

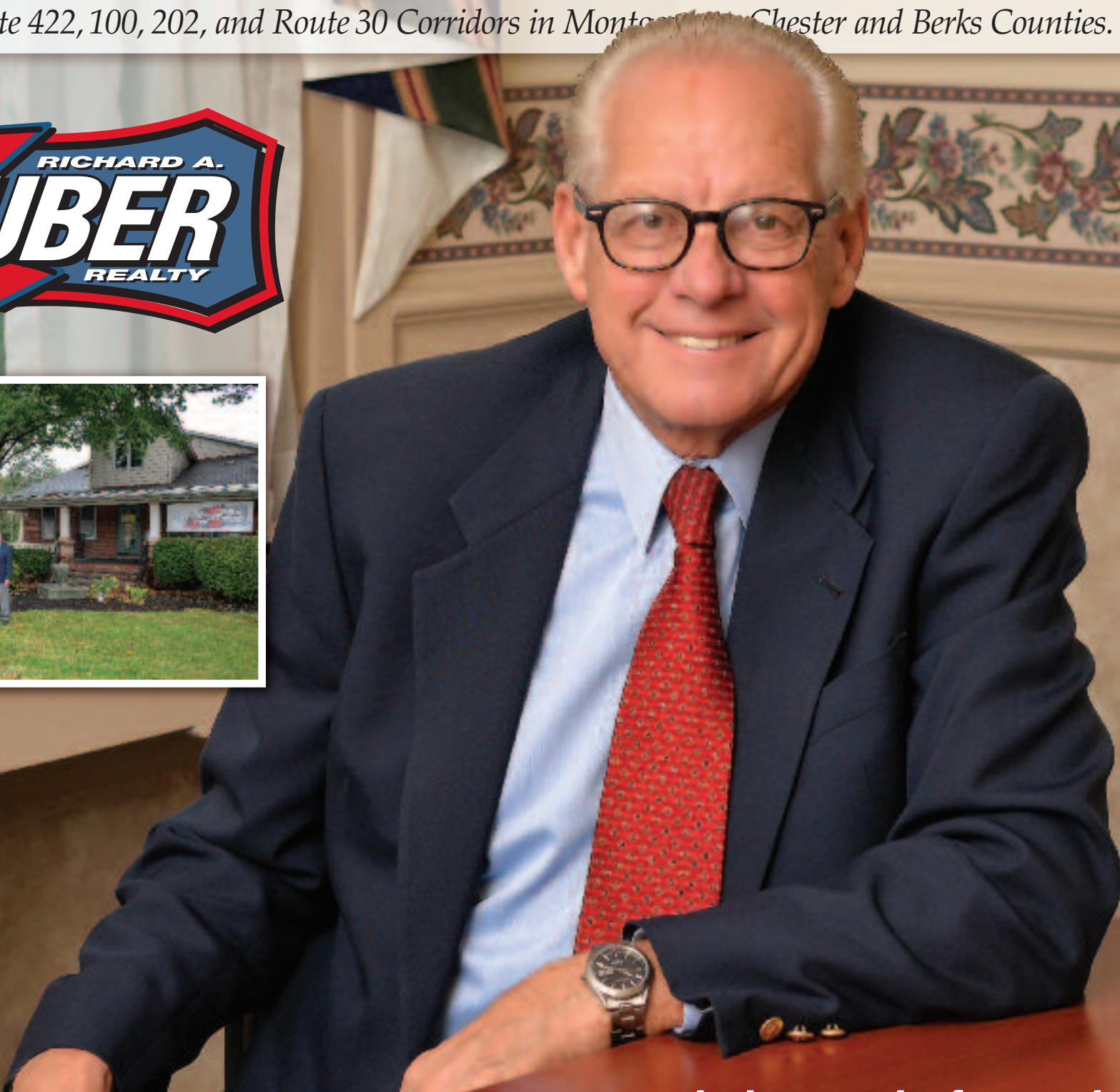
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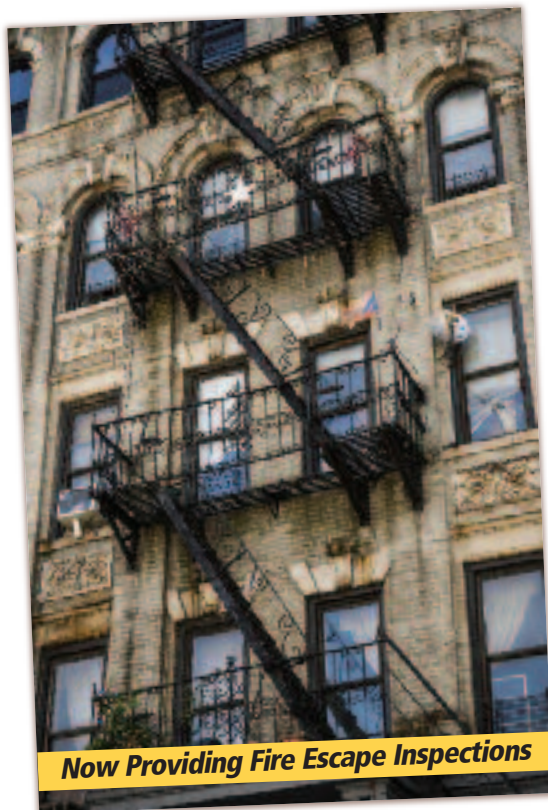
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FOR SALE

(ZC2225) 33 E. PHILA. AVE., BOYERTOWN



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FOR SALE



(ZC2240) 2693 E. HIGH ST., POTTSTOWN- LOOKING FOR HIGH STREET EXPOSURE IN LOWER POTTS GROVE? THIS PROPERTY IS FOR YOU. 2 UNIT OFFICE COMPLEX. THE FRONT UNIT IS COMPRISED OF APPROXIMATELY 1760SF, FORMER INSURANCE OFFICE, NOW VACANT. THE SECOND UNIT CURRENTLY HOLDS THE DISTRICT JUSTICE OFFICE. APPROXIMATELY 4064SF WILL BE VACATED SOMETIME IN 2016. GREAT LOCATION. GREAT INVESTMENT OR OWNER USER BUILDING. BOTH UNITS ALSO AVAILABLE FOR LEASE. PLEASE CALL AGENT FOR DETAILS. **\$699,900**

PENDING (ZC2100) CAMP SWATARA RD, MYERTOWN

PENDING (ZC2230) 1063 ROUTE 100, BECHTELSVILLE

SOLD (ZC2202) 324 MAIN STREET, BOYERTOWN

SOLD (ZC2203) 200 N. MAIN ST. + LOT ON BRIDGES BL., SPRING CITY

SOLD (ZC2204) 1001 PHILADELPHIA AVE., BOYERTOWN

SOLD (ZC2205) 40 WERNER RD., BOYERTOWN

SOLD (ZC2206) 101 N. MARSHALL STREET, MYERTOWN

FOR SALE (ZC2247) AMITY TOWNSHIP- COMMERCIAL LAND

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FOR SALE (ZC2182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$200,000**

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FOR SALE (ZC2237) 2741 N. 5TH STREET HIGHWAY, READING- COMMERCIAL PROPERTY WITH SIGNAGE ON BUSY HIGHWAY AT THE CORNER OF N. 5TH STREET & WILSON STREET. FORMER UNITED CHECK CASHING FRANCHISE WITH ALL SECURITY SYSTEMS IN PLACE AND OPERATIONAL. PAVED PARKING ON SIDE AND REAR OF BUILDING. MOVE IN CONDITION. PERFECT FOR A MULTITUDE OF BUSINESSES. **ALSO FOR LEASE AT \$1500/MONTH + PROPANE AND ELECTRIC. LEASE TO PURCHASE WILL ALSO BE CONSIDERED.**

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FOR SALE (ZC2239) ROUTE 962, BOYERTOWN- GOOD LOCATION! GOOD INCOME! INVESTMENT PROPERTY LOCATED ON ROUTE 962. BUILDING INCLUDED BUT NOT THE BUSINESS. BUSINESS IS CURRENTLY LEASED. CALL FOR FULL DETAILS! **\$500,000**

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FOR SALE (ZC2242) 125 LITTLE ROUND TOP ROAD, LENHARTSVILLE- 166 ACRE CROP FARM IN NORTHERN BERKS COUNTY. ZONED AP. **\$1,162,000**

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

FOR SALE (ZC2249) BERKS COUNTY LOCAL BAR/RESTAURANT ESTABLISHMENT- THAT HAS BEEN IN BUSINESS SEVERAL DECADES. FIRST FLOOR BAR, DINING AREA AND KITCHEN AREA. SECOND & THIRD FLOOR IS A RESIDENTIAL APARTMENT. FURNITURE, EQUIPMENT AS IS, AS WELL AS A RESTAURANT LIQUOR LICENSE INCLUDED. A SECOND PARCEL #33-5307-20-61-2034 (PARKING LOT) IS ALSO INCLUDED WITH THE SALE. PARKING FOR 10-15 CARS. RESTRICTED TIMES TO SHOW PROPERTY. CALL LISTING AGENT TO SCHEDULE APPOINTMENTS. 24 HOUR NOTICE REQUESTED. **\$324,900**

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Cover Story: Richard A. Zuber Realty is the largest independent locally owned and operated residential and commercial real estate organization serving clients throughout Berks, Montgomery, Chester, Bucks, Lehigh, and Lancaster counties.



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RICHARD A. ZUBER REALTY, INC.

**Leadership, Teamwork, Diversified
Marketing and Personal Service
Produce Results for Local Commercial
and Residential Real Estate Clients**

There are a number of sound reasons why Richard A. Zuber Realty has distinguished itself as the largest independent locally owned and operated residential and commercial real estate organization in the region. Rich Zuber opened his first independent office on High Street in Pottstown in 1989. Since then, Zuber opened four additional offices in Boyertown, Royersford, Red Hill and Morgantown. This collection of neighborhood nerve centers allows local Zuber agents to conveniently serve clients throughout Berks, Montgomery, Chester, Bucks, Lehigh, and Lancaster counties.

Over the years, Zuber's experienced agents have successfully assisted thousands of real estate sellers and buyers — through good times and bad. Many independent realtors were absorbed by national companies or folded during the 2008-2014 recession that severely impacted the real estate market. Rich Zuber tapped into his vast experience and relentlessly positive outlook to sustain, support and inspire the best real estate team in the business. Combined with a pragmatic approach to marketing, the Zuber team continues to succeed where other independent realtors have fallen by the wayside.

Zuber cites professional, one-on-one service to clients through individual contact — a visit or phone call — as the common thread for his company's success. "Even as we grow and find the benefits of technology very exciting, we realize that the personal service we provide is our trademark and what really matters to our clients" he said. "Some things never change. Our motto, 'We Work for You', is as true and valued today as ever." That goes for both buyers and sellers served by the Zuber team.

"Our team is second to none," Rich Zuber says. "They are top notch. They take pride in the profession of real estate. They understand what it means to be a professional in this industry, and spend the time with clients. That's what makes the difference, along with experience. Nothing can replace experience in the real estate market. When we have new people come in, we train them by using the experience of the people who have been here," he said.

Rich Zuber has been instilling positive character traits in young people for 25 years, through his active involvement with youth baseball programs. Following his lead, Zuber Realty agents are dedicated to community service. The company's management style offers training, professional development and support for all agents, the flexibility offered through a trained and experienced office support staff, and the opportunity to take advantage of Zuber's assorted creative marketing services.

By listing with Zuber, your property is made available to thousands of sales agents



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

RICHARD A. ZUBER



BOYERTOWN OFFICE

through Zuber's extensive marketing strategy. In order to sell your home or commercial property at the best price in a minimum amount of time, Zuber puts together a personalized marketing plan. The resulting advertising campaign ensures maximum exposure utilizing everything from print publications to Open Houses to Internet and mobile marketing to local cable television ads.

"We want folks to know that we offer every marketing tool and technological advantage our corporate competitors offer, and more," Zuber said. "We emphasize a diversified marketing plan, mixing what works, and it doesn't matter if it's new, or been existing, it's all about does it work? We talk to our sellers and buyers. We ask them questions. How did you get to us? Why did you get to us? How are you looking for us to market your property? You have to get the input from the market," he said.

"We want folks to know that we offer every marketing tool and technological advantage our corporate competitors offer, and more."



Through research, Zuber has determined the optimal use of video and slide presentations to market properties via YouTube, community television, and www.zuberrealty.com. "You don't want to have too many pictures or too few pictures in either a video or slide presentation," he explains. "A prospective buyer will decide, in a 30 second to two-minute time frame, if they'll like a house and go any further with it."

While some realtors piggyback on free websites to market properties, those websites don't always update information like a price reduction in a timely fashion, if at all. Zuber's website (www.zuberrealty.com) is maintained to be current and comprehensive,

with each agent having the ability to customize their own site, one of several effective marketing tools utilized by Zuber agents.

"Technology is important, because we find out through research that 60-65 percent of people search for real estate using their mobile device," Zuber said. "We have emphasized that in our implementation of new technology and our website. But there are other things that we have determined to work also. I use a certain amount of print advertising. I take a full page in the *Route 422 Business Advisor*, not because I've got an ego and I want to look at a full page. I do things that work. People pick up *Route 422 Business Advisor*, and there's a full page of commercial real estate listings from Zuber. I will get calls, inquiries into things, and will also get listings as a result of it," he said. "The point that I'm making is we emphasize diversity of our marketing plan," Zuber continued. "We survey what works, and we also review it with the sellers and buyers, and that's how our marketing plan is developed."

They say a company takes on the character of its leader. That is certainly the case with Richard A. Zuber Realty. Richard Zuber is a leader with a proven track record of success and accomplishment, in business, and in community service, evidenced by taking his Pine Forge baseball team to the Senior Babe Ruth World Series this past year. He leads by example. He walks the walk and talks the talk. He is licensed to operate in all of the company's divisions.

(Continued on page 8)

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COVER STORY

(Continued from page 7)

"That's very, very important that people see that you're in the trenches with them. That's what I love to do. Therefore, that's what we all should be doing, is talking to people, and helping them solve their problems," he said. "When I get up in the morning, I wake up with a positive attitude. And I will not let anybody tear it down. I figure if I can offset someone's negativity by remaining positive, I'm going to accidentally make his or her day better. That is what I try to do. I continue to remain positive about everything that is around me."

Rich Zuber has built what is arguably the best real estate team in the region by inspiring his agents and staff with his dynamic personality, his can-do attitude, his tireless work ethic, his seasoned advice, and his ability to connect with everyone he comes into contact with. "I love that feeling of making decisions when the pressure is on," Zuber said. "I love it in business. I love it in sports. It's part of me because I've gone through it. I never talk about winning to my team. I never say we've got to make this sale or get this listing. That's not a form of motivation. A form of motivation is caring about the individual. Caring about the sales person. Caring about the support staff."

That applies to the customer as well. "The personal touch is of the utmost importance," Zuber emphasizes, "because we have gone into a technology world, and that's all well and good. But when you are dealing with somebody's most valuable asset, an email or a text is not enough. I do this personally. I know my agents do this. We pick up the telephone. We make a phone call and tell them an update. You

send them information over a week's time, and that's fine. That's what you should be doing. But then you have to pick up the phone and verbally reiterate everything that you have done. Without that, I think as agents in the industry, you lose something. We tell our clients that we want to be talking to you, because we need to stay in constant contact or we won't get your property sold."

A collective positive attitude and commitment to personal service, and a proven marketing approach continue to set Richard A. Zuber Realty's organization above any in the area. Sellers who choose Zuber benefit from a detailed, specific and time-tested strategy that helps quickly connect sellers with the right buyers.

More than just a real estate company, the Zuber Realty organization offers seller and buyer brokerage for both residential and commercial real estate, as well as title insurance through Manatawny Land Transfer, appraisal services through TriCounty+Appraisal, a full range of insurance services through Zuber Insurance, a Property Management division, and expertise regarding commercial properties through Zuber Commercial.

Whether you are in need of commercial or residential real estate service, or both, please contact Richard A. Zuber Real Estate, and make them your team of professionals. Visit Richard A. Zuber Real Estate online at www.zuberrealty.com. Offices in: Boyertown 610.369.0303; Pottstown 610.326.7300; Springfield 610.948.7300; Red Hill 215.679.0303; and Morgantown 610.286.3032.

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--	--

Where do I find the help I need to get a Building Permit Plan done? You need to look no further than All County & Associates, Inc. (ACA). ACA is a professional Land Surveying, Civil Engineering and Environmental Permitting firm located in southeastern Pennsylvania ready to serve your Building Permit needs. Our experienced staff works throughout Pennsylvania and has done so since our inception in 1992. As a full-service company, ACA has the knowledge and experience to make your goals become a reality.

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We offer many other services, including:

• Subdivision and Development Design • Boundary Surveys • Wetland Investigations	• Environmental Permitting • Hydraulic Load Testing • Building Permit Plans
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The Brick House

As the fall season transpires, The Brick House located at 152 E. High Street in Pottstown begins its most exciting time of the year. The fall new seasonal specials, spirits, and entertainment. New daily entrée specials include 50¢ wings on Mondays, 1/2 price burgers on Tuesdays, and the infamous return of 'Steak Night' on Wednesdays. New to 2016, we will be extending our \$5.99 Lunch Specials & Weekly Chef Creations. Seasonal desserts include pumpkin pie and deep fried cheesecake rolls - hand rolled in house! Our Christmas martinis are all back by popular demand. New drafts include Shock Top Pumpkin, Sam Adams, and Victory. New trendy spirits include Birthday Cake Vodka, Marshmallow Vodka, and Jim Beam Devils Cut - stop in & try one today!

Upcoming events include our 'Thanksgiving Eve', and our 'Red Carpet Themed New Year's Eve Event'. Mark your calendars for Thanksgiving Eve as we will house a Wednesday Night DJ to kick off your long holiday weekend. We are always OPEN, 365 days a year from 11am to 2am, so make your Thanksgiving Day easy with no mess and no stress. Reservations are not mandatory, but can be made for as little as 2 persons or for parties as large as 40 persons. This Thanksgiving Day holiday we will feature our signature 'family style' special that includes heavy portions of our homemade slow-roasted turkey, stuffing, green bean casserole, cranberry sauce, assorted bread, and a choice of any dessert for only \$9.99 per adult and \$5.99 per child. Note our full menu will be available all day in addition to our Thanksgiving Day entrée.

Our staff has decorated for the holiday season with large wreaths, garland, trees, and ornaments. We strive to create a warm holiday spirit in our establishment to make our guests' experience unforgettable. It is that time again for holiday events and parties; therefore, The Brick House can offer your party great drink specials or buffet-style specials. Our fixed price menu options and holiday bar discounts are great for those on a budget. Call today 610.906.3527 or email: Inbox@PottstownBrickHouse.com to inquire or reserve your next event!

We are open throughout the holiday season Christmas Eve and Christmas day. Don't forget to purchase our rechargeable gift cards and apparel for your employees, family, or friends available in any dollar amount. Check us out online

www.PottstownBrickHouse.com for our updated calendar of events, new TV commercial, or to sign up for our weekly mailer to receive coupons/ specials/ discounts. We look forward to hosting your next office party, special event, or corporate gathering! "We are not just another location, we are a destination!"

Christian Science Reading Room

Ever been to a Christian Science Reading Room? The one across from Borough Hall at 109-1/2 East High Street, Pottstown, is a great place to chat with staff members such as Kristen and Art, to get inspirational ideas about how to deal with challenges in your life. Challenges could be unemployment, grief, or understanding your relationship to God. There are study tools there along with Bibles, inspirational music CDs, and a very special healing book called *Science and Health with Key to the Scriptures* by Mary Baker Eddy. There are also books and magazines to help children learn the lessons of the Bible and apply them to their own lives.

Science and Health with Key to the Scriptures by Mary Baker Eddy is available to purchase or borrow from the Lending Library. It is published in 17 languages for spiritual growth and healing and is based on the King James Version of the Bible.

The international publication, The Christian Science Monitor Weekly is sold here. Free samples are displayed regularly in a dispenser on the sidewalk outside the Reading Room. It is also available Daily online at www.CSMONITOR.COM.

The Hours of the Reading Room are Monday, Wednesday, and Thursday from Noon until 4:00 PM except on major holidays. Phone: 610.323.7388. For information about Christian Science, click on www.christianscience.com.

Colebrookdale Railroad

Join us as we take a trip through the Secret Valley aboard the Colebrookdale Railroad. The Colebrookdale Railroad Preservation Trust is a 501(c)(3) Non-profit Organization dedicated to serve as a catalyst for economic development in southeastern Pennsylvania through the preservation and interpretation of the historic, cultural, and natural heritage of the Middle Schuylkill Region, birthplace of the American Iron Industry.

The railroad creates memories as you ride back in time on our authentic Edwardian-era experience just as it guests would have during the early 1900s. The Secret Valley presents visitors with the history, beauty, geology and nature of one of the most historic unspoiled valleys in the United States. The lands along the railroad were once occupied by two Indian tribes. The tribes greeted William Penn near the railroad's stone arch bridge in Pine Forge and a home later used by General Washington on

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his regular visits to the area. Washington came to the Colebrookdale valley frequently to urge the iron masters to ramp up their production for the Continental Army.

Today, the Secret Valley Natural, Recreation and Heritage area is home to a wide variety of flora and fauna, Eagles, red-tailed hawks, deer, turtles, fox, turkeys, geese and ducks are frequent sights from the train. We offer a wide assortment of trains throughout the year with brunch, dinner and entertainment, story-telling, bonfires and family trains that include visits with Santa and the Easter Bunny. At this time of year, the Secret Valley offers some of the most beautiful foliage in Pennsylvania.

We welcome you to visit our website at ColebrookdaleRailroad.com and make your plans. We look forward to becoming a tradition.

Visit Dancing Tree Creations When "Common" Just Won't Do!

Dancing Tree Creations Artisans Gallery & Studio was initially opened in Gablesville in October, 2010 by Lyn & Beth Camella-Rich, with the works of 45 artisans from across the nation. Growth continued. A partner, Deb Hetrick, was added and two years ago they purchased and renovated what used to be the Iron Monger on Route 562 (220 S. Reading Avenue), just a couple blocks off Boyertown's main intersection. Their new location opened in May, 2015 with over 200 local and national artists.

Their tag line, "When 'Common' Just Won't Do!" not only describes the items you'll find for sale, but also the experience you'll have when you visit. Whether you need items for employee gifts or recognition, a gift for a special celebration, or want something special for yourself, this is the place to find that one-of-a-kind handcrafted item created in North America. You will even be offered complementary wrapping services.

Each year, from mid-January through mid-March, the gallery closes to allow Lyn, Beth and Deb to travel to art exhibits and shows, meeting new and existing artists, and searching for more handcrafted items that will enhance the shopping experience for their customers. The result is a unique, ever-changing array of works for the individual, their home, office and garden. Classes and demos are occasionally offered and they often participate in local tours.

One such tour is the annual Fall into Winter Tour — a free, self-guided tour, of the spaces of well-known local artists in Boyertown, Oley, Barto and the surrounding areas. Always held the weekend before Thanksgiving (this year November 19th and 20th) from 10am to 5pm, and more information can be found at www.studiobb.org/fall-into-winter/.

Dancing Tree Creations is open 10am to 6pm Thursday through Sunday. Other hours are by

chance or by appointment. To learn more about Dancing Tree Creations Artisans Gallery & Studio, their artisans, special events and hours, stop in or visit their website at www.dancingtreecreations.com or their Facebook page.

Holiday Ideas from Decorating Den Interiors

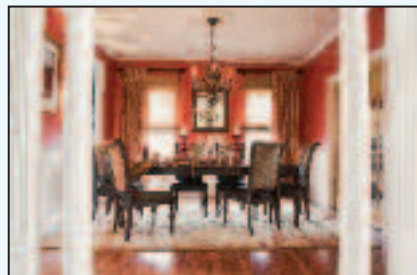


At Decorating Den Interiors, we love to help our clients create a festive atmosphere in their home or office. Here, we offer some suggestions to help you create that warm and cozy holiday glow!

Your foyer/entry way sets the stage for visitors to your space. It is where a great first impression can be made. So why not consider dressing up your front door with a beautiful holiday wreath? From natural evergreen to beautiful dried flowers mixed with silk greenery, a wreath is a great way to set the stage for your holiday décor and create an inviting welcome to guests. A well-lit entry is also a must. To achieve this, use a mirror to brighten these areas. A well selected area rug will also help add a much needed touch of warmth.

As guests or friends settle into your space, they will most likely gravitate toward your living or family room. The centerpiece of either room is typically a brightly bedazzled holiday tree. If your room features a fireplace, most likely you have the added feature of a mantle as another focal point. Candles, pine cones, garlands and holiday stockings all add the right festive touch to your fireplace mantle. You may need to rearrange furniture to accommodate a large Christmas Tree, but be sure to keep your furniture pieces in a comfortable and conversational grouping.

(Continued on page 12)



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ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

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— Science and Health with Key to the Scriptures



Available at the
Christian Science Reading Room
109 1/2 E. High Street
Pottstown, PA 19464
610-323-7388
christianscience.com

(Continued from page 11)



If you have house guests, think of other ways to make their visit with you extra special. Beautify the guest room with just a touch of Holiday magic. Create that special welcoming touch using holiday-inspired accent pillows on the bed, or drape a holiday throw over a chair.

Above all, be sure to include your personality into everything you do. Preparing your space to welcome guests is a lot of fun! And also a great excuse to complete that long-overdue decorating project! Call us at 484.369.8557 to schedule a complimentary consultation and hear how we can help you make some holiday decorating magic!

Montesano Bros. Italian Market & Catering

BRINGING 9TH STREET TO YOU!

Montesano Bros. Italian Market & Catering in Chester Springs was established in November 2006 and has been catering locally everyday since. Family owned and operated, we pride ourselves in using only the freshest local meats and produces paired up with Italian imported olive oils and vinegars to create delicious foods for your family and friends to enjoy.

In November of 2011 we expanded our company by branching out to South Coventry and establishing Montesano Bros. Bucktown Market & Cafe

to serve even more customers. The following menu is available in both locations to help make your next event with family and friends a memorable one. So relax, let us cook, and enjoy!

Bucktown - Italian Market & Café, 2228 Pottstown Pike, Pottstown, PA 19465; 484.624.5066; Monday thru Friday: 9-7; Saturday: 9-6; Sunday: 9-3. Eagle - Italian Market & Catering, 55 Seaboldt Way, Chester Springs, PA 19425; 610.458.8065; Monday thru Thursday: 9-6; Friday & Saturday: 9-7; Sunday: 9-3.

Neiman Marcus Last Call

Neiman Marcus Last Call is your one-stop shop for Gifts Galore! There's something for everyone—don't forget your own wish list!

You'll find the latest looks, direct from favorite designers... all priced for giving, and receiving. We have luxurious cashmere for her and for him—in imaginative prints and every color of the rainbow. We call it luxe, for less!

Scoop up cold-weather must-haves like hats and scarves, plus ready-to-go gifts like boxed jewelry and ties. For the foodie on your list, load up on gourmet treats! So many ways to look fabulous, and be frugal.

Neiman Marcus Last Call is located at the Philadelphia Premium Outlets, 18 Lightcap Road, Suite 753, Pottstown, Pennsylvania 19464; 610.326.4230.

Pottstown Dance Theatre Performs Timeless Classic

Once again, the ONLY school in the region that performed in London during the 2012 Olympic Games, will perform "The Nutcracker Suite: A Christmas Extravaganza" at the Hill School Center for the Arts located at Beech & Sheridan Streets.



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The performances will take place on Saturday December 3 at 7pm as well as Sunday December 4 at 3pm and choreography will be set by Kirov principal dancers Andrei Ustinov and Elena Martinson of St. Petersburg, Russia. Artistic Director Michelle Jones Wurtz will add a work to round out the evening set to the music of The Transiberian Orchestra; and virtuoso pianist Jeff Nations will perform some of the work of the famous Tchaikovsky "Nutcracker" score. This will be a delight for the whole family!

The Pottstown Dance Theatre was founded in 1964 by Pottstown native Phyllis Dersh Rudzitis. In 2001 Ms. Wurtz became the new Director and she has taken the school to Poland, London, and after founding the Pottstown Dance Theatre Repertory Ensemble, Lincoln Center and Carnegie Hall. Students receive a top notch dance education where discipline and artistry are stressed equally. Alumni of the school have gone on to dance professionally at Atlanta Festival Ballet, for the cast of "Movin' Out" by Billy Joel, and Momix to name only a few. Dancers also say the school gave them memories and friendships that have lasted a life time.

Tickets for the event are \$18 for adults if purchased in advance (\$21 at the box office) and \$14 for students and seniors in advance (\$17 at the box office). They can be purchased now at the Pottstown Dance Theatre located at 72 W. Main St., by calling the school at 610.323.2569, or on the school website at www.pottstowndance.com. Start your Holiday Season with the world famous timeless classic enjoyed by all!

Spring Hollow Golf Club

Spring Hollow Golf Club, 3350 Schuylkill Road (Route 724) Spring City, is a challenging, 18-hole public Golf Course with a full-service restaurant and banquet facilities that opened in 1994 in beautiful Chester County. Spring Hollow Golf Club is truly a hidden treasure of the Tri-County Area – In fact, they have been named "Best Banquet Facility" by the readers of the Mercury four times! The golf course was designed Architect John Thompson who created a layout that blends in the features of this one time dairy farm. The frequent elevation changes and multiple sets of tees affords players not only challenging shot selections, but also beautiful views of the surrounding area.

The Grille is the full-service restaurant at Spring Hollow. With its comfortable setting it is a great place to meet friends after work or to

have a relaxing sit-down dinner. In the warmer months, you can dine outside on the covered deck or on the patio while overlooking the golf course.

The Banquet facilities at Spring Hollow can be used for all types of events — Reunions, Birthday parties, Weddings, Business meetings, Golf Outings just to name a few. For additional information, please call 610.948.5566.

The Twin Turrets Inn

The Twin Turrets Inn Bed and Breakfast, located at 11 East Philadelphia Avenue in Boyertown, is owned and operated by four-term Boyertown Mayor Marianne Deery and her husband Frank, President of Boyertown's Borough Council.

Marianne and Frank welcome you to The Twin Turrets Inn, and their English Springer Spaniel, Elizabeth Queen of the Turrets, affectionately known as Lizzie, will also welcome you with her toy.

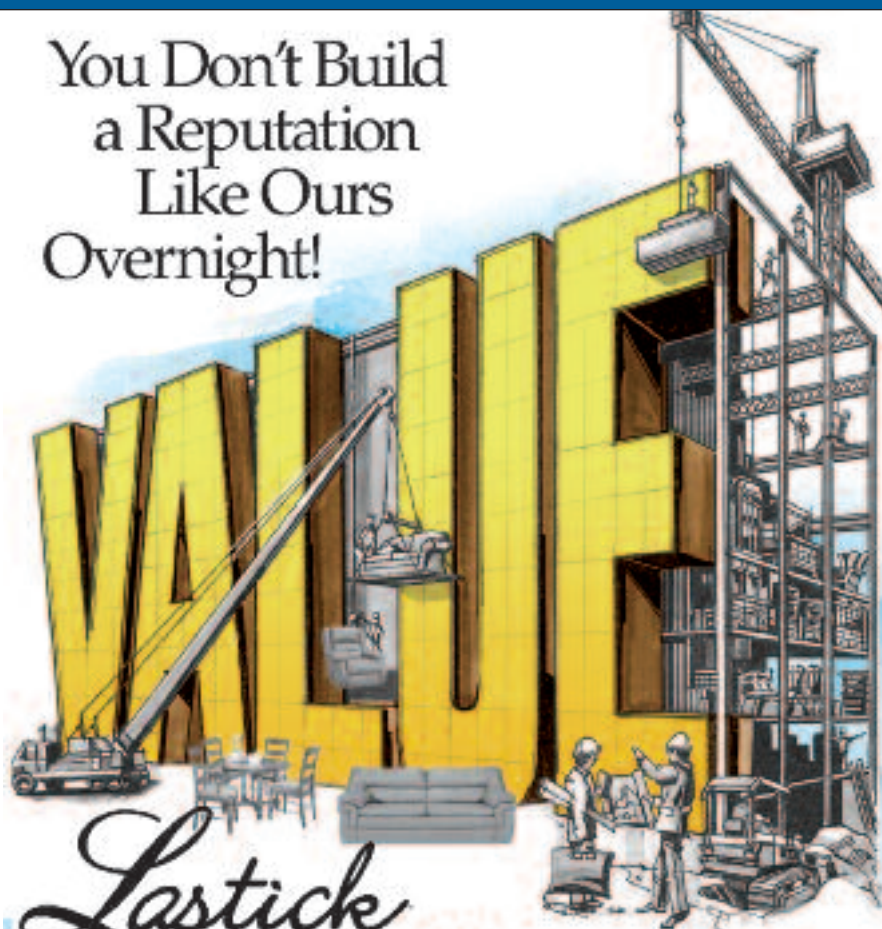
There is a lot to do in Boyertown. "All Aboard" The Little Red Caboose for an exciting excursion on the Colebrookdale Secret Valley Railroad. Or you can catch a baseball game at the famous Bear Stadium. Our park hosts a rambling walking trail, Frisbee golf and a playground for all children. Boyertown is rich in history so a visit to Boyertown's Museum of Historic Vehicles and Boyertown's Historical society is a must. Boyertown's century old State Theater provides live entertainment.

"Bear Fever" is contagious and it begins with historic "Townie Bear" and "Bubbles" located at the entrance to Twin Turrets. There are many other bears as you enjoy your walk along Boyertown's tree-lined streets and see our beautiful architecture, unique shops, restaurants, bakeries and even a micro brewery. Our artistic community is awesome and Taylor Backes Glassblowing Studio is universally recognized.

With so much to do you should really spend an evening or two at The Twin Turrets Inn; you will be glad you did. All of the rooms are tastefully appointed, bathrobes provided for your private bath. All guests will enjoy a fully cooked breakfast, which is served at your convenience. Complimentary usage of a secured wireless network is available.

For additional information, please call 610.367.4513 and visit www.TwinTurrets.com.

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Suzanne Kunda, Freestyle Real Estate

Suzanne Kunda is the sole proprietor and broker of Freestyle Real Estate in Gilbertsville. Starting in 2008, Freestyle has successfully grown in production and sales as an independent real estate brokerage servicing Montgomery, Chester, Berks, Bucks and Lehigh counties.



"After obtaining my real estate license, I always knew I wanted to open my own office. Entrepreneurship and independence runs strong in my blood coming from a family of entrepreneurs. My dad and grandfather owned and operated Kunda Sign Company for nearly 60 years and my great-grandfather started Kunda Bev, both in King of Prussia."

"I was told that I was crazy opening a new real estate office at the tail end of 2008, but it was a great opportunity for me to start out slow and grow, and grow we did. We worked with the market through the ups and downs. During the low times I became short sale and foreclosure certified so we could work with homeowners that were underwater in their homes." Suzanne's experience has stretched a timespan with a variety of real estate trends. More recent times have shown the return of multiple offers, bidding wars and preparing clients to put them in the best position to win the bid; or sell for the highest price. Her knowledge and experience has allowed her to successfully work for a variety of clients all with unique needs. "We began working with new construction with a number of local builders and expanded our reach. Today we work with a variety of clients from first-time buyers, home sellers, new construction, vacant land, farms, rentals, property management and nearly any need within the residential spectrum."

"I feel very fortunate. I own my own business, find exciting new opportunities each and every day, and have the chance to meet and help interesting people. When we first started, my daughter was less than 1-year old. My dad, husband and I built out our first office while she was in her playpen. Everything was new at the time, from the first sign in a front yard to our first print ad and website. I continue to feel that excitement each time we start a new project, marketing campaign or successfully help our clients."

"I don't view myself as a 'salesperson'. I love my job because it provides me with the opportunity to help people find something they want...and in most cases in the beginning, they are not sure what they want. I love going through the process with them to discover what they are looking for. Sometimes it is bigger, smaller, more yard, less work....the list can go on. There is no experience like the excitement when someone finds 'the one'. I can see it on their face usually within minutes of being at the house. Then I know it is my job to figure out the details to get them the house under the best terms possible."

In selling homes, Suzanne's extensive background in marketing has helped create unique and custom marketing campaigns. Each property receives a custom marketing package with Freestyle Real Estate. "Today there is so much more that expands the marketing from a sign in the front yard. The internet and social media have certainly taken the



front seat in marketing so we focus our time and efforts in that media for new listings. It is all focused on creativity to have our listings stand out."

"In today's times, finding a buyer and seller and putting them together is only a small piece of the puzzle. The numerous regulations and guidelines make each transaction unique and challenging. I pride myself on staying informed within the industry and navigating my clients through the process. No transaction is simple but it is my job to be aware and educated on what is going to happen and inform our clients how we will handle it with each step." Suzanne believes that client representation and professionalism are the most important aspects to her job. "Clients need to know and understand that they have someone on their side looking out for their best interests and only their interests."

Suzanne has remained a local to the area. A graduate of Spring-Ford High School, she also attended Ursinus College and Cabrini College for her undergraduate degree before obtaining her MBA from St. Joseph's University. Her continued education

earned the respected designations including Graduate of Realtors Institute (GRI), Accredited Buyer Representative (ABR), Certified Residential Specialist (CRS), Internet Professional (ePro) and Real Estate Negotiating Expert (RENE) these in addition to her Real Estate Broker courses and training.

Suzanne also serves on a variety of Boards and Committees within the REALTOR organizations including; Montgomery County Association of Realtors (MCAR) Vice-President 2017, Treasurer/Secretary 2016; MCAR Grievance Committee Chairperson 2016; Pennsylvania Association of Realtors Board of Directors. She has also been awarded the Philadelphia Magazine's 5-Star Agent Award 2010-2016.

My husband, Jamie Scheck, is a teacher at Spring-Ford School District. "Both my husband and my children have been huge supporters to my success along with all of our family as they flex their schedules to allow for my appointments and commitments. A strong support system is the foundation for any successful business owner and I know how fortunate I am."



Kim Welch, RE/MAX Achievers Inc.

Kim Welch, an agent passionate about real estate and the networking it allows, has been a realtor for more than 12 years. Kim has sold hundreds of properties including existing homes, new construction, foreclosures and short sales, land, new construction, as well as multi-units and investment properties. Kim will give you the confidence and security that she will be by your side through each step of the transaction, educating you along with way. With her natural curiosity and innate drive, Kim can ensure she will surpass your expectations of her. She considers herself a resource in the community and believes in supporting local business and professions. Kim is married to Eric for 15 years and has three beautiful children, Cassidy, Michael, and Reilly, as well as three dogs and two cats. Kim enjoys gardening, animals, cooking, exercising, and networking socially and with business. She belongs to The Tri-County Chamber, R3 Networking Group, Berks Mont Business Association, FCB Net, and Building A Better Boyertown.

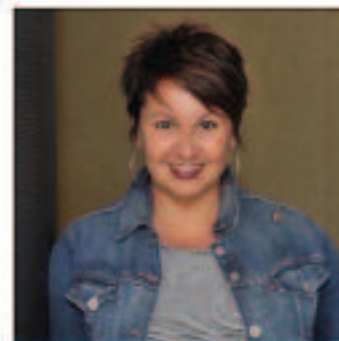
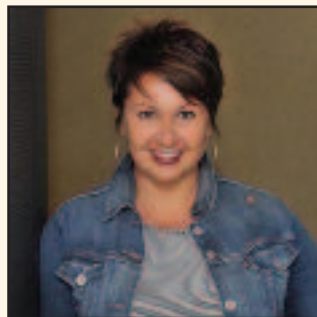
Kim's knowledge of the surrounding communities is a result of her passion for volunteering and creating connections with others. Coupling real estate

knowledge with strong sales skills has elevated Kim's sales statistics. Her listings' average days on the market before sold are 71 and sell within 96 percent of the original list price!

People who know Kim are aware of her optimistic energy, creative problem-solving skills and the ability to think outside the box to offer a more complete package when buying or selling your home. She is very proud to be part of the RE/MAX Achievers organization. Opportunities abound and

challenges still exist but Kim looks forward to tirelessly pursuing your dreams together!

Kim Welch can be reached at RE/MAX Achievers Inc., 2060 E High Street Pottstown PA 19464; thekimwelchsalesteam.com; Office: 610.326.1200; Cell: 610.960.1600; License RS282555.



Kim Welch
RE/MAX Achievers Inc.
"Your Community Resource"

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Kim Welch, RE/MAX Achievers Inc.

Office: 610.326.1200

Cell: 610.960.1600

thekimwelchsalesteam.com

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License RS282555.

Trish Kozola, Images by Trish

Trish Kozola of Images by Trish is passionate about photography creating empowerment! Studies have shown displayed family photographs enhance a child's self esteem. It tells a child they are important in this family. A great image continues to feed the self worth of anyone long after the day the photograph was taken.

Images by Trish serves both the commercials and consumer markets. Her commercial offerings include head-shots, decor photography - both stock and commissioned images, as well as video services. Trish feels everyone should have professional head-shots. There's just something about a good profile photo that raises the professionalism of the person and makes the person feel powerful and in charge.



Consumers also benefit from a sense of empowerment and preserving memories. She will photograph just about anything that she sees, but especially enjoys Pet Photography, Boudoir shoots, conceptual costumes, family portraiture and commissioned art work. Trish also gives back to the community by providing photographic services to local pet rescue organizations. Just as people make a better impression with a good profile picture, the same can be said for

animals. She urges people looking for pets to visit their local shelters and give someone a "fur"ever home!

You can reach Images by Trish at 484.258.1977 or trish@imagesbytrish.com. The website is <http://www.imagesbytrish.com>



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FOCUS ON SUCCESSFUL ENTREPRENEURS



Scott McDevitt, Translogistics, Inc.

Scott McDevitt, started his career in the transportation industry with Roadway Express in 1988. He spent a year in operations and then moved on to becoming a very successful sales representative, winning numerous awards and achievements for his hard work and strong customer relationships. From his experience and client interactions, Scott determined there was a greater opportunity to assist them in overcoming the unique challenges that the transportation industry brings. In 1994, Scott founded Translogistics, Inc. (TLI) in order to satisfy these needs.

"With the ever evolving economy, constant updates of trucking regulations and requirements, and demand for increased visibility throughout the supply chain, it is extremely beneficial for manufacturing companies to seek a quality Logistics Solutions Provider (LSP)," says Scott.

Often, companies seeking logistics help will go to carriers or Third Party Logistics (3PLs) in hopes for better pricing and advice. Most do not know what they should be looking for or even what to expect from a 3PL. That is where an LSP comes in. "Prior to forming a strategic partnership with TLI, companies' operations teams are caught up in the whirlwind of daily activities, often spending too much time and energy dealing with claims, looking for lost shipments, and so on. Executives often lack forecasting tools and Key Performance Indicators (KPIs) to benchmark the status of their supply chain. Translogistics specializes in support and offers solutions to the tediousness of each individual shipment. This enables them to focus on the big picture, enabling them to transform their supply chain into a competitive advantage that encourages growth," says Joseph McDevitt, Senior Solutions Engineer.

Translogistics loves community involvement as well, participating in events like the Reading High School job fair, local bike and running events for charity, and employee donations to aid non-profits like Truckers Against Trafficking. A unique involvement they were involved in this year was a 9/11 artifact move done for a military museum in Mohnnton, PA. Eight employees donated their time to help move two large artifacts recovered from the World Trade Center.

Business and leadership skills are an integral part of TLI, and Scott invests a great deal of his efforts to solidify a business known for its Trust, Loyalty, and Integrity. Above all, Translogistics, Inc. seeks to glorify God and to reflect this through personal, professional, and courteous service.



At the Reading High School job fair.

TAX STRATEGIES FOR BUSINESS OWNERS



THE GOOD LIFE

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



Tax planning is the process of looking at various tax options in order to determine when, whether, and how to conduct business and personal transactions to reduce or eliminate tax liability.

Many small business owners ignore tax planning. They don't even think about their taxes until it's time to meet with their accountants, but tax planning is an ongoing process and good tax advice is a valuable commodity. It is to your benefit to review your income and expenses monthly and meet with your CPA or tax advisor quarterly to analyze how you can take full advantage of the provisions, credits and deductions that are legally available to you.

Tax Planning Strategies

Countless tax planning strategies are available to small business owners. Some are aimed at the owner's individual tax situation and some at the business itself. Regardless of how simple or how complex a tax strategy is, it will be based on structuring the strategy to accomplish one or more of these often overlapping goals:

- Reducing the amount of taxable income
- Lowering your tax rate
- Controlling the time when the tax must be paid
- Claiming any available tax credits
- Controlling the effects of the Alternative Minimum Tax
- Avoiding the most common tax planning mistakes

In order to plan effectively, you'll need to estimate your personal and business income for the next few years. This is necessary because many tax planning strategies will save tax dollars at one income level, but will create a larger tax bill at other

income levels. You will want to “avoid having the “right” tax plan made “wrong” by erroneous income projections. Once you know what your approximate income will be, you can take the next step: estimating your tax bracket.

The effort to come up with crystal-ball estimates may be difficult and by its very nature will be inexact. On the other hand, you should already be projecting your sales revenues, income, and cash flow for general business planning purposes. The better your estimates are, the better the odds that your tax planning efforts will succeed.



Maximizing Business Entertainment Expenses

Entertainment expenses are legitimate deductions that can lower your tax bill and save you money, provided you follow certain guidelines.

In order to qualify as a deduction, business must be discussed before, during, or after the meal. Small, quiet restaurants are ideal locations for a business dinner. The IRS allows up to a 50 percent deduction on entertainment expenses, but you must keep good records and the business meal must be arranged with the purpose of conducting specific business. Bon appetite!

Important Business Automobile Deductions

If you use your car for business such as visiting clients or going to business meetings away from your regular workplace you may be able to take certain deductions for the cost of operating and maintaining your vehicle. You can deduct car expenses by taking either the standard mileage rate or using actual expenses.

(Continued on page 19)

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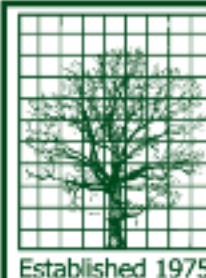
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- 2) Use interesting ways to help slow paying customers.
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Donna is an accomplished Certified Practitioner of the Equine Gestalt Coaching Method, a powerful, co-active coaching approach where the client benefits from a partnership of two coaches — one Equine and one human — as they explore and resolve "unfinished business" and limiting beliefs that are holding them back. Together, the Horses and she create a sacred space for her clients to become more grounded, mindful and aware; to

connect with and hear the messages from their inner spirit; and to receive powerful healing from the horse that releases energy blocks and promotes harmony within.

EGC is for anyone who is searching for ways to improve their life. If you are open to exploring areas in your life where you feel stuck, and want to get unstuck — in relationships, health, finances, spirituality — then Equine Gestalt Coaching is for you. At 4 Healing Hoofs, our focus is to assist

people in finding their inner gift so they can live their passion and life purpose. This is a powerful and effective form of therapy located in a beautiful and serene setting.

Individual EGCM sessions can be one at a time or in a package that includes supportive phone coaching. Please visit www.4healinghoofs.com or our Facebook page at 4 Healing Hoofs, LLC and call Donna at 610.331.6643 or email donna@4healinghoofs.com to ask questions or make an appointment.



Feet First Dance

Feet First Dance was established in 1982 in an effort to bring to the Phoenixville community quality dance education emphasizing a blend of the technical and creative. In the spring the dance classes culminate in a spectacular lively performance performed by grade schoolers through adults on the stage at Ursinus College in Collegeville.

Feet First has added two new dance opportunities in the last few years, a Mommy or Daddy and Me class for 2 and 3 year olds and their parents, and private instruction in couples dance to prepare for weddings and special events that require personal choreography.

Last year a performing troupe called Footage was added to the Feet First dance activities. Footage performs at local events in Phoenixville, Philadelphia and surrounding areas throughout the year. Footage will come out to provide lively entertainment for local events upon request.

Along with the classes for children and teens, Feet First has an active adult dance curriculum for all levels of dancers, from beginners to advanced in Modern, Ballet, Tap and Hip-Hop. All are welcome to come try a class!

Throughout the past thirty-four years, Feet First has taught classes in Creative Dance, Modern,



Ballet, Pointe, Tap and Hip-Hop. Feet First provides age appropriate dance education that recognizes the child, teen, and adult as a whole human being, challenging and inspiring through technique, meaningful content and creative dance work. For the younger child, Feet First provides a creative, self-esteem affirming approach to dance with a playful, dramatic use of stories and poems to inspire expression, teamwork, and individual development of emotional, social, mental and movement skills.

Feet First has been located at 710 Wheatland Street, Phoenixville for the past 27 years. For more information please go to the website: www.feet-firstdance.com.



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THE GOOD LIFE

(Continued from page 17)

The mileage reimbursement rates for 2016 are 54 cents per business mile (lower than it was last year). Don't forget 19 cents for medical and moving miles as well as 19 cents for charitable miles.

Whichever method you decide to use to take the deduction, always be sure to keep accurate records such as a mileage log and receipts. If you'd like to chat about how to track your miles or any of these topics give me a call. While I don't do taxes, I work with enough business owners that I can set you in a good direction. Happy driving!

Increase Your Bottom Line When You Work At Home

The home office offers so many tax advantages it becomes worth the additional tracking and recording needed to document it. Here are a few common tips for home office deductions that can make tax season significantly less traumatic for those of you with a home office.

Try prominently displaying your home phone number and address on business cards, have business guests sign a guest log book when they visit your office, deduct long-distance phone charges, keep a time and work activity log, and

retain receipts and paid invoices. Keeping these receipts makes it so much easier to determine percentages of deductions later on in the year.

And don't forget Section 179 expensing where you can deduct equipment, furniture and tools used in your home office. The rules and limits change each year so consult with your tax advisor. Equipment can be new or used and includes certain software. All home office depreciable equipment meets the qualification. Some deductions can be taken whether or not you qualify for the home office deduction itself. If you want to chat with someone knowledgeable before taking up your accountant's time, give me a call.

So many tax strategies to consider! Want help strategizing? 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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Our Approach

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BUSINESS PROFILE

The Longacre Company

The Longacre Company (www.longacreco.com) of Bally has been providing multiple commercial, industrial and residential products and services to the region for more than 90 years.

Throughout the decades, The Longacre Company has developed into a strong and professional multi-divisional company serving the residential and commercial needs of Southeastern Pennsylvania residents. From electrical, plumbing, and heating & air conditioning installation and maintenance to complete kitchen & bath remodeling and floor covering; The Longacre Company has soundly established itself as one of the foremost versatile, trusted and reliable service-dedicated companies in the region.

Longacre's focus on commercial and industrial services continues to expand as the company grows stronger. Projects like the Victory Bank in Limerick; The Hill School, The Tri-County Performing Arts Center, Creative Minds Montessori School, and Sanatoga Thriftway all in Pottstown; Upper Perkiomen Valley YMCA, Good Shepherd Church of Boyertown, Most Blessed Sacrament of Bally and dozens of others have sought-out and enlisted The Longacre Company to provide full-service commercial and industrial electrical, plumbing, HVAC, refrigeration, floor covering and more in recent years.

Longacre's vast array of commercial, industrial and residential services include: complete lighting

systems, bucket truck services; troubleshooting, maintenance and repair work; complete equipment connection; computer, data, and network wiring; air conditioning systems, ground water heat pumps, electronic zone control systems, gas and oil hot air/water systems, walk-in coolers and freezers, refrigerated warehouse systems, whole-building plumbing installation, instant hot water heating systems, high-tech Pex piping systems, kitchen and bath design and installation, appliance sales and services, floor covering sales and installation and much more.

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Additional information on The Longacre Company can be found on the web at www.longacreco.com or by calling 610.845.2261.



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MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

As an authorized local expert for Constant Contact, I often teach the benefits of email marketing as a lead generating tool. Combining email marketing with your favorite social media channel can be even more powerful. Recently, we put together a few campaigns with business owners and organizations to do just that.

When we work with clients to market their business, their email list is a very important key to reaching out to their "warm market." These are people who they have met, do business with or may be interested in doing business. They can also be businesses and organizations who support their business such as vendors, business associates, and support associations.

There may be a chance your warm market is also involved with you on your social media channels and that is great. But what if they aren't? Or, how could they help you achieve even more on your social media channels?

In a recent email campaign we conducted with a local organization, we reached out to those "raving fans" the organization had as a part of their email list and asked them to support the organization even more by going to their Facebook page and writing a review. To get their attention and give them even more of a reason, we offered an incentive by creating a contest to win a gift card. Can you do this? Yes, it's ok to do this and not get in trouble with Facebook Promotions rules. In fact, when reading through the offers and promotions guidelines for Facebook, the major point

that resonates from their guidelines is to include in the rules that Facebook is in no way associated with the offer or promotion. Here's the link to learn all about the rules associated with the guidelines - (https://www.facebook.com/page_guidelines.php).

So how do you go about creating an email campaign?

The first step is your goal.

What is your goal for the campaign? We'll start there first. Is it you want to build your Facebook likes? Is it you want to sell more products or services? Is it you want to get more attendance to an event? It's important you identify the reason and make it a SMART goal.

Next, create a sense of urgency.

With any SMART* goal it needs to be timely. Offers and promotions need a deadline to create a sense of urgency. Create a small window of time for those receiving your email campaign to react and take action. A SMART goal is "S" Specific, "M" Measurable, "A" Attainable, "R" Relative, and "T" Timely.

(Continued on page 23)



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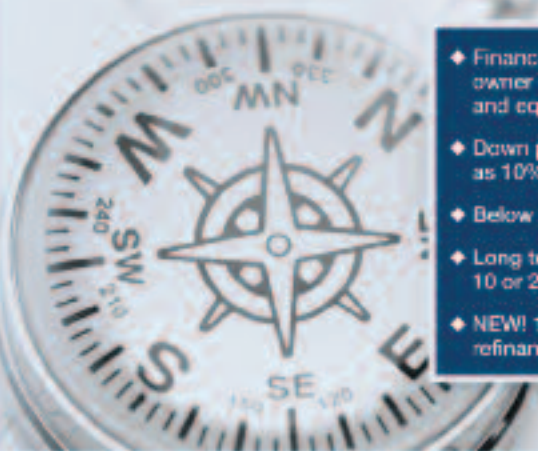


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MANUFACTURING: THE BULLIED CHILD OF PENNSYLVANIA INDUSTRY



By Gordon Tomb

National Manufacturing Day — which fell on the first Friday of October — was a great opportunity to recognize the manufacturing sector's immense contributions to Pennsylvania's economy: \$79 billion in gross state product and 575,000 jobs. Regrettably, the day also highlighted one of the sector's biggest hurdles: an unfriendly business climate created by state government.

This year, Pennsylvania's attractiveness to manufacturers earned a dismal "C-minus" from Ball State University's Center for Business and Economic Research—down from a "C" in 2015.

One of the main factors dragging Pennsylvania's grade lower is our tax climate, which is on the cusp of a failing grade, garnering a "D-minus." This has a major influence over where manufacturers and logistics firms locate their operations.

"I think it's fair to say that in Pennsylvania the effective tax rate is rather burdensome," says Michael Hicks, director of the Ball State research center.

From a manufacturer's perspective, Pennsylvania ranks near the bottom of the 50 states in two key areas— corporate tax structure (44th) and unemployment insurance tax composition (45th), according to the Tax Foundation.

Why should companies put down roots in the Keystone State when dozens of other states are more tax-friendly? Companies are right to ask this question, especially considering the sorry state of economic growth in the last few decades.

Between 1991 and 2015, Pennsylvania ranked 46th among the states in job growth, 45th in personal income growth, and 46th in population growth. Last year alone, 41,000 more people decided to leave Pennsylvania than move here.

Yet while Pennsylvanians were fleeing to greener pastures, Harrisburg pushed through record-breaking spending and continued to look for more things to tax. In fact, over the past 25 years, the size and scope of state government has grown almost 200 percent, from a \$27 billion operating budget to nearly \$80 billion this fiscal year.

Are we better off because of it?

Pennsylvania's unemployment rate stands at 5.7 percent— nearly one percentage point above the national average. Of the 50 states, Pennsylvania had the second largest increase in the unemployment rate over the past year.

(Continued on page 24)

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MASTERING SOCIAL MEDIA

(Continued from page 21)

Make it easy to participate.

Whatever you do, keep the rules easy and provide a direct link on the social media channel to exactly where you want them to go. If you want them to leave a review, take them to the review section. If you want them to see a link, put the link directly in the email.

Create an incentive.

Make sure that the incentive is something everyone on your email list would want or could use. It could be to a local restaurant if those on your email list happen to all be from the local area. It could be to a major company who provides a variety of products or services that anyone could use anywhere.

Some final thoughts to share about the email campaign.

How often should you email those you would like to target in the campaign? The answer, two times: once to introduce the promotion and a second time as an announcement for the final deadline.

Where to announce the winner? Since the promotion we were doing was through

their email list, we could announce the results and the winner through email. We knew exactly who had participated.

What were the results of the campaign we conducted with the local organization? We doubled their Facebook likes and added 39 reviews to their Facebook page. Their goal for reviews was 25. The Facebook likes were a bonus for them.

With these step by step instructions there should be no need to question on how to create a promotion utilizing your email marketing system. Just remember if creating the promotion for Facebook, make sure to review the current Facebook guidelines. Author's note: These instructions are ONLY to be used when creating your promotion through an email campaign. Promotions directly on Facebook must include certain information and can only be conducted through your business page.

The team of Interlace Communications is here to help you achieve your SMART goals with social media, email marketing, and print marketing. Give us a call at 484.709.6564 or email kasey@gomaava.com to help you create your next campaign.

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Limerick generates enough carbon-free electricity to power more than two million homes. According to the Continental Economics report, if Limerick were retired from service, annual carbon dioxide emissions would increase by 13.2 million tons, equivalent to putting more than 2.5 million cars on the road.

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MANUFACTURING: THE BULLIED CHILD OF PENNSYLVANIA INDUSTRY

(Continued from page 22)

Politicians wedded to the status quo propose raising the minimum wage and increasing government spending to drive economic growth. In reality, both are proven disincentives to private-sector employment.

Corporate subsidies are another failed solution. Pennsylvania leads the nation in these handouts to select companies, doling out \$800 million this year alone to convince politically connected businesses to remain in an unwelcoming environment.

The real solution is controlling state spending growth. Eliminating millions in corporate subsidies would be a great first step, allowing lawmakers to lower taxes on all businesses, not just those with the most lobbyists in Harrisburg.

Additionally, lawmakers must address our astronomical corporate income tax rate. At 9.9 percent, it ranks second in the nation. Add the federal tax rate, and Pennsylvania's corporate income tax rate is the second highest in the world.

Companies have undoubtedly been dissuaded from making Pennsylvania

their home as a result of this high tax rate. And when companies move elsewhere, that means fewer jobs for Pennsylvanians and less investment into our economy.

The solution is simple, but it will take political will. Harrisburg must control its habitual overspending and enact true reforms to the state's primary cost drivers. This includes addressing our public pension crisis—a perennial black mark on the state's resume for business investors.

Pennsylvania has a rich manufacturing tradition dating to the 19th century, when its steel industry began to establish a leadership position it has since lost.

Significant government reform can revitalize the state's manufacturing future—a key source of jobs and prosperity—giving Pennsylvanians even more reason to celebrate National Manufacturing Day for generations to come.

Gordon Tomb is a senior fellow with the Commonwealth Foundation, Pennsylvania's free market think tank.

POTTSTOWN MEMORIAL MEDICAL CENTER ANNOUNCES COLLABORATION WITH NEMOURS CHILDREN'S HEALTH SYSTEM

Pottstown Memorial Medical Center (PMMC) and Nemours Children's Health System (Nemours) are pleased to announce a new collaborative relationship to provide advanced pediatric care to families in Pottstown and the surrounding communities.

As part of this collaboration, which began July 1, pediatric hospitalists trained and employed by Nemours will work with the staff on the inpatient pediatrics floor, provide consults in the PMMC Emergency Department, and attend high-risk deliveries. Should a higher level of care be required, additional consultative services may be provided remotely via telemedicine by critical care physicians located at Nemours/Alfred I. duPont Hospital for Children. Moreover, PMMC will have access to Nemours Kids Transport, a state of the art emergency transport system designed to safely transport children to duPont Hospital for Children when the advanced pediatric services of a children's hospital are required.

"Keeping kids local for emergency and hospital care eases the burden for families by eliminating the need for travel," says Rich Newell, CEO. "PMMC is proud to bring an enhanced level of pediatric care to our community through our relationship with Nemours. This collaboration and the resources Nemours provides will be an asset for our patients."

As one of the nation's leading pediatric health systems, Nemours provides leadership, institutions and service to restore and improve the health of children through care and programs not readily available, with one high standard of quality and distinction regardless of the recipient's financial status. This mission aligns with PMMC's desire to deliver compassionate, safe, quality care and serve as a place of healing, caring and connection for patients and families in the communities they serve.

"At Nemours, we made a promise to do whatever it takes to help children grow up healthy and reach their full potential,"

remarked Mark Ogino, M.D., Medical Director for Nemours Partnership Network. "Working with the providers and staff at Pottstown Memorial Medical Center, we can help children & families in and around Pottstown get off to a healthy start from birth by providing high quality specialized pediatric care in a community health care setting."

Dr. Philip Cook will serve as the Site Chief for Nemours duPont Pediatrics at PMMC. Dr. Cook is board certified by the American Board of Pediatrics and licensed in Pennsylvania since 1989. In addition, he is a licensed attorney and has been a member of the American Bar Association and the Pennsylvania Bar Association since 1998. Dr. Cook is also a Fellow of the American Academy of Pediatrics, a member of the American Society of Law, Medicine & Ethics, and a member of the Board of Directors for the Pottstown Area Health & Wellness Foundation.

About Pottstown Memorial Medical Center: Pottstown Memorial Medical Center, a 232-bed, acute care hospital, is accredited by The Joint Commission. The medical staff includes 260 physicians, representing 40 medical specialties and is committed to serving the healthcare needs of residents in Pottstown and the surrounding areas. The hospital offers an extensive range of services including inpatient and outpatient, medical, surgical, obstetric, pediatric, diagnostic and emergency care as well as family practice offices throughout the area. A full continuum of care is provided to patients through a dedicated team of physicians, nurses, staff and volunteers. Pottstown Memorial Medical Center strives to exceed patient expectations, while delivering compassionate, safe, quality care. For more information, please visit PottstownMemorial.com.

About Nemours: Nemours (NAH-mors) is an internationally recognized children's health system that owns and operates the Alfred I. duPont Hospital for Children in Wilmington, Delaware and the Nemours Children's Hospital in Orlando, Florida along with major pediatric specialty clinics in Delaware, Florida, Pennsylvania and New Jersey.

Established as The Nemours Foundation through the legacy and philanthropy of Alfred I. du Pont, Nemours offers pediatric clinical care, research, education, advocacy and prevention programs to all families in the communities it serves. For more information, visit www.Nemours.org

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Produced by KOP-BID and presented by Title Sponsor Budget Maintenance, all proceeds from Beerfest Royale are used by the organization for physical improvement projects throughout King of Prussia. Beerfest Royale 2016 raised over \$43,000, bringing the event's five-year fundraising total to over \$120,000. KOP-BID utilizes these funds for landscape median transformations along King of Prussia's commercial corridors.

(Continued on page 34)



Every great movement begins with a big idea. At Commonwealth Foundation, ours is **freedom.**

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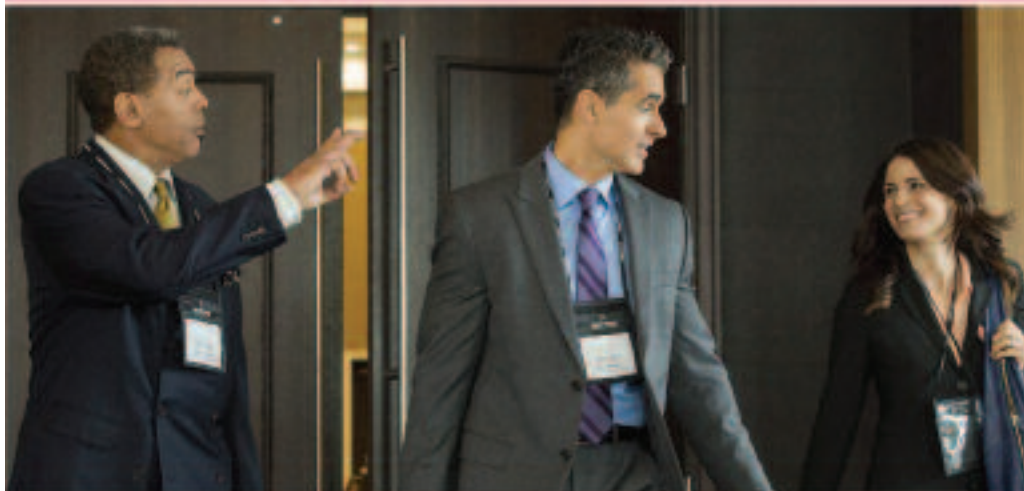


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BEERFEST ROYALE

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New this year, KOP-BID partnered with Montgomery County's Fiorenza's Food for Friends (F4). F4's mission is to connect sources of food to local recipients in need. At Beerfest Royale 2016, KOP-BID coordinated with participating restaurants to rescue 354 pounds at the close of the event to donate to Coordinated Homeless Outreach Center, a local shelter in Norristown. This donation equates to 354 meals for those in need.

King of Prussia Beerfest Royale will return on October 5 and 7, 2017.

ABOUT KING OF PRUSSIA DISTRICT: King of Prussia District (KOP-BID) is a 501(c)(3) not-for-profit, special services organization. KOP-BID engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive and prosperous. For additional information: visitKOP.com; connectKOP.com.

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LIMERICK GENERATING STATION DONATES \$90,000 TO LIMERICK TOWNSHIP POLICE DEPARTMENT

Exelon Generation’s Limerick Generating Station donated \$90,000 to Limerick Township on October 18 at the Board of Supervisors meeting. Limerick Plant Manager David Lewis presented the donation, which will be used to purchase two police vehicles for Limerick Police Department.

“Our mission at Limerick is to safely produce electricity, while at the same time work to make our communities a better place to live,” said Rick Libra, site vice president, Limerick Generating Station. “This contribution demonstrates our ongoing commitment to support our first responders and Limerick Township.”

“On behalf of the men and women of the Limerick Township Police Department, I would like to thank Limerick Generating Station for the generous donation,” said Limerick Township Police Chief R. Brian Skelton. “Police vehicles are the highest cost of our annual equipment purchases and this donation will be used to acquire two SUV police vehicles next year.”

“The Board of Supervisors has a long-standing commitment to provide the highest level of public safety possible and is grateful to Exelon for this donation and their continued support of the Limerick Township Police Department,” said Thomas Neafcy Jr., chairman, Limerick Township Board of Supervisors.

The donation is one of the many ways in which Limerick Generating Station gives back to the community each year. Through corporate and employee donations, environmental stewardship contributions and the annual Limerick Charity Golf Outing, the station donates more than \$450,000 each year to organizations and first responders in the surrounding area.

Limerick Generating Station is approximately 21 miles northwest of Philadelphia. The plant produces enough carbon-free electricity to power 2 million homes. Join us on Twitter and YouTube.





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CHAMBER OF COMMERCE

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

Melissa Shainline,
Marketing and Administrative Director,
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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 in October.

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!**

Carr Chiropractic and Wellness, LLC
33 E. Philadelphia Ave., Floor 1
Boyertown, PA 19512
610.983.8066
www.carrcaw.com

Chiropractors
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First Financial Group
1290 Broadcasting Road, Suite 122
Wyomissing, PA 19610
484.509.0064
jeffreybingham.net
Financial Services
Referred by: Josh Petruskas, Furniture Soup, Inc.

Glocker Realty and Insurance
900 E. Philadelphia Avenue
Boyertown, PA 19512
610.367.2058
www.glocker.com
Referred by: Josh Petruskas, Furniture Soup, Inc.

Innovative Coaching Services, LLC
152 E. High St., Suite 440
Pottstown, PA 19464
610.705.3526
innovativecoachingservices.com
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The JT Dorsey Foundation
1014 Cherrington Drive
Harrisburg, PA 17110
717.329.8937
www.jtdorsey.com
Nonprofit Organization; Child Development; Recreation; Youth Services
The JT Dorsey Foundation provides wellness education, physical activity, mentoring, leadership, employment training and a safe space for at-risk children to grow up across Central and Eastern PA.

Pottstown Area Artists Guild
PO Box 433
Gilbertsville, PA 19525
610.718.8424
paag.info
Nonprofit Organization; Artists/Artisans
Founded in 1960, the Pottstown Area Artists Guild brings together area artists to promote the local art "scene" through shows, lectures, and classes. PAAG's mission is to promote, inspire, and support the artistic spirit within the community. Meetings are held on the third Tuesday of the month at 7PM at the Hill School Center for the Arts.

TAB – The Alternative Board PA & Ohio Valley
3990 Ashland Drive, Suite #2
Skippack, PA 19474
610.571.0798
www.TABpaohvalley.com
Management Consultants; Consultants

Traci O'Connor Bookkeeping
2371 Deep Creed Road
Perkiomenville, PA 18074
484.824.3938
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CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

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17 YEARS

J&T Technologies, Inc.
Valley Forge Casino Resort

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Independence Planning Group

9 YEARS

Bally Savings Bank

5 YEARS

J&J Environmental, Inc.

1 YEAR

IVC Wealth Advisors
JT's Gourmet Delivery LLC
Legal Shield Independent Associate Brian Klein

PECO

PMA Medical Specialists – Limerick

PMA Medical Specialists - Phoenixville

PMA Medical Specialists – Pottstown

Reading Health Physician Network, Internal Medicine

Michael Romanelli Agency, Farmers Insurance
The Swamp Door Antiques & Curiosities, LLC

Tidewater Mortgage Services

Albina Veys, D.M.D., P.C.

Member Renewals

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

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Beacon Container Corp.

The Body-Borneman Companies
Boenning & Scattergood, Inc.

Buchert Ridge Community, Inc.
Betsy Chapman, Harpist

James M. Capinski and Associates
John J. Cione and Co. LLC

Cisick and Nester Insurance and Financial Services

Colorworks Graphic Services, Inc.

Complete Family Eyecare, Ltd.

Creative Health Services, Inc.

Express Data Systems, Inc.

FlagZone LLC

Gatsby's at the Sunnybrook Ballroom

Gianni's Catering and Events

Hickory Valley Golf Club

Houck & Gofus Funeral Home, Inc.

Independence Day Ltd.

Keystone Villa at Douglassville

Lower Pottsgrove Township

Montgomery County Community College

New Hanover United Methodist Church

Norco Fire Company

Orlando Law Offices, P.C.

Perkiomen Valley School District

Permabond, LLC

Pottstown Area Health & Wellness Foundation

Pottstown School District

Pottstown YMCA, a branch of Philadelphia Freedom Valley YMCA

Precision Polymer Products, Inc.

Specht Realty, Inc.

Steel River Playhouse

Tompkins Insurance

Tompkins VIST Bank

Tri-County Emergency Physicians, LLC

Visiting Nurse Association of Pottstown & Vicinity

Walnut Woods

Are you Celebrating 25, 50, 75 Years?

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

UPDATED MEMBER INFORMATION:

Platinum First Realty is now **EXP Realty**. New Address: 1396 Juniper Street, Pottstown, PA 19464; New website: PFRselect.com; New phone number: 610.792.4800

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., Nov. 10
7 – 9 AM

Inspirational Membership Breakfast

Brookside Country Club, Prospect & Adams Sts., Pottstown 19464
Dr. Tony Campolo, Professor of Sociology at Eastern University, will provide an inspirational message on “Finding Balance in an Unbalanced World”. Many have spent time and energy trying to figure out how to strike balance. We need to spend time on our everyday responsibilities and not neglect our deep emotional, relational, and spiritual needs. Join us for easy to understand illustrations and explanations on how you can try to meet that need.

\$26 per attendee (prepaid by 11/4); \$32 per attendee (prepaid after 11/4); \$32 per Member (invoiced)

Sponsored by: Citadel Federal Credit Union; The Landing of Collegeville an Atria Senior Living Community; McCarthy Engineering Associates, Inc.

Tues., Nov. 15
4:30 – 6:30 PM

Giving Thanks Holiday Mixer/Expo

Norco Fire Co., 144 W. Schuylkill Rd., Pottstown 19465

A unique opportunity to **increase exposure** and **build and strengthen your business network** with Chamber Members while enjoying refreshments donated by our Member restaurants and caterers.

Holiday Wreath Auction – Businesses can donate a decorated wreath for Members to bid on, or provide a door prize for a business card drawing.

PART will be accepting **donations** for the Pottstown Cluster of Religious Communities – check out the event registration page for a list of acceptable dry good items.

Members Only; \$50 for Expo Table (table reservation is required); No Charge to attend Mixer

Co-Hosts: Pottstown Area Rapid Transit, Inc. (PART); Valley Forge Tourism & Convention Board

Thurs., Nov. 17
8:30 – 10 AM

“Made in the Tri-County Area” Tour – FlagZone LLC

FlagZone, LLC, 105A Industrial Drive, Gilbertsville 19525

FlagZone is a leading manufacturer of U.S. flags which include, but are not limited to: U.S., State, Foreign, Military, Marine, Message, and custom flags and banners. They pride themselves in producing a **Made in America Product** and one that is a worldwide symbol of freedom and liberty for all.

This tour is limited to 25 Chamber Member participants

\$10 per Member; Members Only; Reservation Required

Sponsored by: FlagZone, LLC

Next Pro Business Council Meeting

Monday, November 21,
10-11 AM at the Chamber Office.

Pro Business Sponsor:



Exelon Generation.

The Chamber Office will be closed on Thursday, November 24 and Friday, November 25 for the Thanksgiving Day Holiday.

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

610.326.2900



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SAVE THE DATES

Thurs., Dec. 1
5 – 8 PM

S.T.E.M. Event

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

Kimberle Levin, Founder & CEO of KidzTri3, will be the moderator of this new event. The focus of STEM is to expose middle and high school girls to career opportunities that are available in the highly sought after areas of **science, technology, engineering, and mathematics**. Interactive presentations from our Champion sponsors will highlight these career choices: **Monica Beistline**, Exelon (Science); **Dr. Gayathri Moorthy**, Montgomery County Community College (Technology); **April Barkasi**, CEDARVILLE Engineering Corp. (Engineering); **Karen Norheim**, American Crane & Equipment Corp. (Mathematics/Manufacturing).

Free for Students; \$35 for Adults

STEM Champion Sponsors: American Crane & Equipment Corp.; CEDARVILLE Engineering Group, LLC; Exelon Nuclear; Montgomery County Community College

STEM Supporter Sponsor: Traffic Planning & Design, Inc.

Tues., Dec. 13
5 – 7 PM

December Business Card Exchange

The Victory Bank, 548 N. Lewis Rd., Limerick 19468

Celebrate the holiday season with festive decorations, exquisite hors d'oeuvres, wine, beer and beverages while networking with fellow Chamber members and enjoying the delightful sounds on the baby grand piano by pianist, Jeremy Fanucci.

No Charge; Members Only; Registration Appreciated

Sponsored by: The Victory Bank

Wed., Dec. 14
8:30 – 10 AM

“Best Places to Work” Workshop

TriCounty Area Chamber of Commerce, 152 High St., Suite 360, Pottstown 19464

An informative and practical presentation by several member companies who have recently and repeatedly been named to the **PA Best Places to Work** list. Hear their ideas for engaging your workforce, and in turn increasing customer satisfaction, sales, and profitability.

No Charge; Members Only; Registration Required

Thurs., Jan. 5
5 – 8 PM

Tri-County Area Women's Roundtable

Copperfield Inn, 594 W. Ridge Pike, Limerick 19468

Elizabeth LaBan, author of “The Restaurant Critic's Wife” lets everyone know that she is good at writing and eating, but cooking – not so much. Elizabeth will share with us what it is like to be married to a restaurant critic, which tends to fascinate people and how she has managed to finally achieve her lifelong goal of being a published novelist. She will talk about how she juggles all of it – writing, laundry, making school lunches, and attempting to be present when her kids want her attention even if she is writing a scene in her head while they are talking.

\$35 per person (prepaid by 1/1/17); \$40 per person (after 1/1/17); \$250 per Table of 8

Sponsored by: The Victory Bank

Sponsorship Opportunities Available

Thurs., Jan. 12
7 – 9 AM

Economic Forecast Breakfast

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Kamran Afshar, Ph.D, President, KAA, Inc. will present on the **State of the Economy – Past, Present and Future**. Join us for a brief analysis of the state of the economy, national as well as local to include the Federal Reserve's monetary policy and its impact on interest rates and the stock market. Also included will be a forecast of economic growth and employment in light of the new administration's economic policies along with a review of the critical issues facing the economy going forward.

\$26 per Member (prepaid by 1/1/17); \$32 per Member (invoiced or after 1/7/17); \$50 per non-member

Sponsored by: Tompkins VIST Bank

Wed., Jan. 18
5 – 8:30 PM

Boyetown Area Progress Dinner

La Massaria at Bella Vista Golf Course, 2901 Fagleystille Rd, Gilbertsville 19525

More details to come.

Sponsorship Opportunities Available. Snow Date: Wednesday, January 25

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

TCACC LAUNCHES BRAND NEW PROGRAM

We have spoken with many of our local businesses, understand your needs, and have some really exciting news to share! Today, we are launching a brand new program of the TriCounty Area Chamber of Commerce called:

Shop TriCounty was created to increase your visibility and encourage the very people who live and work in the tri-county region to patronize your business, take advantage of a great deal, and encourage repeat business. We are also pleased to tell you that we have partnered up with Pottstown CARES Student Leadership to help us launch this *amazing buy local initiative*.

Please sign up to be a participating business today. Here are some important details:

Please help us to help you – let's work together to strengthen our communities. Sign up to participate today! Any questions about this program, please contact Jennifer O'Donnell at 610.326.2900 or jennifer@tricityareachamber.com. Follow us on Facebook (facebook.com/ShopTriCounty) to stay up-to-date on the program!



Sponsored by:



**KEY TAGS
DISTRIBUTED
THIS MONTH!**

HOW YOU CAN PARTICIPATE:

- Chamber membership is required to participate in the Shop TriCounty program. If you know of a local business – spa, restaurant, gift/flower shop, retail, etc. that would benefit from this program – have them contact Jennifer.
- You will need to complete the Shop TriCounty application and return along with \$50 participation fee. The initial annual fee will cover your participation through December 31, 2017. We guarantee that you will not find this opportunity, with this much exposure, for this cost, anywhere else! The program fee will renew on January 1, 2018.
- Participating businesses will receive a Shop TriCounty window cling to display – helping potential customers know you are part of the program! Your discount is also listed on the Chamber's Shop TriCounty page – tricityareachamber.com/shoptricity
- Examples of discounts: 10% off entire purchase/service, free trial lesson, concert/event ticket discount, \$5 off coupon, etc. – be creative in your offer and personalize it to meet your needs to help increase revenue and repeat business! You can even change your discount offer periodically.



Why Invest

The TriCounty Area Chamber of Commerce promotes and protects the interest of businesses in the southeastern Berks, western Montgomery, and northern Chester counties. It is our mission to provide relevant membership services and proactive leadership to enhance the economic opportunity and quality of life within our region.



Shop TriCounty.
Live Local. Save Local.
Encouraging business growth
in the tri-county region



Investing in TCACC means you are joining our vision in Building Communities, Creating Connections, and Supporting Commerce.

- You want to be recognized in the tri-county region as a community partner.
- You are committed to seeing the business community thrive in the tri-county region.
- You want to build relationships that lead to business growth.
- You want to encourage people to spend their dollars in the communities in which they live.

The Program

The Shop TriCounty Chamber Card Program connects the community to your business and encourages buying local initiatives. This program was created to increase your visibility and encourage the very people who live and work in the tri-county region to patronize your business, take advantage of a great deal, and encourage repeat business. About the program:

- Over 15,000 Chamber member employees will receive a Shop TriCounty Chamber discount card. This card will also be available to members of the community at no charge.
- Chamber members who participate in the Shop TriCounty Program offer a discount to Shop TriCounty cardholders. Your discount can change seasonally or based on your marketing plan by contacting a member of our Chamber staff.
- Your business and discount is listed for one year on our dedicated Shop TriCounty webpage. Discount cardholders visit our website to see what businesses are offering a great deal, shop, and receive your discount when presenting our Chamber card to you.
- The Shop TriCounty Chamber Card program will be continually shared on social media and local media outlets to maximize exposure for your business.

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

Leadership

TRI-COUNTY

OCTOBER SESSION

Leadership Tri-County Class of 2017's October session was focused on the justice system in the tri-county area. Unfortunately, the Berks County Prison had to cancel our scheduled tour of their facility. We thank the Reading Eagle and the Santander Arena for accommodating us on short notice.

The class arrived at the Reading Eagle to start their day. **Nicole Brambila**, Investigative Reporter, talked to the class about typical stories she would cover and how long story development typically takes. **Lauren A. Little**, Staff Photographer, talked about her range of assignments she has had to cover – from special events, accidents, sporting events, and much more. **Ashley Arnold**, NIE Coordinator/Promotions Assistant, led the class on a tour of the facility. One of the most recent additions is a new press which consolidates packaging and distribution.



The class made the 'front page' of the Reading Eagle! Photograph on paper was taken by Lauren Little, Reading Eagle Staff Photographer.

Next stop was the Santander Performing Arts Center. **Tammy Dahms**, Marketing and Group Sales Manager, gave a tour of the renovated 1870's building. Tammy showed the class the elegant auditorium/stage and the ballrooms located on the top three floors and described types of events the center has held.

Next class members traveled to the Berks County Services Center Building where they visited with **Common Pleas Judge Scott Lash**. Judge Lash spoke to the class about the Juvenile Court System and answered many questions on Berks County's juvenile judicial system.

After lunch, Leadership Tri-County stopped at the Pottstown Police Range before returning to Pottstown. This consisted of a demonstration with the Chest-Mont Emergency Response Team (CMERT). As the response team was going through exercises, **Cpl. Steven Morrissey**, CMERT tactical operation commander, explained what was happening. The end of the demonstration included an obedience session with one of the dogs from the K9 Unit as well as showing the range of equipment that is used. The Class was able to tour CMERT's armored vehicle.

The day ended at the Chamber Office for a presentation on the Pottstown Camera Project from **Brianna Ringwood**, Montgomery County Assistant District Attorney. Brianna explained the camera system that Pottstown is hoping to implement to discourage crime in the community.

At the end of the October session, the class was able to walk away with a better understanding of the strengths and weaknesses of the justice system in the tri-county area.



The Leadership Tri-County Class of 2017 with the CMERT armored SWAT vehicle.



Brianna Ringwood, Montgomery County Assistant District Attorney, gave the class an overview of the Pottstown Camera Project.

Meet the Class



Howard Brown

Howard Brown, Program Officer for Schools and Community Development of the Pottstown Area Health & Wellness Foundation, has worked in the tri-county area for a little under 1 year. He is married to his wife, Lucia Mieres Redondo, and they have a son, Dawson. His parents are Joe and Eileen Brown. Howard enjoys audiobooks, bike riding with his family, mentoring student athletes, and anything basketball. His business role model is Steve Jobs.

Howard received his BS in Business Administration from Villanova University. His personal business philosophy is: "If you get on a treadmill, and I get on a treadmill, there are only two possible outcomes. 1) You will get off the treadmill first. 2) I will die on that treadmill. In other words, you may be smarter than me. You may be more talented. But I will not be outworked." – Will Smith.

After returning home from living abroad for many years, Howard believes the Leadership Tri-County program will be a huge asset. It will help him learn the legislative, economic, and social landscape of the tri-county area, and help him connect with the Chamber's extensive network. He has heard great things from many alumni of the program and is excited for the opportunity to be a part of this year's class. The Leadership Tri-County Class of 2017 has set the record for the 'island exercise' at Fellowship Farm – Howard is most looking forward to this year's class being the best class in the history of the program!



Craig Colistra

Craig Colistra is the Program Officer for Recreation & Health at the Pottstown Area Health & Wellness Foundation. He has worked for the Foundation for a little over 7 months. He is married to his wife Angie and has two sons – Michael, 5, and Leo, 2. Craig enjoys fresh food, environmental justice, community engagement, and public spaces.

Craig received a Ph.D. in Parks, Recreation & Tourism Management from Clemson University. His business role model is Henry Ford. Craig's personal business philosophy is to "Persist until you are able to succeed."

Craig feels that in order to contribute to the growth and progress of a community, it is important to be aware of the strengths, weaknesses, and opportunities in that community. While participating in the class, he is looking forward to having a greater connection to the community he works in.

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

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2016 ECONOMIC DEVELOPMENT LUNCHEON

Presented by Pottstown
Memorial Medical Center & TCACC



ABOVE: L to R: Eileen Dautrich, TCACC President; Rich Newell, CEO of Pottstown Memorial Medical Center, Presenting Sponsor; Ryan C. Unger, President & CEO of Team Pennsylvania, Guest Speaker; and Dave Kraybill, Executive Director of the Pottstown Area Health and Wellness Foundation, Co-Sponsor.

CENTER: Chamber Members celebrating significant company anniversaries: L to R: Christine Elliott, Whitegate Contracting Company (25 Years); Brian Parkes, TriCounty Active Adult Center (40 Years); Matt Giannini, Frederick Living (120 Years); Peter Hallman, Len Geiseler, and Gregg Caplan, Evans, Hauseman & Richard, Inc. (85 Years); Jerry Stevick, Score TriCounty (25 Years); and Erin Bause and Amy Barta, Bause Catered Events (25 Years). Not in attendance – the Borough of Boyertown (150 Years)

RIGHT: The 2016 Economic Development Award was presented to Dana Holding Corporation. Rich Newell (L), Presenting Sponsor Pottstown Memorial Medical Center presented the award to Danny Aaron, Dana Holding Corporation.



ABOVE: 2016 Economic Impact Award was presented to Pottstown Borough Council & Pottstown School Board. L to R: Stephen Rodriguez, Pottstown School District and Kim Stillwell, Pottstown School Board; Dan Weand, Pottstown Borough Council; Emmanuel Wilkerson, Pottstown School Board; Sheryl Miller, Pottstown Borough Council; Polly Weand, Pottstown School Board. Steve Bamford, Platinum Sponsor Pottstown Area Industrial Development (R) presented the award.



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LEFT: The 2016 Environmental Impact Award was presented to GVF, a Transportation Management Association. L to R: Maureen Farrell, GVF; Jeff Guzy, RK&K; Rob Henry, GVF; Dave Kraybill, Co-Sponsor Pottstown Area Health and Wellness Foundation; and Montgomery County Commissioner Valerie Arkoosh.

RIGHT: L to R: Donna Fabry, Pottstown Metropolitan Regional Planning Commission; Justin Keller; Dave Kraybill, Pottstown Area Health and Wellness Foundation; and Drew Gilchrist, DCNR, were recognized for Regional Planning.



LEFT: Congressman Ryan Costello received the 2016 Legislator of the Year Award. Dan Kerr (Left), Limerick Township Manager & TCACC Pro Business Chairman presented the award.



BELOW: The Shop TriCounty program was introduced to the Membership by (l to r): Jennifer O'Donnell, TCACC Member Relations Director; Mya Longacre and Lenea Crawford, Pottstown Cares Student Leadership; and Katie Scanlan, The Hill School.



RIBBON CUTTINGS



Peppermint Stick Candy Store,
26 E. Philadelphia Ave., Boyertown, PA 19512



Productivity Pointe,
152 E. High St., Suite 440, Pottstown, PA 19464



ReVamped Salon,
125 E. Philadelphia Ave., Boyertown, PA 19512

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SEPTEMBER BUSINESS CARD EXCHANGE



Members network at the September Business Card Exchange.

'CATCH OF THE DAY' BUSINESS CARD EXCHANGE

On September 27, Chamber Members gathered at Tri County Area Federal Credit Union for the 'Catch of the Day' Business Card Exchange. This event included a local food truck and beverages from a local establishment.

Sponsored by:



NETWORKING OPPORTUNITY

- **Giving Thanks Holiday Mixer/Expo**
- **Tuesday, November 15**
- **4:30 – 6:30 PM**
- **Norco Fire Company,**
144 W. Schuylkill Rd., Pottstown 19465

Our Annual Holiday Mixer is in a new month and has a new name! Join us for the same great networking opportunities. **No Charge; Members Only; Reservations Appreciated.**



CHAMBER HOSTS 29TH EDUCATION & CAREER FAIR

High school students had the opportunity to learn more about colleges, universities, institutions of higher education during the Chamber's 29th Annual Education & Career Fair on October 6 at Gilbertsville Fire Co.

The fair featured many exhibitors who supplied valuable information to help students in making the right choices for their future.

BUSINESS OF THE MONTH

Business of the Month is chosen at random through a business card drawing at Chamber events, or by participating in other Chamber programs, such as surveys. November's Business of the Month was chosen from Members who have joined the Chamber since July 1, 2016.



"We believe in creating unique works of art that captures personality and tells a story and partnering with business owners to create best first impressions, while placing family first and developing our craft and educating others."

This month, Jerry and Lori Keefer will be celebrating the 1st Anniversary of their business, Keefer Photography LLC. On November 1, 2015, they decided to take the advice of their friends and colleagues and turn their hobby into a business, and what a fun year it has been! For the two of them, photography is a way to do what they love while planning for their future.

It is said that "a picture is worth a thousand words," and in the case of the photographs taken by Keefer Photography, that is certainly true, because both Lori and Jerry get to know their subjects. It is not just a point and click photo shoot that you buy into, but a way for them to make a story from the photographs they take. Lori's favorite part about taking Senior Portraits is how she gets to know the Seniors. She makes the finished products as unique as the individuals in the photos, capturing their school interests, relationships, hobbies and more to create just the right Senior Portrait that will be cherished for years to come.

Jerry's passion is classic automobiles. He has been known to climb ladders and lay on the ground to get just the right shot he is going for. Jerry will combine those great shots with a cityscape, beach, grunge or modern background and even an optional pinup girl to pose with your car, so your finished product is a true work of art. You can find Jerry at local car shows & cruise-ins, where he can be found with his Red Hot Hotwheels themed Camaro. You'll know it's him because he's the one with the camera...and the geese surrounding his car. Ask him about that story when you see him!

In addition to families and cars, Jerry and Lori have the knack of getting just the right pictures to highlight the products your company sells and great headshots of you! Many times, people visit your website before even stepping through your door, so you want to make sure what your clients are seeing there is giving the best first impression possible. The pictures on your site are what will grab people's attention. Make sure those photos are the best they can be. No website? They can help with that too!

And let's not forget about their special Santa



Experience! This is a fully immersive 10-minutes that your child has with Santa. Lori and Jerry have created a special occasion that your children will remember forever, while you receive beautiful photographs of that magical time, capturing the innocence, wonder and amazement of your child with Santa. You can get more information on this magical event at SantaExperiencePA.com.

Lori and Jerry have had a passion for photography their whole life, and they view the photographs they take not just as pictures, but as timeless works of art. They are good at what they do, because they care.

If you are looking for a photographer, contact Keefer Photography at 484-366-1193 or Info@KeeferPhotography.com, and be sure to check out their website with portfolios of some of their work: www.keeperphotography.com.

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!

Nonprofit Organizations

Boyertown Area Multi-Service, Inc.
Community First Development
Delaware Valley Christian Camp
Foundation for Boyertown Education
Foundation for Pottstown Education
Friends of the Daniel Boone Homestead
Greater Pottstown SHRM
Green Allies
HIP HOP Inc.
Independence Day Ltd.
The JT Dorsey Foundation
KenCrest EmployNet
Miller-Keystone Blood Center
Mom's House, Inc. of Greater Philadelphia
Mostly Muttz Rescue
Owen J. Roberts Education Foundation
PA Office of Vocational Rehabilitation
Perkiomen Watershed Conservancy
Pillars of Light and Love
Pottstown Area Artists Guild
Pottstown Area Health & Wellness Foundation
Pottstown Cluster of Religious Communities
Pottstown Historical Society
Pottstown Parks and Recreation Foundation
Salvation Army, Pottstown
Schuylkill River National & State Heritage Area
Spring Valley YMCA
TriCounty Active Adult Center
TriCounty Community Network, Inc.
Wellness Council of Boyertown
Wings of Victory Outreach Corporation
YWCA Tri-County Area

Nursing Homes

Golden Living Center Reading

Occupational Health Services

ARCpoint Labs of Limerick
Occupational Health at CarePlex

Office Equipment/ Furniture/Supplies

Furniture Soup, Inc.
Staples, Inc. #0329
Wrigley's Business Products and Services

Oil/Fuel Distributors

Boyertown Oil and Propane

Optometrists/Opticians

Complete Family Eyecare, Ltd.
Wyomissing Optometric Center, Inc.

Payroll Processing Services

Express Data Systems, Inc.

Pest Control Services

Patriot Pest Solutions

Pet Grooming/Sitting/Training

Dentler's Dog Training, LLC

Pharmacies

Professional Pharmacy & Convalescent Products, Ltd.

Photographers/Photography Studios

DMKintzer Productions
KCK Photo and Entertainment
Keefer Photography
Tom Kelly, Photographer

Physical Therapy/Rehabilitation

Dynamic Physical Therapy

Physicians/Surgeons

PMA Medical Specialists – Limerick
PMA Medical Specialists – Phoenixville
PMA Medical Specialists – Pottstown
Premier Orthopaedic: Brandywine
Institute of Orthopaedics Division
Reading Health Physician Network,
Family Medicine
Rothman Institute
Tri-County Emergency Physicians

Plumbing Contractors

A. Jackson Ecker, Inc.
Gehring Mechanical



CONFERENCE ROOM AVAILABLE

FEATURED MEMBER BENEFIT OF THE MONTH

**NO SPACE TO
HOLD A SEMINAR,
MEETING, OR
TRAINING?**



**WORK OUT OF YOUR HOME AND NEED A
PROFESSIONAL LOCATION TO MEET CLIENTS?**

SAVE TIME, SAVE MONEY WITH CONFERENCE ROOM AT THE CHAMBER OFFICE!

Take advantage of the Chamber's easily accessible space, located conveniently in the heart of downtown Pottstown! The Chamber will set up the layout and amount of space you need – use one room (approximately 8 people); two rooms (9-20), or all three conference rooms (20+). The Chamber has a kitchen on site with coffee pots, refrigerator, microwave, and a Keurig.

For room availability, please contact Kitty at 610.326.2900 or kitty@tricountyareachamber.com.

**Additionally, if needed,
the Chamber has:**

- LCD Projector
- Laptop
- Screen
- TV & DVD/VCR
- Phone
- Multiple Phone Jacks
- Wi-Fi
- White Boards
- available in two rooms
- Flipchart/Easel

JOB POSTINGS

LOOKING TO FILL A POSITION?

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

How to Post Your Job Opening

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

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

– Login to Members Only on the Chamber website and click the "Jobs" tab on the left side module.

– Click "Add New Job Posting," fill in the description.

– Preview your posting by clicking "Preview" on the bottom of the page.

– Click the red "Save & Exit" button on the bottom to finalize your posting.

LOOKING FOR QUALIFIED INDIVIDUALS?

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

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

This month's resume includes: **Wellness Professional**

KNOW SOMEONE LOOKING FOR A JOB?

1. Have them send their resume to Melissa at melissa@tricountyareachamber.com.

2. They can also go to the Chamber's website and view Chamber Members who currently have positions available at their company.

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

ECONOMIC FORECAST BREAKFAST

**Thursday, January 12
7 to 9 AM**

Sunnybrook Ballroom, Pottstown

Dr. Kamran Afshar, Ph.D.,
President, KAA, Inc.

**"State of the Economy - Past,
Present and Future"**



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\$26 per Member (prepaid by 1/6/17); \$32 per Member
(invoiced or after 1/6/17); \$50 per non-member

NEW MEMBER RECEPTION



New Members created connections with each other at the New Member Reception in October.

The Chamber hosted a New Member Reception on October 5 at the Chamber Office in Pottstown. About 12 New Members, who joined the Chamber since June 2016, attended the event. During the reception, attendees enjoyed refreshments and networked with other New Members. They had the opportunity to learn more about the Chamber from the staff.

Sponsored by:

**READING EAGLE
COMPANY**

In addition, Josh Petruskas, Furniture Soup, Inc., spoke to the group about volunteering for the Chamber and the R3 leads group. Jim Davidheiser, Creating Connections Sponsor Reading Eagle, also spoke to the group about the newspaper.

AMBASSADOR SPOTLIGHT



Ray Maillet is a native of Lebanon, Pennsylvania and is currently an Assistant Vice President/Business Development Officer with First Priority Bank in Sinking Spring, Pennsylvania. He has held various positions during his 30+ years in banking including commercial lender and government and not-for-profit banking officer. Maillet holds certificates from the Pennsylvania Bankers Association's Central Atlantic Intermediate School of Banking at Dickinson College; the Pennsylvania Bankers Association's Central Atlantic Advanced School of Banking at Bucknell University; the New York State Bankers Association School of Consumer Lending at West Point Academy as well as various American Institute of Banking diplomas and Risk Management Association certificates.

In addition to banking, Maillet can be heard on weekends as an "on-air personality" on Lebanon radio stations WLBR (AM1270)/WQIC (FM 100.1) where he has worked part-time for the past 32 years.

Maillet has been and continues to be involved in many community organizations. He is currently treasurer for the Friends of the Daniel Boone Homestead in Birdsboro; Immediate Past President of the Reading Berks Conference of Churches and is a board member with the Reading Symphony Orchestra where he serves as liaison to the Reading Youth Symphony Orchestra. He is also currently Secretary for the Oley Valley Business Association. He is currently serving as an Ambassador for the TriCounty Area Chamber of Commerce, where he is also a member of the Events Committee and the Pro-Business Council. He also serves as an Ambassador with the Greater Reading Chamber of Commerce and Industry. Maillet serves on the Community Advisory Board for the Center for Excellence in Local Government at Albright College. He is also a member of the Spring Township Centennial Rotary Club and serves as Treasurer. His past involvements include past president of the Community of Lebanon Association; past board member of the Lebanon Valley Chamber of Commerce; past member and president of the Kiwanis Club of Lebanon and past Lieutenant Governor for Division 16, Kiwanis Pennsylvania District. In addition he is also active in his church and other community activities.

Maillet has one son, Michael, and currently resides in Lebanon, Pennsylvania.

Tri-County Area Women's Roundtable

"Appetizer"

Thursday, January 5, 2017
5 to 8 PM

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

"Main Course"

Elizabeth LaBan, author of
"The Restaurant Critic's Wife"



"Dessert"

\$35 per person (prepaid by 1/1/17);
\$40 per person (invoiced or after 1/1/17);
\$750 per table of 8

Sponsorship Opportunities
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interested.



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"CAT'S PAW" DISCRIMINATION LIABILITY?



LEGAL PERSPECTIVES

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

Every employer knows how difficult it is to stay in compliance with employee-protection laws. Thanks to a ruling out of New York's United States Court of Appeals for the Second Circuit on August 29, 2016, compliance with anti-discrimination laws may now be a little harder. The ruling comes in the case of **Vasquez v. Empress Ambulance Services**, where the Second Circuit has just adopted a "Cat's Paw" theory of liability for holding an employer liable for retaliatory action taken by one employee against a co-worker.

At this point in this article, the reader may well ask (as I did): what exactly is a "Cat's Paw theory of liability"? As it turns out, the answer derives from an Aesop's Fable, introduced into the law by Judge Richard Posner in 1990, and later popularized by the late Supreme Court Justice Antonin Scalia, who summarized the fable as follows:

A monkey induces a cat by flattery to extract roasting chestnuts from the fire. After the cat has done so, burning its paws in the process, the monkey makes off with the chestnuts and leaves the cat with nothing... the cat is similar to princes, who flattered by the king, perform services on the King's behalf and receive no reward.

So when we translate this fable into employment discrimination law, who is the monkey, and who is the cat?

In the *Vasquez* case, the plaintiff, Andrea Vasquez, had been employed as an emergency medical technician for Empress Ambulance Services in Yonkers, New York. In her lawsuit, she claimed that in January

of 2014, she was fired from her job within 24 hours after complaining to her superiors that a co-worker, an ambulance dispatcher, had texted her an unwanted graphically sexual photo of himself, in pursuit of a romantic relationship with Vasquez.

Ms. Vasquez claimed that when the dispatcher learned he might lose his job over the report of unsolicited sexting, the dispatcher altered the text message exchange on his iPhone in order to create the appearance that the dispatcher and Vasquez were engaged in a consensual sexual relationship. When the dispatcher showed his version of the text exchanges to company management, Ms. Vasquez responded by offering to show her own un-doctored versions of those same texts. In a bizarre turn, her supervisors not only failed to question why Ms. Vasquez would have reported the dispatcher for texts evidencing a consensual relationship, but also declined Ms. Vasquez's offer to show the texts as they appeared on her phone.

(Continued on page 49)



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REDEFINE YOUR MANAGEMENT "QUALITY TIME"

Time is a precious commodity for every entrepreneur. With all the responsibilities of managing and growing a small business, the hours and the days can easily slip by, sometimes leaving one to wonder just how much got accomplished.

For many, the go-to time management tool is the to-do list. Marking off completed items may provide a sense of satisfaction—at least until you remember what else has to get done—but it may not be as productive as you think, according to professional organizer and productivity expert Julie Morgenstern.

"You're tempted to start with small easy tasks, or things you're in the mood to do," Morgenstern says. "Often, however, they're things that won't drive your business forward."

Instead, Morgenstern says entrepreneurs should prioritize tasks based on revenue, a concept she calls "dancing near the revenue line."

The key is to consider how many steps each task separates you from revenue. One step is providing the service or making the products. Two steps is doing a proposal or developing a product that may lead to new business. Three steps is going to a conference to develop a skill set, which can be used to develop and sell a new service.

"You should always prioritize from the top down, but don't neglect the 2- and 3-step items," Morgenstern adds. "They all contribute to your business."

Answering email may be among the one-step tasks you complete during the "quiet" hours of the morning. The problem here, Morgenstern says, is that it costs you control over this valuable time of the day. "Open it and you're forced to react to what the sender wants," she says. "If you don't start the day with you in control, you'll never get it back."

Instead, devote your mornings to the most critical, high-conscious task that will benefit your business. "It may be things that you're tempted to put off—strategic planning, writing a proposal, analyzing financial numbers, or evaluating your marketing strategy," Morgenstern says. "Once that's done, then you can 'roll up the shades' and open for business."

Finally, lower your expectations when it comes laying out each day's to-do list. Staffing cutbacks in many organizations have left many workers with time management challenges of their own as they manage multiple roles and responsibilities. And, lingering economic uncertainty has increasingly caused many decisions to be delayed, sometimes indefinitely.

"That can lead to a lot of frustration when you find yourself waiting and waiting for actions that may not occur for a while," Morgenstern says. "Focus on smaller number of critical things each day and release the rest. You will feel a sense of release and focus."

One item on every entrepreneur's to-do list is to contact SCORE. You'll find a wealth of small business-related information, resources, and training, plus free, confidential counseling from more than 13,000 business experts. For more information, visit at www.pottstownscore.org.

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LEGAL PERSPECTIVES

(Continued from page 47)

Instead, Empress fired Ms. Vasquez for sexual harassment, while also firing the dispatcher for violating company policy.

In the lawsuit that followed, Ms. Vasquez relied upon the “cat’s paw” theory of liability re-popularized by Justice Scalia, claiming that Empress had fired her upon the word of the obviously biased dispatcher without anyone in a supervisory role bothering to scrutinize the word (or texts) offered by the dispatcher against Ms. Vasquez. So in answer to our earlier question, the dispatcher persuaded unthinking and uncritical supervisors to drag Ms. Vasquez through the fire, only to achieve the ends of the dispatcher, “play[ing] the monkey to Empress’ cat.”

The employer argued that the company had no reason to doubt the accuracy of the text exchanges presented by the dispatcher, and that it would be unfair to apply cat’s paw liability to a case where the troublemaker was a relatively low-level employee—that is, where the wrongdoing was not committed by a supervisor or management. The trial court agreed with the employer, dismissing Ms. Vasquez’s case on grounds that the retaliatory intent of a low-level employee could not be imputed to the employer.

But on appeal, the Second Circuit Court of Appeals held the employer to task, finding that Empress had “blindly credited [the dispatcher’s] assertions, obstinately refusing to inspect Vasquez’s phone or to receive any other evidence proffered by Vasquez....” The Second Circuit found that the critical detail was not that the dispatcher was a low-level employee, but rather that it was “the employer’s own negligence” that “gives effect to the employee’s animus and causes the victim to suffer an adverse employment action.”

The court made clear that showing that an employer incorrectly found an employee guilty of misconduct is not sufficient to prove retaliation on the part of the employer. But “when an employer in effect adopts an employee’s unlawful animus by acting *negligently* with respect to the information provided by the employee,” thereby affording that “biased employee with an outsize role in its own employment decision,” the “employee’s motivations can be imputed to the employer” and used to support a discrimination claim. In short, an employer is still allowed to “just get it wrong” so long as getting it wrong is not the result of its own negligence.

(Continued on page 50)

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LEGAL PERSPECTIVES

(Continued from page 49)

So what does the *Vasquez* decision actually mean for Pennsylvania employers? The short answer is that we don't yet know for sure. The decisions of the United States Court of Appeals for the Second Circuit are not binding in Pennsylvania, which is outside the Second Circuit, and instead part of the Third Circuit.

But as a legal matter, courts in the Third Circuit can and probably will view the *Vasquez* decision as persuasive authority – that is, a decision that makes legal and practical sense, and which sets forth a rule that should be adopted in the Third Circuit. In short, *Vasquez* may ultimately become the law of the Third Circuit if the United States Supreme Court does not weigh in on this cat's paw liability issue first and either adopt or reject *Vasquez* as the law of the land.

As a practical matter, and regardless of how the Third Circuit or Supreme Court may ultimately rule, employers should view *Vasquez* as a cautionary tale. Before either crediting or discrediting an employee complaint of unlawful discrimination or harassment, the employer has an obligation to perform a full investigation of both or all sides of the allegations, interviewing all concerned and viewing what physical evidence there may be. Otherwise, the employer will have no reasonable basis for terminating or disciplining the employee who has complained of discrimination. The employer will then

end up with little or no defense to a retaliation claim based on its adoption of the false story of an employee that was acting on discriminatory motives. Employers are wise to consult with counsel before taking adverse employment action against people who complain of harassment or discrimination themselves.

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C. with offices in Pottstown, West Chester, and Reading, and has represented employers and employees in business matters and litigation for over 30 years. He may be reached by calling 610-323-7436, or by e-mail at BBaldwin@wolfbaldwin.com.

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The hot humid days of summer have quickly been replaced by cool crisp mornings, falling leaves, and pumpkin everything — from coffee to beer to desserts and more! Though the National Fire Protection Association recommends chimneys, fireplaces, and vents be inspected at least annually, there is no steadfast rule for when a chimney should be inspected or cleaned, such as cleaning it after every fifty uses. However, with the chilly nights soon to be followed by winter's freeze, now is a good time to take care of your chimney, fireplace, and wood stoves.

Why should a chimney be cleaned? The answer lies in the problem — creosote forms when wood has burned incompletely. When a fire lacks oxygen, it results in an overly smoky fire. These fires emit an abundance of unburned tar vapors that condense inside the flue — sticking to it, and potentially leading to a chimney fire. To reduce creosote buildup, you need to provide adequate oxygen, which encourages hot, clean-burning fires. To ensure proper air-flow, the chimney needs to be clear of debris and creosote build-up.

As with most routine home maintenance items, one can search the internet and find a myriad of ways to be part of the DIY (do-it-

yourself) revolution. While these may seem practical, most DIY products for chimney cleaning will only remove the feather-light dull gray, brown, or black soot and any black granular accumulation. While this is a better cleaning than no cleaning at all, most DIY products are not adequate to remove the tar-like coating caused by creosote — and this is where the real danger lies!

To ensure a proper and thorough cleaning — one that even Santa Clause will appreciate — consider letting a NARI-BIE professional help you out! A chimney sweep will be knowledgeable about building codes, they'll be trained to recognize deterioration or ventilation problems, and they'll be able to advise you of the condition of your chimney.

Shop local and let NARI-BIE help you find the right professional for all of your chimney and fireplace or wood stove 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 membership information, email Bill Pierce, executive director at BillP@nari-bie.org.



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GIVING IT AWAY TO CHARITY

A GUIDE TO PHILANTHROPY



Submitted by Patricia Miller Picardi, CLU, ChFC/Managing Partner;
Independence Planning Group

"Philanthropy" is defined as the act of making gifts of personal resources to charities. These resources can include donations of one's time, energy, money and property. Millions of Americans perform simple acts of philanthropy, such as donating clothing to homeless shelters. This article focuses on how individuals can plan philanthropic activities so that they can help their favorite charities, while maximizing the advantages of their philanthropy – from an estate- and tax-planning perspective – for themselves.

Tax Benefits of Charitable Giving

Some of the ways that donors receive tax benefits from charitable giving include:

Estate Tax Reduction—A charitable gift made during the donor's lifetime removes the gifted assets (and any future appreciation related to those assets) from the donor's estate.

Avoidance of Capital Gains—By donating appreciated assets, such as stocks, investors may be able to avoid capital gains taxes¹ that might have been imposed if those assets had been sold.

Current Income Tax Deduction—The fair market value of a charitable gift may qualify for a current income tax deduction.² This can reduce the donor's income taxes in the year the gift is made.

Tax Deductions for Charitable Work/Activities

While most charitable gifts of cash or property qualify for a federal income tax deduction, the value of time donated does not. Some personal expenses incurred

while working as a charitable volunteer can be deducted by taxpayers who itemize. Here are the details, according to the IRS:

- Taxpayers may deduct the costs of traveling to locations where they work as an unpaid volunteer at a mileage rate approved by the IRS.
- The cost of uniforms, books, or tools used in volunteer activities may be deducted if they are required of the work and used solely for the work.
- Purchases at charity auctions are deductible to the extent that the price paid exceeds the fair market value of the purchased item.
- Taxpayers may deduct the fair market value of property contributed to charity, such as used clothing or furniture. If the amount claimed is more than \$250 per contribution, a statement must be obtained from the charity documenting the value of the donated items.

(Continued on page 55)

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REAL ESTATE REPRESENTATION ON THE VERGE OF CHANGE?



By Jeffrey C. Hogue; Weichert Realtors

A case relating to real estate representation has reached the California Supreme Court. The outcome may force the real estate industry into the biggest change since the inception of buyer agency.

Before the early 1990s homebuyers who worked with a Realtor® or brokerage to find and purchase a home were not represented. The only party represented was the seller, no matter how many brokerages were involved. Since that time buyer agency has emerged and has served to represent homebuyers exclusively.

What I consider a leftover from the old days are things like designated and dual agency. In short, these two forms of agency allow a real estate agent and brokerages to represent both the buyer and seller in the same transaction. These forms of agency representation are often scrutinized for obvious reasons.

Presently, eight states in the US that have outlawed dual agency. This number could quickly rise. There is pending litigation sitting in the hands of the California Supreme Court that could change things in that state and possibly nationwide.

The case involves a buyer who purchased a home using an agent from the same brokerage that also represented the seller. The seller and buyer had different agents that both worked for the brokerage.



The form of representation at work here is known as designated agency.

The issue occurred when the buyer found out that the home he purchased was not 15,000 square feet as stated in the literature but approximately 9,000 square feet. The buyer's argument was that the square footage discrepancy should have been disclosed to him, but the brokerage stated that they had no obligation to do so.

If you want more about the case and the issue at hand visit this web link <http://www.ocregister.com/articles/agent-714296-real-buyer.html>. My take... Real estate agents and brokerages have been debating representation, commissions, procuring cause and the like since the dawn of time. Most homebuyers and sellers just want to complete a real estate transaction without all the clutter that spews forth for the real estate community.

Sellers who want to place their home for sale often contact a Realtor® to complete the task. Many times they interview many agents before making a decision. Listing the home for sale is thus a process of decision making.

(Continued on page 56)

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GIVING IT AWAY TO CHARITY

(Continued from page 53)

Other Ways to Practice Philanthropy

There are numerous other ways individuals can practice philanthropy. A few charitable vehicles you may wish to consider include:

- Donor-advised funds;
- Charitable Remainder Trusts (CRTs); and
- Charitable Gift Annuities

DONOR-ADVISED FUNDS

This type of fund enables a donor to realize current tax benefits for charitable giving while potentially deferring the choice of which charity will be the recipient. *Here's how it works:*

- The donor makes an outright gift of cash or appreciated securities to the fund and receives a charitable tax deduction for the year in which the gift is made, subject to limitations based on the donor's adjusted gross income.
- If the gift is too large for the deduction to be used in one year, the balance may be carried forward for five years.
- After the gift is completed, the donor then can make grant recommendations to the fund – which are considered by the fund's board of directors before the money is distributed to the designated charities.

One drawback to these funds is that the gifts are irrevocable: Once given, the gift cannot be rescinded.

CHARITABLE REMAINDER TRUSTS (CRTS)

A CRT is an irrevocable trust that names one or more qualified charities as beneficiaries. *Here's how it works:*

- The CRT is ordinarily drafted by an estate planning attorney.
- A CRT may be funded with appreciated securities, real estate or other appreciated property. By transferring such assets to the CRT, the donor avoids paying capital gains tax on any sale of these assets.
- Once the property is in the trust, it may be sold by the trustee and the proceeds repositioned to increase income and diversification. Since the trust is a tax-exempt entity, no capital gains tax is due on the sale of trust assets.

(Continued on page 57)

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REAL ESTATE REPRESENTATION

(Continued from page 54)

Home buyers often contact whoever is involved with a home. They are often interested in seeing the property and finding out more about it. If their research leads to purchase so be it. Many times the buyer puts less energy into choosing the agent. Websites like Zillow, Trulia, and Realtor.com, have exacerbated this situation. In many cases, the buyer does not even know who will be contacting them with information on a home, whether that person is the listing agent or someone's assistant.

I am not a proponent of designated or dual agency, but yet practice at certain times. It is difficult to evenly split representation between two parties. That said, taking away the practice may also limit the agents a buyer can seek to represent them.

The problem has many layers. The best advice I can offer buyers is to consider what sellers do before listing a home. Research agents before calling on homes. Find a good agent and you are well on your way to competently acquiring the home of your dreams.

Knowledge is Power!

Jeffrey C. Hogue can be reached by calling 484.325.0111; email: jeffreyhoguerealtor@gmail.com. Please visit www.jeffreyhoguerealtor.com.

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GIVING IT AWAY TO CHARITY

(Continued from page 55)

- Because the transfer is irrevocable and the grantor gives up control of the donated assets, they are removed from the grantor's taxable estate.
- The trust generates a current income tax deduction for the grantor/donor in the year the gift is made.³
- The trust can pay out lifetime income to one or more income beneficiaries. At the death of the last income beneficiary, the remainder (i.e., the remaining assets) passes to charity and the trust terminates. While the CRT does not pay income tax, the income beneficiary is required to pay tax on trust distributions as they are received.

Because a CRT is a relatively complex way to make gifts to charity, this solution works best for fairly large lifetime gifts.

CHARITABLE GIFT ANNUITIES

Many leading charities offer an alternative to a CRT that is easier to set up and provides similar advantages – the charitable gift annuity. *Here's how it works:*

- The donor makes a completed gift to the designated charity – which the charity immediately receives. The charity then pays a lifetime income back to the donor.

- The charitable donation that may be claimed is equal to the difference between the fair market value of the property donated and the present value of the life annuity.

There are many ways that philanthropic individuals can support their favorite charities – while simultaneously achieving their estate- and tax-planning goals. Be sure to consult your own financial or tax professional for advice about which philanthropic approaches may work best for you.

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 If market quotations are readily available.
- 2 Charitable income tax deductions are subject to adjusted gross income (AGI) limitations and the taxpayer must itemize deductions to claim a charitable income tax deduction.
- 3 The income tax deduction would be equal to the present value of the remainder interest that goes to charity.



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JAMES HUFFORD RETIRES IN STYLE FROM DIAMOND CREDIT UNION

James Hufford, Diamond Credit Union Business Services Manager, is retiring after thirty years in the field of commercial lending. Hufford joined Diamond in 2011 when the Business Services Department was still relatively new. He is credited with building Diamond's Small Business portfolio exponentially and providing indispensable guidance and leadership to his staff. For the past three years, Hufford has been grooming Phil Fry, a long-time Diamond employee, to take over as Business Services Manager. One characteristic Hufford could never instill in Fry was a desire to wear ties to work. In celebration of that difference, Hufford has been counting down the last days of his employment by wearing a different tie each day and making them all available for sale to employees for \$3 each. The proceeds will benefit the American Cancer Society Relay For Life, and the ties that don't sell will be ceremoniously burned in the parking lot on his last day.

But don't let the tie sale fool you. Hufford is still business-minded. In addition to the firelight ceremony, Hufford planned a loan closing on his last day, and has been working diligently to leave his department in the best possible fashion. He also has no plans to slow down after his retirement. Hufford has a long history of

volunteering with the Berks County Chapter of SCORE, an organization that offers guidance to small business owners, and he plans to continue working with SCORE in his retirement. He's also an active member of both the Pottstown Toastmasters and Berks Nature (Berks County Conservancy).

Hufford will be greatly missed as part of the Diamond Credit Union Business Services team, but he has left his teammates well equipped to keep up the good work that has occurred in his tenure with Diamond Credit Union. "Diamond is a community-oriented organization, but in order to be truly community-oriented, you have to help local businesses. Unlike larger institutions that give lip service to the fact that they are locally represented, Diamond truly is...That's younity," stated James Hufford, Retired Diamond Credit Union Business Services Manager.

Diamond Credit Union is the 18th largest credit union in Pennsylvania and is headquartered in Pottstown, Pa., with four additional offices. Diamond serves Berks County and the Tri-County Region and holds over \$531 million in assets with over 57,000 members. For more information about Diamond Credit Union, please visit diamondcu.org.

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GOOD DESIGN AS AN ASSET IN A DOWNTOWN SETTING



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

Good design in a downtown is always the hallmark of a revitalized community. It is always easy to see bad design if it is particularly bad. When you walk down a street in a downtown, your eyes do not focus on bad design in the form of a rusty fence or a broken sign. In every town there is something.

In DuBois PA there was a rail road bridge that had fallen down in the stream and had been there for 40 or 50 years. It was nasty but you sort of forgot it was there because it had always been there. My organization sponsored a stream clean up and people started questioning how much wood they could take out. It occurred to members of the cleanup that the bridge should have been torn down and removed years ago.

Through civic action, the railroad company tore the bridge down and cleaned up the area. As a result of the improvements to that area, someone bought the old train station and developed it into offices. Civic action turned into economic development action.

As a main street manager in Downingtown, I was responsible for working with the building owners to keep the buildings in good repair. We had a sign grant as well as a façade grant for the buildings. One owner of a building really had no money to fix up the building and the paint was peeling very badly. I was afraid that the windows would rot and fall on the sidewalk injuring someone.

It was right in the center of town, and across from my Board Member Mary Holleran. Mary, a known bon vivant, owned the framing shop across the street from the building, and reminded me every time I had my paycheck signed that the building needed painting. I knew that something had to be done, because it was the main focal point for decay in the center of town.

I knew that Robert's Chevrolet wanted more visibility on Route 30, so I was able to get them to agree to paint the building for the right to put up an "off premise sign." It became a "welcome to Downingtown" sign with Roberts location directions, language saying to hang a left at the light. We lit the sign, so Roberts upgraded the electric and paid the bill. It was a win-win for everyone. Mostly Mary won because I let her pick the color of the building. She chose Fjord.

On South Street in Philadelphia, it was the fountain at 2nd and Lombard. The fountain had not worked for 15 years.

(Continued on page 61)

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Local Banker Completes Three-Year Advanced School Of Banking



Shelly Stockmal is the Victory Community Leader. Ms. Stockmal supervises Human Resources responsibilities. She has a serious commitment to employing a superior workforce. Ms. Stockmal also handles special projects for the bank and is a member of the leadership team. She has been in banking for nearly 30 years and previously held positions at National Penn Bank and Commonwealth Savings Bank.

In addition, Ms. Stockmal's community involvement includes over 10 years of being a Girl Scout Leader and was honored with the Volunteer of the Year Award in 2016 by the Manatawny Service Unit in Pottstown.

The PA Bankers Association Advanced School of Banking is a three-year program that builds and expands the knowledge acquired at the School of Banking.

(Continued on page 62)

REGIONAL CHAMBER ROUNDUP

NORTHEAST BERKS CHAMBER OF COMMERCE

www.northeastberkschamber.com



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

UPCOMING EVENTS

November 18: Breakfast Program, Northeast Berks Chamber. Keystone Villa at Fleetwood. Mark Rentschler, Small Business Development Center, Kutztown University. Student Recognition Program. \$20 Advance Members and \$25 Door/Non-Member. 7:30 a.m.-9:00 a.m. Nonprofit Partner Presentation by Sandra Wise, Executive Director, Friend, Inc. **Sponsored by Merra Lee Moffitt, the Good Life Financial Group**

December 2: Chamber Holiday Luncheon. Berkleigh Golf Club, Kutztown. Sponsored by **Berks Surveying and Engineering, Inc.**, Fleetwood, commemorating its 25th Anniversary in 2016. Members \$25 and Non-Members \$30 Silent Auction.

Visit www.northeastberkschamber.com for updated program information.

Guest Speaker Mark Rentschler, Kutztown University Small Business Development Center joins the Northeast Berks Chamber for Breakfast on November 18, 2016



Mark Rentschler is the Finance & Technology Specialist for Kutztown University's Small Business Development Center (SBDC). Rentschler will present business services available through SBDC to chamber members during a monthly breakfast meeting to be held on Friday, November 18, 2016, at Keystone Villa at Fleetwood, Blandon. The speaker is sponsored by Merra Lee Moffitt, the Good Life Financial Group, Wyomissing.

The mission of the network of Pennsylvania Small Business Development Centers (SBDC) is to provide entrepreneurs and small business owners with the knowledge needed to make smart decisions and prosper. The Kutztown University SBDC is one of 18 small business development centers in the state and is an accredited affiliate of the national network of Small Business Development Centers. More information can be found at www.kutztownsbdc.org.

Rentschler is an experienced professional with over 25 years of experience administering local, state, and federal incentive loan programs in the public, non-profit and private sectors. Extensive knowledge of Small Business Administration (SBA) loan programs (7(a) and 504), Commonwealth of Pennsylvania loan programs, and USDA Business and Industry loan program.

His areas of expertise include loan structuring, credit analysis, loan underwriting, business plans, strategic planning, and technology commercialization. Rentschler holds a Master of Business Administration from Tulane University, New Orleans, LA; a Bachelor of Arts in Economics, Dickinson College, Carlisle, PA;

The Small Business Development Center at Kutztown University, which began in 1993, provides general business consulting services and educational programs to entrepreneurs looking to start or grow a small business in Dauphin, Lancaster, Lebanon, Berks and Chester Counties.

The Kutztown University SBDC also offers specialty consulting in the areas of international marketing

and government marketing in Dauphin, Lancaster, Lebanon, Berks and Chester Counties as well as York, Adams, Franklin and Cumberland Counties. From helping aspiring entrepreneurs turn ideas into businesses, to helping small firms expand, to providing the information every business person needs to make critical decisions, the SBDC is the resource entrepreneurs in all industry sectors can turn to for help - help that can make the difference between success and failure.

Visit www.northeastberkschamber.com to register for this breakfast meetings and all chamber programs and events.

Shop Local, Shop Small on Saturday, November 26

Kutztown Downtown retailers prepare for a busy Small Business Saturday event!



As the community speeds past Halloween and swings into November, the downtown businesses of Kutztown get serious about preparing for the upcoming holiday season.

Joanne Lopic, owner of Paisley & Company, knows that her customers are going to be looking for "interesting gifts that are easy to buy, but still personal and thoughtful." Her shop is a premier local establishment for handmade bath products.

"The Shop Local movement has been a great experience for us that just gets better each year, as more shoppers become aware of it. People who are out to discover small businesses during this season generally come back once they've found us."

The local businesses look to the upcoming holidays as both an opportunity and a challenge. Stores are preparing not only to boost their sales at the end of the year, but also to connect with many more customers who may be shopping with them for the first time. "We do our best to show all of our customers that there are many reasons to return throughout the year" says Rebecca Laincz, co-owner of Firefly Bookstore.

In particular, the Saturday directly following Thanksgiving has been since 2010 increasingly known as "Small Business Saturday". Originally conceived and promoted by American Express, the shopping holiday has been embraced by independent shops as a way to highlight the value of frequenting local businesses.

"We see this as an opportunity to further enhance the effort to help boost local business and promote our Main Street merchants," commented Nancy Brooks, the Main Street Manager for the Kutztown Community Partnership, a non-profit organization that works to foster a strong business community in the downtown. "Shopping Small is what Main Street organizations are all about!"

Lori B. Donofrio-Galley, the Executive Director of the Northeast Berks Chamber of Commerce agrees. "The Northeast Berks Chamber of Commerce is pleased to partner with the Kutztown Community Partnership. Small Business Saturday is a wonderful way to attract new customers into the community and to discover the benefits of shopping locally."

The Kutztown Community Partnership and the Northeast Berks Chamber of Commerce have

coordinated to receive promotional material from American Express to promote this year's Small Business Saturday, including canvas shopping bags

for local retailers to use as free giveaways for shoppers. These kinds of efforts to boost visibility has helped increase the success of the program each year since its inception. November 26 is Small Business Saturday 2016.

According to the Small Business Saturday website, over \$16 billion was spent at small businesses during 2015 on the day, itself. That represents a 14% growth, a trend that has been recognized yearly. For local independent stores, making a big deal about the shopping holiday can be a critical part of building momentum for the upcoming year.

Some owners suggested that there was a larger benefit to shopping locally. "Supporting the small businesses in the community strengthens the community. While we may not be able to compete in advertising compared with large companies, we often can provide the same products and services," said Val Meyer of J.A. Meyer Fine Jewelry.

For other shop owners, it's about offering a level of expertise that is difficult to find anywhere else. "We are able provide accurate and informed wellness guidance, which is often lost when a customer shops online or at a chain store," Elaine Kilgannon, owner of Second Nature Health Food Store, points out.

Matthew Williams of Firefly Bookstore spoke about local residents who are enthusiastic about supporting the stores they frequent. "Our regulars know us and know the level of personal service we provide all year long. This season is an opportunity to showcase those benefits to new patrons."

Firefly Bookstore is one of many shops preparing for the season. "We have more books, games, toys, calendars, and cards than last year. We're really looking forward to finding the right gift for everyone," said Williams.

Chad Schlegel of Althea's Imaginarium believes that what his shop offers will connect with and impress customers, saying "You can't find unique and different in a big chain store. Shopping mom and pop stores is where you find the good stuff!"

For many customers, Small Business Saturday is indeed good for them. Dr. Andrew Arnold, Chair of the History Department at Kutztown University, regards shopping at the local downtown businesses a key part of the holidays for him and his family.

"We know the businesses and the business owners," Dr. Arnold says. "We can make arrangements for our kids to shop for us, knowing that the people working there will help our son and daughter find just the right thing, because the owners know our family, and know our interests. This is not the kind of relationship that's possible anywhere else but at a local business."

The National Federation of Independent Business (NFIB) and American Express' 2015 survey revealed that 95 million consumers shopped in a local business on that year's holiday Saturday.

Many Kutztown retail shop owners regard that Saturday's festivities as an enthusiastic start to the holiday season. "If traditional Black Friday shopping is a grim race to get the goods, then Small Business Saturday is a mobile party," said Paisley & Company's Lopic. "The store is packed, but everyone is happy and enjoying themselves."

Kevin Snyder of the women's clothing shop Adam N' Eve Boutique summed up what being part of the community means to those who serve it. "Small business is the backbone and the heartbeat of a healthy community."

Kutztown's Downtown looks forward to a happy and enjoyable holiday season for all patrons.

Welcome, Our New Members in October!

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REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



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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

November 17, 2016 - PV MEN Networking Happy Hour



Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at

The Trappe Tavern! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 after-door covers cost of appetizers. Cash bar.

RSVP: 610-489-6660 or email info@pvchamber.net renee@PVchamber.net. Register online www.PVchamber.net

November 17, 2016 - Make Your Own Holiday Arrangement



Just in time for the start of the holiday season join us at Risher Van Horn Florist for this special PV Win Event. Sip on some drinks and enjoy light snacks while we network and make holiday arrangements. Take home your creation for a perfect for hostess gift, office gift or just for YOU!

Risher Van Horn, 3760 Germantown Pike, Collegeville, PA 19426; 4:30pm – 6:30pm
\$25/pp includes arrangement

RSVP: 610-489-6660 or email info@pvchamber.net renee@PVchamber.net. Register online www.PVchamber.net

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More details available online www.PVChamber.net or call the PV Chamber office at 610-489-6660 to donate a raffle prize (\$25+ value) or silent auction donation (value \$100+).

Spring Ford Country Club, 48 Country Club Road, Royersford

December 14, 2016; 5:00p.m. – 7:00p.m.

Individual Tickets - \$35pp for PV Chamber member/Spouse; \$50 for non-members

Sponsorship Levels from \$250 to \$1,100.

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- Medium Business of the Year
- Large Business of the Year
- Business Star of the Year
- Emerging Business of the Year
- Non-Profit of the Year
- Chamber Member of the Year
- Humanitarian of the Year
- Distinguished Service Person of the Year

To submit a nomination visit
www.PVChamber.net

DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 59)

People just took for granted that it was not going to work. People who had lived in the apartments on the square for 10 years remarked that they had never seen the fountain work, and did not recognize it as a fountain. We were able to get a grant from Marie Lederer and fixed the fountain.

Within a month, the fountain was a hit. I used to dye the water pink or a deep aqua and it create a sense of place where people ate lunch. The visitors were good with the garbage once the fountain started working. What was once a garbage repository had become something people wanted to keep clean.

People interested in fixing their downtown would do well to pay attention to the details of your downtown. Little things that you take for granted sometimes are anachronistic remains that are actually blighted influences.

In many cases it does not have to be as big as a bridge. It could be an old garage sale sign that was put up and forgotten on a light pole. It could be an old bike part lying in some remote corner of the public space.

(Continued on page 63)

PHOTOS OF 2016 PFIZER BUSINESS EXPO



Online Savings Book

95 Exhibitors participated in the Annual Business Expo at Pfizer on October 13, 2016. Special thanks to Pfizer for the opportunity to showcase PV Chamber businesses! Look for this banner on PVchamber.net for a complete list of Pfizer Exhibitors and special savings offers for all to enjoy!



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LOCAL BANKER - SHELLY STOCKMAL

(Continued from page 60)

The program is designed for professionals looking to continue their educational experience in addition to those preparing to lead at senior level positions within their organization. The program consists of 200, 300 and 400 level college coursework with the Bank Exec asset/liability simulation comprising a significant portion of Year III. The three-year program provides a variety of learning techniques, including lectures, small group teamwork, computer simulations, case studies, peer presentations, independent study and home extension problems.

The Pennsylvania Bankers Association, located in Harrisburg, is the state's leading banking trade association representing an expansive and diverse membership. The Association offers extensive continuing education programs, government relations representation on behalf of the industry, and provides numerous products and services for banks and their employees.

The Victory Bank is locally owned and operated commercial bank headquartered in Limerick, Pennsylvania. The bank was founded to optimize the financial lives of business, professionals, and consumers. For more information, call 610.948.9000 or visit www.victorybank.com Member FDIC



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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 (YPN) with the Phoenixville Jaycees – November & December

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.

Young Professionals Networking Events (YPNE) are held first Tuesday of each month in 2016. For a full schedule of events and up to date information, please visit www.phoenixvillechamber.org.

Tuesday, November 1; Time: 6:00 pm; Location: Pepperoncini Soto, 184 Bridge Street, Phoenixville, PA 19460; Cost: Free for professionals ages 21-40!

Tuesday, December 6; Time: 6:00 pm; Location: The Colonial Theatre, 227 Bridge Street, Phoenixville, PA 19460; Cost: Free for professionals ages 21-40!

Ribbon Cutting with Lactroductus– November 4

Join the Chamber as we welcome Latroductus to the Phoenixville business community with a ribbon cutting and celebration!

Time: 4:00pm, Ribbon Cutting at 4:30pm; Location: 26 S. Main Street, Phoenixville, PA 19460

November Membership Meeting Luncheon – November 8

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

Time: 11:30am to 1:15pm; Location: University of Valley Forge, Solomon's Porch; Cost: \$20 for pre-registered members; \$25 at the door; \$30 for non-members.

2016 Annual Mega-Mixer & Business Expo

The 2016 Annual Mega-Mixer & Business Expo, brought to you by The Chamber Alliance of Chester County, will be held on Thursday, November 3 at Church Farm School in Exton.

This annual networking event draws over 700 attendees, 80+ vendors, and numerous chances to network with other professionals.

Date: Thursday, November 3; Time: 5:00PM; Location: Church Farm School, 1001 Lincoln Highway, Exton, PA

Cost: Free to attend. Members of the Phoenixville Regional Chamber of Commerce may opt to purchase tabling space at the following price points; Table Top Only: \$125; Table Top with Electric: \$150 + \$10 linen fee (if needed)

2016 Annual Charity Gala to benefit Orion Communities

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.

Proceeds from this event benefit Orion Communities. 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, donate a item, or apply to become this year's non-profit beneficiary, please visit phoenixvillechamber.org/charitygala

FIND IT IN PXV ON SMALL BUSINESS SATURDAY

When you think "shop small," we want you to think Phoenixville. Our beautiful, historic downtown is lined with charming boutiques, fine dining establishments, and a chocolate shop that will delight every one of the five senses!

On Saturday, November 26th, we invite you to come Unwrap Phoenixville with our Passport Incentive Program! Grab an Unwrap PVX Passport at participating local businesses or online, make a purchase at five (5) of your favorites to collect initials on your Passport, then turn them in for a chance to win some great prizes!

Not sure if we'll have what you're looking for? The Find It In PXV Video Series is the perfect way for you to experience some of our unique (and delicious!) shops in Downtown Phoenixville before you leave the house.

Find it in PXV: A storytelling series about the businesses that make Phoenixville great.

phoenixvillechamber.org/discover-phoenixville/finditpxv



Celebrating the grand opening of the LGBT Equality Alliance of Chester County



Ribbon Cutting for GCGC Greek Yogurt in Downtown Phoenixville



Phoenixville Regional Chamber of Commerce welcomes new member Tropical Smoothie Cafe

REGIONAL CHAMBER ROUNDUP

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

• 313 Ridge Pike, 2nd Floor, Limerick, PA 19468 • 610.489.7200



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

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

UPCOMING EVENTS

November 1 - Network Before Work

Productivity Pointe, LLC., 152 E. High Street Suite #440, Pottstown

8:00 a.m. to 9:30 a.m.

Free for Members; \$10 Non-Members

November 10 - Monthly Membership Luncheon

Copperfield Inn, 594 W Ridge Pike, Limerick

11:30 a.m. – 1:00 p.m.

Health Insurance 2017 Q & A

Presenters Include:

Bryan Nester, Cisick & Nester Financial

Charles Laskey, Ron Black Agency/The Laskey Group

\$25.00 Members; \$35.00 Non-Members

SPECIAL EVENT

Chamber 101

Immediately following Chamber Luncheon

1:00 p.m. to 2:00 p.m.

November 16 - Chamber Happy Hour

Hosted by Champps and PJP II High School, Providence Town Center, 51 Center Ave, Collegeville

5:00 p.m. to 6:30 p.m.

Cash Bar

November 17 - Shark Think Tank

Copperfield Inn, 594 W. Ridge Pike, Limerick

11:30 a.m. – 1:00 p.m.

\$25.00 *Business Owner Members Only

December 8 - Holiday Mixer & Happy Hour

Cutillo's Restaurant, 2688 E. High St., Sanatoga

5:00 p.m. to 7:00 p.m.

December 15 - Chamber Membership Breakfast

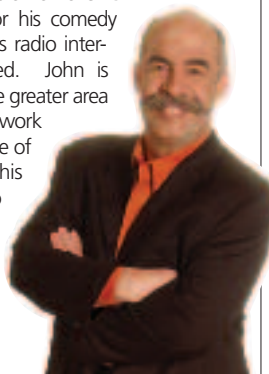
Spring-Ford High School, 400 S. Lewis Rd., Royersford

8:00 a.m. – 9:30 a.m.

\$25.00 Members; \$35.00 Non-Members

SPRING-FORD CHAMBER TO CELEBRATE 25 YEARS!

The Spring-Ford Chamber of Commerce is excited to announce that we rapidly approaching our 25th anniversary. On Thursday, January 19th, we will be celebrating our annual lunch at the Copperfield Inn at Lakeside from 11:30am – 2:00pm. Starting with a networking reception sponsored by Copperfield Inn at Lakeside and continuing to a sitdown lunch. Several new awards will be presented this year including a Community Impact award and Rising Star Award as well as acknowledging past Chamber Presidents and long standing members. The afternoon will end with our keynote speaker, Radio Personality, John DeBella of WMGK 102.9. DeBella has been a staple in Philadelphia Radio for over 32 years. He is known for his comedy and classic rock and his radio interview list is unparalleled. John is extremely active in the greater area for his philanthropic work with veterans and is love of dogs. Don't miss this wonderful event so mark your calendars now. Sponsorships are available, contact the chamber office for more information.



WELCOME OUR NEWEST MEMBERS

Philadelphia Premium Outlets

Dynamic Physical Therapy and Aquatic Rehabilitation Center

Papa John's Pizza, Royersford

Limerick Dental Care

Help at Home with Pam

Aqua-Docs & Pleasant Valley Spas

Inner-Edge Clinical Counseling & Sports Psychology

Spring-Ford Notes

- October proved to be a great month to kick off the Chamber's Fall Workshop Series. A special thank you to our instructors Adrean Turner of Turner Coaching, Training & Consulting LLC and Donna Botti of Delos Inc. They did a fantastic job of educating our members on improving their Leadership and Time-saving Skills respectively. If you missed our workshop series, check our calendar of events for more training and learning opportunities.
- Thank you to Jessica Snook and Amanda McDonald at Lindt Chocolate for hosting the October Network Before Work event! What better way to start a work day than with networking and chocolate deliciousness.



- Thank you to Lisa Hollenbach at the Spring Valley YMCA for hosting our well attended October Mixer.



- Thank you to Mr. Christopher Moritzen, Administrative Director-Western Montgomery Career and Technology Center, Dr. David Goodin, Superintendent-Spring-Ford School District, and Mr. Jason Bozzone, President-Pope John Paul II High School for giving us an overview of the state of education in our community and to the Western Montgomery Career and Technology Center for hosting the October Membership Luncheon.



- Join us Wednesday, November 16th at Champps for Happy Hour! This event is co-sponsored by Champps and Pope John Paul II High School. Appetizers are provided by Champps and your first drink is on Pope John Paul II High School.
- Save the Date for our Holiday Happy Hour, December 8th, 5pm – 7pm Sponsored by Cutillo's Restaurant, appetizers provided, cash bar.
- Are you a Spring-Ford Chamber Members? Would you like to get more involved in the planning of the wonderful events and activities. We are looking for members to join some of our wonderful committees. For more information please contact the chamber office at info@springfordchamber.com

DOWNTOWN MARKETING AND DEVELOPMENT

(Continued from page 61)

Any possibility to remove or improve as a spur of the moment action can eventually enhance the downtown and make it a more attractive place.

I always try to just look at a space. I am known for standing for an hour or so watching what happens in a downtown. I try to pay attention to detail, but like to take a look at how the space interacts with the users. Eventually you will see some of the flaws in the downtown. I remember in Phoenixville, I noticed that part of the problem was small amounts of trash littering the downtown street. I decided that the best course of action was to pick up the trash as the first thing that I did in the morning. It made a world of difference.

Citizen action is much more effective if it is done in a group. People organizing stream cleanups, downtown cleanups make an impact. I remember one time Dave Boelker in Phoenixville had a downtown clean up and came up with something like 23 bags worth of stuff. The week after he brought a bag of junk to council to complain.

The downtown represents the face of your town. Getting involved and helping keep it tidy is everyone's responsibility.

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– Richard A. Zuber, Owner, Zuber Realty

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— Lauren N., PA

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