss and Restorative Care to support those recovering from an injury or living with a chronic condition.

For information about Country Meadows of Wyomissing (1800 Tulpehocken Road), visit www.CountryMeadows.com or schedule a tour for any day of the week.

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

Young Professionals Networking Event with the Phoenixville Jaycees – September 6

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. Time: 6:00 pm; Location: Great American Pub & Hotel, 148 Bridge Street, Phoenixville, PA; Cost: Free for professionals ages 21-40! For a full schedule of events and up to date information, please visit www.phoenixvillechamber.org.

Phoenixville Blues Festival 2016 – September 10

Steel City Blues Society presents the Seventh Annual Phoenixville Blues Fest at Reeves Park in Phoenixville. This day-long event is FREE to the public and is filled with local talent, national headliners, food vendors and fun! Additional information can be found at PVILLEBLUES.ORG. Time: 1:00 pm; Location: Reeves Park, Phoenixville, directly across from Phoenixville Library, Phoenixville, PA; Cost: Free

September Monthly Membership Meeting – Breakfast – September 13

Network with your fellow chamber members, stay up to date on news from the Phoenixville Regional Chamber of Commerce, and hear from an informational speaker who will give you new ideas to apply to your business/organization! This month's meeting will feature Borough of Phoenixville Manager Jean Krack, who will be providing updates on the Borough of Phoenixville. Time: 7:15 AM; 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.

Cultivating an Engaging Business Culture – September 14 In Partnership with SCORE

Perhaps you are a sole proprietor and need to build a competitive edge, or after hiring great people and training your workforce, you can't help but wonder what else you need to focus on to ensure your business is competitive, profitable, reputable, and an employer of choice by the community. This workshop will define corporate culture for you and enlighten you on the various aspects of corporate culture that you can directly influence to achieve your goals. To build a corporate culture successfully you also need to understand the process of employee engagement, and this workshop will inform you of various programs you can implement to establish and improve employee engagement for your company. Presented by Warren S. Cook, Director of Consulting Services & Managing Member for a full schedule and up to date information, please visit www.phoenixvillechamber.org. Time: 12:00 pm; Location: To be determined; Cost: \$25 for members, \$40 for non-members.

Art Inside Out Guided Tours – September 14, September 25

Inside Out brings large-scale, high-quality replicas of favorite works from the Museum's collection to neighborhoods in and around Philadelphia. Right here in Phoenixville, you can head outdoors and experience beautiful images by Vincent van Gogh, Claude Monet, Andrew Newell Wyeth, and other artists right in our community. Inside Out brings masterpieces from the collection to you. Picnic on the trail alongside Monet's waterlilies, visit Brancusi's *Kiss* on a romantic stroll, or get transported to France while exploring with friends on Main Street. Tours led by Katie Naber, Art Curator of the Art Gallery at Franklin Commons. These free tours will be between one and one and a half hours in length. For more information including a full schedule of tours, please visit www.phoenixvillechamber.org/ArtInsideOut

September 14 – Time: 6:00 pm; Location: Phoenixville Borough Hall, 351 Bridge Street; Cost: Free

September 25 – Time: 12:00 pm; Location: Phoenixville Borough Hall, 351 Bridge Street; Cost: Free

After Hours Mixer with OWM Law - September 15

Join us to network with local professionals and the staff of OWM Law We hope to see you there! O'Donnell, Weiss & Mattei, P.C. (OWM Law) was founded in 1955 and has been serving clients throughout Montgomery, Chester and Berks Counties from its original location at 41 E. High Street, Pottstown, for over 60 years. OWM Law opened its second office in January, 2006 at 347 Bridge Street in Phoenixville and is very excited to be celebrating the 10th anniversary of that office this year!

Time: 5:00 pm; Location: 347 Bridge Street, Suite 200, Phoenixville; Cost: Free.

Speed Networking Event with the Perkiomen Valley and Phoenixville Chambers of Commerce – September 21

Don't miss this great event, where two Chambers are bringing their memberships together for a fun networking experience! This event will feature a Speed Networking event, where you will have the opportunity to chat with many, if not all attendees. As we all know, it is nearly impossible to speak with all attendees at networking events. You'll each have a few minutes to talk about yourself, your business and/or organization, and the follow up comes later!

Time: 4:00 pm; Location: Phoenix Village, 131 Bridge Street, Phoenixville, PA; Cost: Members \$15

Annual Charity Gala

The Phoenixville Regional Chamber of Commerce's 2016 Annual Charity Gala will be held on Saturday, November 19 between 5:30 and 9:00pm, with an after-party to follow. This event features stylish hors d'oeuvres, a savory plated dinner and tasty dessert, multiple tables of auction items, a live band, and an amazing opportunity to meet new people and enjoy the company of current connections.

Tickets are currently being sold, and auction item donations are being accepted. Proceeds from this event benefit a local non-profit organization who is a member of the Chamber. Last year, our beneficiary, The House – Phoenixville Women's Outreach, received a \$6,500.00 donation based on the proceeds from the sold out event.

To reserve a ticket, or find out about donation and sponsorship opportunities, please visit www.phoenixvillechamber.org/charitygala

Art Inside Out

Inside Out brings large-scale, high-quality replicas of favorite works from the Museum's collection to neighborhoods in and around Philadelphia. In partnership between Phoenixville First and the Philadelphia Museum of Art, high-quality reproductions of the museum's masterpieces have come to Phoenixville!

This exciting act of artistic and cultural outreach features the works of 11 classical artists, including Vincent van Gogh, Claude Monet, Diego Rivera, and Sarah Mary Taylor. A full list of art works, as well as a map of their locations and a schedule of guided tours can be found at www.phoenixvillechamber.org/ArtInsideOut.

Visitors may also download the free **Art Inside Out** app in the Google Play Store and Apple App Store to view detailed information on the pieces and their locations to plan your own walking tour.

Thank you to all of our members who have supported these pieces being placed on their property! The artwork will be displayed until November 1 – be sure to check it all out!

First Friday – September 2

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. September 2nd is this month's First Friday, with the next scheduled for October 7, and we hope to see you there! For more information, please visit www.phxfirstfriday.com.

Phoenixville Food Truck Festival – October 1

Phoenixville First, the local organization of town leaders, is proud to present the Phoenixville Food Truck Festival and Restaurant Week.

The Food Truck Festival, taking place October 1, 2016 between 12pm and 6pm, will feature more than 30 spectacular food trucks and a multitude of vendors to browse. Bridge Street will be closed to traffic between the 100 and 200 blocks and will feature food trucks and vendors. Seating and music will be in the Main and Bridge Parking Lot.

For more information and overall what to expect – please visit www.phoenixvillefoodfestival.com

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

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

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

UPCOMING EVENTS

September 7, 2016 – Chamber Mixer

Spring Hollow Golf Club

5:00 p.m. to 7:00 p.m.; Free for Members

September 8, 2016 – Monthly Membership Luncheon

Brookside Country Club: 11:30 a.m. – 1:00 p.m.

Speaker: Dr. Doug Swede; Living a Healthier Life
\$25.00 Members; \$35.00 Non-Members

September 13 – Network Before Work

Citadel FCU: 8:00 a.m. to 9:30 a.m.;
Free for Members; \$10 Non-Members

September 15 – Shark Think Tank

Copperfield Inn: 11:30 a.m. – 1:00 p.m.; \$25.00;
*Business Owner Members Only

September 27 – Learn, Lead, Excel Workshop Series: Reveal the Leader Within

Keller Williams office: 542 N. Lewis Rd.;
8:00 a.m. – 9:30 a.m.; Free for Members; \$15 Non-Members

October 4 – Network Before Work

Lindt Chocolate: 8:00 a.m. – 9:30 a.m.;
Free for Members; \$10 Non-Members

October 6 – Chamber Mixer

Spring Valley YMCA: 5:00 p.m. to 7:00 p.m.;
Free for Members

October 13 – Monthly Membership Luncheon

Western Montgomery
Career and Technology Center

11:30 a.m. – 1:00 p.m.; Speaker: Local Educational
Discussion Panel; \$25.00 Members;
\$35.00 Non-Members

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

Spring-Ford Notes

- **ALERT!!!** Spring-Ford Chamber will be starting their 2017/2018 Directory. Now is the time to start thinking about your advertisement; for more information contact April Thorum in the Chamber office.

- Thank you to Tom Thunstrom and Penn Liberty Bank for hosting the well attended July mixer.



- Save the Date for the Holiday Happy Hour. It is planned for Thursday, December 8th at Cutillo's.
- Network Before Work will be starting up again in September. We have opportunities to host in November and December. If you are interested in hosting one of these popular events, please call the office.

Join Us for Our Fall Workshop Series

This fall we will be offering a few wonderful training opportunities. Please visit our website to register for these workshops!



- A special thank you goes out to **Chief R. Brian Skelton** of the Limerick Township Police Department and **Chief Mark A. Toomey** of the Upper Providence Township Police Department. We are grateful for the opportunity to hear them speak at our most recent chamber luncheon.



Welcome our Newest Members

EXP Realty LLC

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Brightway Insurance

Tents Party Rentals

Rouse Chamberlin Homes

BUSINESS PROFILE

ALARM TECH SYSTEMS AND ALARM TECH SUPPRESSION

Alarm Tech Systems and Alarm Tech Suppression were started from the ground up, by Richard Fix and a few key technicians, who are all still employed by the companies. Now situated in a state-of-the-art facility in Bern Township, the companies boasted their best year in 2015 and are on track for even a better year in 2016.

Rich began as a journeyman electrician working for a local electrical contractor. He worked with the fire and security subcontractors coordinating programming and commissioning of the systems. The electricians ran the wires and installed the equipment and the subcontractors programmed the systems. The level of service was poor; he quickly realized he could do it better. This was the basis for the inception of Alarm Tech Systems. After a period of time installing over-the-counter fire alarm systems, in 2004 Alarm Tech Systems was awarded the local distributorship for Honeywell Notifier Fire Alarm Systems; a premium fire alarm line.

Alarm Tech Systems expanded to provide turnkey solutions for not only fire alarm, but security, access control and IP video surveillance systems. The company provides services to over 1,000 businesses and homes locally as well as in Delaware, New Jersey and Maryland.

In 2007, the company was expanded to include fire suppression. Fire extinguisher sales and service, kitchen hood systems installation, maintenance and service as well as sprinkler service and inspection were incorporated into the company fold. Alarm Tech Suppression was formed for liability purposes only; both companies operate seamlessly to improve customer satisfaction. The companies now replace four to five service providers with everything that is offered.

All services are provided without contractual obligations. Rich feels that a company should not need a contract to maintain a customer's loyalty; it is the company's responsibility to continue the level of service the clientele deserves and expects.

Rich's wife, Melissa has worked by his side for 12 years and is integral to the day-to-day operations of both companies. Alarm Tech Systems and Alarm Tech Suppression proudly employ 21 Berks County residents; many from Rich's alma mater, Twin Valley High School. For additional information please call 610.916.1090.

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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."

— Star L., West Chester, PA

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