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Permabond Engineering Adhesives has been developing and manufacturing engineering adhesives and sealants for industrial use for over five decades. In addition to several facilities in Europe and Asia, Permabond has USA based sites in Somerset, NJ and Pottstown, PA.

Our standard line of products is vast and includes anaerobic adhesives & sealants, cyanoacrylates, epoxies, MS polymers, polyurethanes, structural acrylics and UV curable adhesives. Permabond Engineering Adhesives' new product development teams engage with industrial users on a continual basis in order to meet the high demand for custom formulations worldwide.

Permabond's hundreds of OEM specified adhesives and sealants are used globally and include both standard and custom formulations. The growing demand for customized products requires developers to leverage advances in modern materials while remaining sensitive to production efficiencies that control costs.

Permabond welcomes the challenge of helping you find a solution for your application, no matter the scope of your project. Adhesive manufacturers often have rigid criteria that interfere with obtaining a custom solution. Permabond excels in removing the barriers that stand between a need and a custom solution.

"The sectors with the highest growth in custom formulations are acrylics, UV curable adhesives, and epoxies." Manny Dias, Permabond Technical Manager.

"The three primary drivers for custom formulation are 1. To increase bond strength on new polymers, advanced materials, and composites. 2. To reduce the weight of the parts, and 3. To decrease manufacturing costs through streamlined processes." Dave Czaplewski, VP Sales & Marketing, Permabond.



Permabond facility in Somerset, NJ



Individually tailored custom solutions allow design engineers confidence to use the flood of lightweight and very strong advanced materials available. The value of maximizing the efficiency of assembly processes is a benefit to manufacturing in all industries; tailoring an adhesive to meet specific requirements saves time. The long-standing requirements of weight reduction, assembly efficiency, and product quality are well understood by Permabond's

development teams, and this experience is invaluable to customizing solutions for each unique application.

About Permabond: Permabond develops and manufactures engineering adhesives and sealants for assembly, manufacturing, repair, and maintenance. Permabond offers custom formulating for unique requirements. Products are sold worldwide through authorized distributors. ISO 9001:2015

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Cover Story: *Independent Accredited Wealth Management Advisor and CERTIFIED FINANCIAL PLANNER™ Merra Lee Moffit is committed to guiding clients through the wealth building and retirement planning process.*



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



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



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FOR SALE (ZC2182) 101 N. YORK ST., POTTSBORO - CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **RENTAL \$1,100**

FOR SALE (ZC2221) 113 REHRENSBURG RD., REHRENSBURG - UNIQUE PROPERTY w/ RESIDENTIAL UNIT and 2 LARGE COMMERCIAL FACILITIES CONVENIENTLY LOCATED BETWEEN I-73 & 422. SELLER FINANCING AVAILABLE FOR UP TO 15 YEARS. **\$1,100,000**

FOR SALE (ZC2239) 16 S. KORN STREET, POTTSBORO - DELIC-STORE FOR SALE. \$110,000 (POTTSBORO). OWNER HAS RETIRED. SELLING ALL REAL ESTATE, INC. BUILDING, OWNED EQUIPMENT & INVENTORY. BUSINESS IS VACANT. PROPERTY CONTAINS A CONVENIENCE STORE PREVIOUSLY FAMOUS FOR SANDWICHES, WORKING & RUNNING HOT/COOL EQUIPMENT. OWNER HAS CONTRACT WITH ERLICH POST CONTROL. PUBLIC WATER & SEWER. CALL FOR DETAILS. **RENTAL \$1,100**

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FOR SALE (ZC2230) ROUTE 502, BOYERTOWN - GOOD LOCATION. GOOD INCOME. INVESTMENT PROPERTY LOCATED ON ROUTE 502. BUILDING INCLUDED BUT NOT THE BUSINESS. BUSINESS IS CURRENTLY LEASED. CALL FOR FULL DETAILS. **RENTAL \$1,100**

FOR SALE (ZC2241) 2041 CAMP SWATARA ROAD, MYERSTOWN - 10 ACRES OF PRIME DEVELOPMENT LAND ZONED VILLAGE DIST. CALL FOR DETAILS. **\$490,000**

FOR SALE (ZC2242) 123 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 - 281 ACRE CROP FARM IN NORTHERN BERKS COUNTY. ZONED AP. **\$1,732,000**

FOR SALE (ZC2251) 600 SPRUCE STREET, POTTSBORO - STORAGE UNITS. PRESENTLY 66 BUT HAS POTENTIAL FOR MORE UNITS. GOOD INCOME STREAM. SOLID LOCATION. CALL FOR INCOME & EXPENSES. **\$400,000**

FOR SALE (ZC2253) ROUTE 602, BOYERTOWN - FIRST 500' OF PROPERTY IS IN VC ZONING AND THE REMAINING ACREAGE IS LIGHT INDUSTRIAL. FRONT IS MOSTLY OPEN AND THEN IS WOODED TO REAR AND SLOPING BACK. EASEMENT NEAR TOP OF HILL IN BACK FOR ELECTRIC COMPANY. MANY USES. **\$400,000**

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FOR SALE (ZC2259) 1905 E. HIGH STREET, POTTSBORO - BEAUTIFUL STONE & BRICK HOME ON OVER AN ACRE. RICH PLANK HARDWOOD FLOORS AND A STONE FIREPLACE IN THE LR. THERE IS A LARGE DRIVING AREA THAT JOINS A NEW KITCHEN. CONVENIENT LAUNDRY AND POWDER ROOM JUST OFF KITCHEN AREA. 3 BRS ARE A NICE SIZE, SUNNY AND BRIGHT. THERE IS A FULL WRAP AROUND PORCH AND A DECK FOR OUTDOOR EATING. FULL BASEMENT FOR STORAGE AND A TWO CAR GARAGE AS WELL. THIS HOUSE ALSO HAS COMMERCIAL VALUE. COME MAKE AN APPOINTMENT AND SEE FOR YOURSELF. **\$229,000**



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(ZC1150) 2103 East High Street, Lower Pottstown - Lower Pottstown first floor office suite with great exposure to busy High Street and within close proximity of Pottstown Hospital and Route 422. Plenty of parking, handicap accessible. 2450 SF that can be leased as one or divided into individual offices. Exterior was recently renovated and landlord will make every effort to accommodate the tenants interior needs. Monthly rental amount is \$2550.00. Call for details!

(ZC1178) LEASED 224 Main St., East Greenville

(ZC1179) JUST LISTED 2081 E. High Street, Pottstown - Lower Pottstown first floor office suite, approximately 1200SF. Reception, Administrator + 3 private offices. Great High Street exposure and lots of parking. Call for details! \$1,500/Month + heat, AC, electric and trash. Water and Sewer are included.

(ZC1190) 304 North Charlotte Street, Pottstown - First floor office space on busy street. Former chiropractor office. approximately 450SF. \$450/Month includes heat, water and sewer.

(ZC1181) 301 N. Lewis Road, Royersford - Park Town Plaza Shopping Center located in Royersford. Retail/Office space. 3 spaces available, various sizes, various prices. Call for more information and showings.

and MANY MORE Call 1-866-948-2255

FOR SALE (ZC2240) 2033 E. HIGH ST., POTTSBORO - LOOKING FOR HIGH STREET EXPOSURE IN LOWER POTTSBORO? THIS PROPERTY IS FOR YOU. 2 UNIT OFFICE COMPLEX. THE FRONT UNIT IS COMPOSED OF APPROXIMATELY 1700SF; FORMER INSURANCE OFFICE. NOW VACANT. THE SECOND UNIT CURRENTLY HOUSES THE DISTRICT JUSTICE OFFICE. APPROXIMATELY 4,054SF WILL BE VACATED SOMETIME IN 2016. GREAT LOCATION. GREAT INVESTMENT OR OWNER USER. BUILDING BOTH UNITS ALSO AVAILABLE FOR LEASE. PLEASE CALL AGENT FOR DETAILS. **\$599,900**



SOLD (ZC2210) 1200 WINTER HILL, BRIGHTONVILLE

SOLD (ZC2212) 333 MAIN STREET, ROYERSFORD

SOLD (ZC2213) 304 N. MAIN ST. + LOT ON BRIDGE ST., SPRING CITY

SOLD (ZC2214) 1340 E. PHILADELPHIA RD., DOUGLASSVILLE

SOLD (ZC2215) 10 W. MAIN ST., DOUGLASSVILLE

SOLD (ZC2216) 170 N. MARSHALL STREET, MYERSTOWN

PENDING (ZC2217) BERKS COUNTY LOCAL BAR/RESTAURANT ESTABLISHMENT

PENDING (ZC2218) 124 NORTH CHESTNUT STREET, BOYERTOWN

PENDING (ZC2219) 211 READING ROAD, EAST EARL

PENDING (ZC2220) CAMP SWATARA RD., MYERSTOWN

FOR SALE

(ZC2247) AMITY TOWNSHIP COMMERCIAL LAND

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Good Life FINANCIAL GROUP

MERRA LEE MOFFITT

Supporting Small Business Owners “from the Heart”

This month’s annual observation of St. Valentine’s Day reminds us that it is coming from the heart that gives purpose and meaning to relationships—in our personal lives and in the world of business.

That is especially true for Merra Lee Moffitt, Senior Partner and Wealth Strategist with **Good Life Financial Group**, located at 30 Commerce Drive in Wyomissing.

Moffitt, AWMA®, CMFC®, CFP® is not your average financial planner. Raised on a farm in Berks County, Merra Lee milked cows, fed calves, and stacked hay from the age of nine. As a product of the character-building benefits of hard work, Merra Lee grew up sharing in the challenges of operating a successful small family business, and the role of caring for others incumbent in running a family business, has stuck with her throughout her life, made even more poignant by the recent passing of her beloved mother.

A bright student, Merra Lee cultivated an interest in personal investing right out of high school, and she went on to graduate *Magna Cum Laude* from Millersville University with a dual degree in Computer Science and Psychology.

Prior to becoming a financial advisor, Merra Lee built a successful software consulting company from one person into a corporation of 40 employees & contractors. Since 2002, Merra Lee has professionally dedicated herself to financial planning for families and business owners. She helps her clients build a solid financial plan, while balancing short-term and long-term goals.

As a consequence of overcoming the challenges and hardships of growing a business, Merra Lee has developed an uncanny ability to bring an advanced level of empathy and understanding when working with small business clients.

“When I built my business, I didn’t feel that I had someone helping me with financial decisions,” she explains. “I felt like I was on my own.



Good Life Financial Group at 30 Commerce Drive, Wyomissing.



When I became a financial planner, I brought a strong desire to help people, and I felt that I was qualified to do that because I had lived through the process of building a business and getting through the difficult times of not having enough cash to pay your employees, and not taking a salary, because you were trying to keep your business going when times got tough. I apply that that kind of caring and experience to help many business owners in the community," she said.

Speaking of matters of the heart, Merra Lee makes it a point to surround herself with business owners who give of themselves beyond their businesses by giving of their time to charities and nonprofits, and she actively supports her clients who are trying to raise money for causes that are close to their heart.

Merra Lee's commitment to helping others goes beyond her clients. She has been a Rotarian for four years, currently a member of the West Reading/Wyomissing club, and through her participation in the club she gives back to the community through a variety of projects. She is active in several chambers of commerce, and she supports the efforts of Greater Reading Economic Partnership (GREP) and regional business organizations in their efforts to bring jobs and economic activity to Berks County. She serves on the advisory committee for Berks Technical Institute (BTI) helping to advise BTI on how to get their students ready for jobs in the manufacturing and construction industries.

"Many of my clients who are business owners are having a harder time finding and attracting qualified employees," she said, "because we are pretty much at full employment. The more options I can give them with group benefits, benefits to their employees, while trying to keep the business owner costs low, is very important right now. I help find ways to enhance the benefit package to attract candidates without breaking the bank, finding the delicate balance of costs and making the employees feel respected and secure. It's also about making employees feel like they are at a great place to work," she said.

Merra Lee understands the financial challenges that individuals, families and business owners face. "Financial planning is a living document and a living process," she explains. "Every two or three years, something changes. And even after you are retired, your spending ideas change. When formulating a financial plan, you have to look at all of the resources that exist now, and you have to look at when and how people are planning to spend their golden years, and what things they want to do, so you can strive to position yourself so that the money builds up to make those things happen," Merra Lee said.

As an independent Accredited Wealth Management Advisor and CERTIFIED FINANCIAL PLANNER™, Merra Lee, along with her team, are committed to guiding clients through the wealth building and retirement planning process.

(Continued on page 8)

SALE/LEASE PAD SITE — 1.38 ACRES 1600 INDUSTRIAL HIGHWAY, POTTSTOWN, PA



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COVER STORY

(Continued from page 7)

Good Life Advisor Systems topped the **Greater Reading Chamber of Commerce Top 50 Businesses** list for 2016, and Merra Lee was honored by the **Northeast Berks Chamber of Commerce** as their 2015 *Entrepreneur of the Year*. Merra Lee's ongoing support for small business owners made her stand out from other nominees, according to the judges, who presented the prestigious award at their Second Annual Shining Star Award Dinner.

Merra Lee also stands out among her peers in terms of her ongoing commitment to expanding her network of experts and resources, to better serve her clients. She has taken the initiative to formulate dozens of new professional relationships with insurance providers over the past two years, to expand her ability to create the best possible outcome for her clients.

"It's been a great success, because we have a range of new tools to help people to pass on their business to the next level," she said. "Our clients have reacted positively to having additional options when it comes to helping their businesses serve their families in the next generation. I have an additional pool of experts that I can draw on to add to what I already know, to come up with multiple ways to solve problems. For example, if you don't qualify for long-term care because of some health issues or age issues, we've added short-term care, which is a little easier to get through."

"I can now offer more options, better pricing, and better choices for life insurance and long-term care, as well as healthcare needs, disability coverage and income annuities," Merra Lee explains, adding that she now offers assistance with Medicare planning and Medicare insurance, integrating the Medicare option into business ownership and transition planning from full time business owner to part-time travelling business owner.

With the new administration in Washington, there is a degree of uncertain-

ty over the future of the *Affordable Care Act* and proposed changes to Medicare direction and policies. It is incumbent on Merra Lee to be vigilant and prepared to help her clients navigate the changing medical insurance landscape. "I have to stay current and anticipatory to help people have a flexible plan," she said.

Merra Lee believes that financial planning is about a person's values, not just their money. Her focus is on promoting growth while managing risk and maximizing your purchasing power, not simply the principal. She feels it is important to develop the appropriate retirement plan for each client's situation using techniques to manage taxes, access to money, market volatility, and adverse possibilities.

When asked what drives her to help small business owners, Merra Lee shared, "Our community's small business owners work long hours, strive for their families and fight for the well-being of their employees. They deserve our vigilant respect and support for providing our community with jobs and their dedication to their customers."

(Continued on page 10)

American Eagle 1

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— John L., PA



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COVER STORY

(Continued from page 8)

Merra Lee has been married for 26 years to husband Patrick, who recently resigned his position as a web manager to become an entrepreneur in the industrial arts business. "Careful financial planning, sacrificing immediate salary for long-term goals, has allowed us, as a married couple, to pursue his dreams," she said. "It took a fair amount of planning, to get there, and very few couples can afford to have someone quit their job and go out on their own."

Having put two sons, Lyle and Alex, through college, makes college planning innately part of her specialty as well. Merra Lee loves to travel, and has visited over 35 countries so far, including a Viking River Cruise in Europe to celebrate her 25th wedding anniversary last year.

Business owners and individuals can use Merra Lee's expertise to help solve business and personal financial challenges and work toward identifying solutions. Her practice focuses on: Financial Planning; Personal and Business Retirement Planning; Wealth Management; College Planning Choices; Tax Reduction Planning; Retirement Income Strategies; Protection Strategies; and Estate Planning.

Merra Lee's primary goal — from the heart — truly is to help the business owner succeed. Period. "If you're going to be in business the next year and the year after, somewhere in there, something's going to go wrong and you're going to need to scramble and have access to money at a time when the banks are not going to give you any, so let's build a future where you can have the stability to keep going," she said.

Merra Lee is available to work with individuals and businesses throughout Berks, Chester and Montgomery counties. For more information, please contact:

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OPPORTUNITY KNOCKS FOR STATE BUDGET INNOVATION

By Elizabeth Stelle

“Nothing is more expensive than a missed opportunity.” Pennsylvanians should heed these words from author H. Jackson Brown, Jr. in the upcoming budget season. Governor Wolf and key legislative leaders repeatedly called this year’s state budget an “opportunity”—and rightly so.

The governor’s approach this year is vastly different from his 2015 plan, which called for the largest tax increase in state history and triggered the longest budget impasse in modern memory. It’s also a world away from Wolf’s retroactive income tax increase proposal last year.

Instead, Wolf recently promised, “I’m not going to call for an increase in the personal-income tax or sales tax. We have to make sure the Commonwealth lives within its means.” This is a welcome change of heart.

In a matter of months, the policy discussion has flipped from demanding more from taxpayers to cost-cutting and restructuring state government. But closing this year’s estimated \$524 million budget shortfall and tackling next year’s estimated \$1.7 billion deficit while protecting Pennsylvanians from tax increases is no small task. It will require nothing short of reimagining how government operates.

Luckily, many immediate and long-term solutions exist. If Wolf and lawmakers want reform opportunities with cross-party appeal, here are three not to miss.

First, end unfair taxpayer subsidies to big business. This year, state government will spend more than \$800 million to bolster billion-dollar corporations like Amazon and

Netflix, subsidize sports stadiums, and prop up the horse-racing industry.

Pennsylvania leads the nation in these corporate welfare handouts but has little to show for it. Despite more than \$6 billion funneled to politically favored businesses since 2007, Pennsylvania trails the nation economically: Between 2005 and 2015, the state ranked just 35th in job growth and 31th in personal income growth.

Meanwhile, the ten states spending the least on corporate welfare from 2007-2015 enjoyed greater job growth than the top ten spenders.

House Majority Leader Dave Reed (R—Indiana) recently expressed interest in reducing corporate welfare spending—a great first step toward alleviating budgetary pressure.

Next, fix Pennsylvanians’ flawed sentencing system. Since 2005, corrections spending has spiked 55 percent and is now the third-largest General Fund expense. Despite a welcome drop in the state’s prison population last year, Pennsylvania’s incarceration rate remains the highest among Northeast states. The culprit? Not an abnormally high crime rate but flawed sentencing, according to the Council on State Governments.

(Continued on page 12)



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HARRISBURG'S NEW YEAR'S RESOLUTIONS

(Continued from page 11)

This year, inmates will cost the state \$48,200 each on average, nearly equaling Pennsylvania's \$53,599 median household income. Parolees, though, cost about 90 percent less—averaging just \$4,200. Because probation and parole violators account for nearly one-third of the inmate population, there is a huge opportunity for cost savings. Swifter and more predictable sanctions can prevent parolees from becoming resource-draining inmates, saving tax dollars without compromising public safety.

This is just one of several corrections reforms ripe for implementation as a follow-up to 2012's universally acclaimed Justice Reinvestment Act.

Finally, Wolf and lawmakers must rein in the shadow state budget. The General Fund budget, which monopolizes headlines, is just 40 percent of state government's true \$78 billion cost. Hidden in the remaining 60 percent are more than 150 "special funds" whose existence and cost is largely unknown.

These funds have been used, for example, to bankroll pool feasibility studies and

golf course acquisitions, subsidize well-paid farmers on the backs of the poor, and funnel additional tax dollars to initiatives *already funded* through other government means. Worse, these funds are often on autopilot—growing each year without review from elected officials.

Consequently, the commonwealth's total operating budget has climbed 184 percent since 1970—an inflation-adjusted \$3,975 more per person. Redirecting or reducing duplicate and questionable funds will stop the shadow budget from diverting more and more tax dollars each year.

This budget season, Wolf and lawmakers will be tempted to rely on targeted tax increases—like last year's e-cigarette and digital download taxes—to balance the budget. Indeed, Wolf has already proposed a new natural gas severance tax. If they choose higher taxes over reform, they will once again miss a critical opportunity to change the state's trajectory. And nothing could be more expensive for Pennsylvanians.

Elizabeth Stelle is director of policy analysis for the Commonwealth Foundation (CommonwealthFoundation.org), Pennsylvania's free market think tank.

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INDEPENDENT CONTRACTOR OR EMPLOYEE?



By Richard A. Flanagan,
IV, CPA, Partner,
Maillie LLP

The question of whether your company's workers are independent contractors or employees can be a complex one to answer. The determination is intensely factual in nature and the stakes for your Company can be very high. There is no bright line in making a determination.

If a worker is classified as an employee, the Company must withhold federal and state income as well as employment taxes and often must provide the worker with the same fringe benefits that it makes available to other employees. However, if the worker is classified as an independent contractor, the Company is not subject to withhold any taxes or provide any benefits. Its only responsibility is to provide the worker with Form 1099-MISC at year-end if the amount paid was \$600 or more.

Unfortunately, there is no uniform definition of the term "employee". The "common-law" rules applied to make the determination, originate from court cases rather than specific laws or regulations. Although many factors are taken into consideration, the main one is focused on the right to control and direct the worker regarding the job he is to do and how he is to do it. If control is with the Company, then the worker is likely an employee. If not, it is an indication

that the worker may be an independent contractor.

Many factors are considered in making a proper independent contractor/employee determination, including industry standards. It is important to take the time to consider your Company's relationship with its workers to help you classify them correctly. An incorrect classification can be costly to your bottom line.

Richard A. Flanagan, IV, CPA is a partner in the Mont Clare office of Maillie LLP, a certified public accounting firm. He has extensive experience in tax services and business consulting. Maillie LLP has been recognized as a "Top 25" Regional Firm by the Philadelphia Business Journal and as a "Top 200" National Firm by Inside Public Accounting. For more information contact rflanagan@maillie.com or 610-935-1420.

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Financial Independence Planning expands Client Service team

Financial Independence Planning, a comprehensive financial planning firm has expanded its client service team with the addition of two financial advisors.

Patrick Hynes joined FIP in 2015 as an associate client representative servicing our retail clients. With 20 years of experience in the financial services industry, he has worked as an Institutional Trader, Tax Accountant, and in venture capital operations. He graduated from the University of San Diego with a B.A. in Business. He has successfully passed the Series 63, 65 and Series 7 and is

currently pursuing his CFP® designation. Patrick is a member of the Financial Planning Association of Philadelphia and the Delaware County Estate Planning Council. He has been a great asset to the practice and recently promoted to Senior Client services representative.

Additionally, Sean McAneney joined FIP in September 2016 as an associate client representative. A diehard Owls supporter, Sean was a Division 1 track athlete completing his double major at Temple University in three years in Finance and Risk Management. He also has his Series 6, 63 and 7 licenses and is also pursuing his CFP® designation.

About Financial Independence Planning: Financial Independence Planning, LLC (FIP), based in Conshohocken and Lansdale, is a full-service financial services firm serving mainly Bucks, Philadelphia, Chester and Montgomery. The firm executes a proprietary 8-step FIP financial process primarily for clients in retirement and "pre-retirement" to help optimize their assets. The FIP process helps identify objectives and potential roadblocks early by mapping out an FIP Road Map. Through constant monitoring, quarterly calls and annual reviews, FIP advisors help clients stay on track to not worry about money and enjoy all the things in life that are important to them. The firm's online client collaboration tools enable clients 24/7 secure access to their portfolio. The firm also provides educational seminars, a schedule of these events are on www.myfipadvisor.com.

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McCarthy Engineering Performs Emergency Bridge Replacement

McCarthy Engineering was contacted by N. Heidelberg Township for an emergency bridge inspection to investigate a sudden dip in the road surface. The bridge, located at the 1500 block of Milestone Road, suffered a failure of multiple deck beams rendering the structure unable to carry traffic. This necessitated the immediate closure of the bridge. Given that the bridge was a main artery for the community and emergency vehicles, emergency permitting from the Department of Environmental Protection (DEP) was warranted. Originally, a box bridge was considered to replace the bridge however that would have resulted in an installation timeframe of approximately 1 year. The McCarthy Engineering team presented an alternative design of an arch bridge which saved the township over \$44,000 and reduced the design and installation time from 1 year to 4 months. This allowed the bridge to be re-opened to traffic in time for the holiday season.

McCarthy Engineering is the municipal engineer for a number of communities in the tri-county area. Given the firm's background in municipal representation, design capabilities for road and bridge infrastructure, MS4 and stormwater design, North Heidelberg Township appointed McCarthy Engineering to be its municipal engineer following completion

of the bridge structure. McCarthy Engineering's COO, Michael Coulton, says, "McCarthy Engineering is a firm that is rooted in the communities that we serve. Whether in the public or private sector, we shape the best solutions to enhance the communities that our clients live and work in."

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The 422 region is alive and well and the professionals at EEI, many of which who reside along the corridor, are ready to support the progress throughout the area. We at EEI look forward to contributing to the success of your next project. For additional information, please call 610.277.0880 or visit our website www.earthengineering.com.

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Carroll Engineering Corporation (CEC) is one of the largest civil engineering firms in the Greater Philadelphia area, providing quality engineering and surveying services to clients throughout Pennsylvania and New Jersey. The company provides highly recognized professional services to a wide range of authority, municipal, public and private clients in the region. Services include: Water/Wastewater Engineering, Municipal Engineering, Civil Engineering, Traffic/Transportation Engineering, Structural Engineering, Surveying, Construction Management, and Geographic Information Systems. Our corporate office is in Warrington, Bucks County. We also have offices in Malvern, Chester County, King of Prussia, Montgomery County and Hillsborough, Somerset County, New Jersey.

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(Continued on page 18)

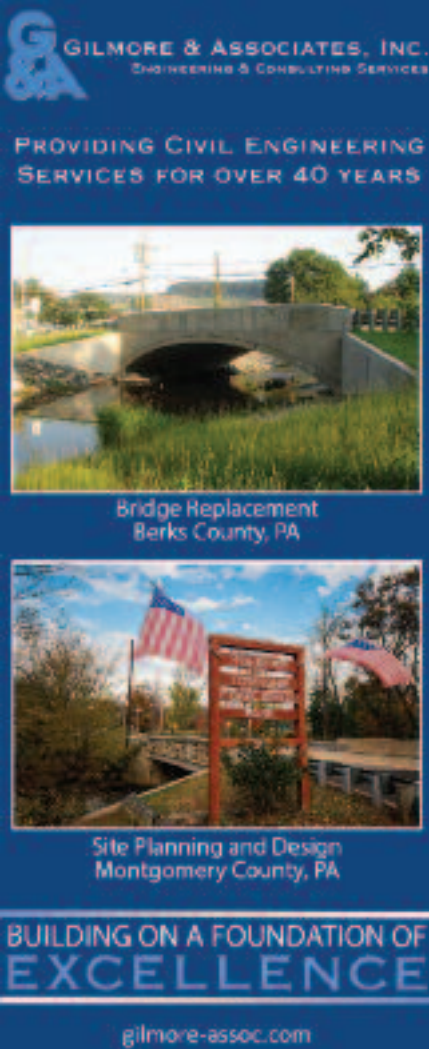
FOCUS ON ENGINEERING

(Continued from page 17)

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The demand for green infrastructure and sustainable building and site design from both public and private clients has experienced significant growth in the last several years. Gilmore & Associates, Inc. is committed to a professional practice that embraces "Green" planning and engineering designs that utilize or emulate natural ecological systems to provide the essential services demanded by society while protecting or enhancing environmental quality. Whether serving public or private sector clients, the consulting professionals at Gilmore & Associates, Inc. understand the challenges and complexity of providing environmentally and economically sustainable infrastructure and building solutions.

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BOYERTOWN RANKED 4TH MOST POPULAR TOWNS IN NORTHEAST USA IN 2016

Boyertown has just recently been nominated 4th most popular northeastern town for 2016, this was a wonderful surprise that we were ranked so high, right next to Martha's Vineyard placing 3rd this year. We got our recognition due to google analytics, which to give a quick overview, the more people search us the higher we were ranked. For example, the Colebrookdale Railroad, Taylor Backes, and Museum of Historical Vehicles, along with other unique and historical businesses and attractions that are special to the Boyertown area. This was a great sign that Boyertown is finally getting recognized for its Classic charm and character, and this is only the beginning! Building a Boyertown is working hard to bringing back Boyertown to the walking town that it used to be, along with up to time ideas that blend the historical past with the bright future.

We recently received a \$120,000.00 town visioning grant to create a roadmap for the next five years. Incorporating strategies for Streetscapes, Sidewalks, Facades both residential and business improvements, launch new Main Street business opportunities and attractions, Marketing and business development plan, Landscape beautification initiatives, along with preserve the historical style and value of our original buildings.

Boyertown has also received a \$35,000.00 Grant from DCNR for a feasibility study of a multi-use trail connection to the Tri-County Trail System in Montgomery County that could eventually connect to the East Greenway Alliance which is a 3,000-mile-long walking trail that connects the Maine/Canada border all the way down to Key-West Florida.



DAVE LARSEN PRINTS [HTTP://BOYERTOWNPA.ORG/BBB-STORE/](http://BOYERTOWNPA.ORG/BBB-STORE/)



The Colebrookdale Railroad Preservation Trust has just received a \$100,000 grant from the BB&T Economic Growth fund through the Berks County Community Foundation for operational support over the next couple years. This is a great opportunity to hire staff to secure the tourist rail excursion in bringing visitors to ride the train, in turn supporting economic growth in Boyertown.

So look out Boyertown! There is going to be some major updates occurring, check on the BBB website at www.boyertownpa.org to keep up with what is going to happen next, and how you can participate or provide input on what else you think Boyertown should offer. To see the full article on Most Popular Towns, check out <http://www.getawaymavens.com/20-popular-towns-northeast-usa-2016/>



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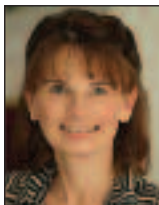
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CAN SOCIAL MEDIA RUIN YOUR BUSINESS?



MARKETING SOLUTIONS

By Maria Novak, Marketing Solutions

Social media sites can be incredibly useful. Pinterest, Instagram, Twitter, Facebook, and all the rest have created new means of communication and enabled companies to connect organically with users whose interests are already vetted.

That said, they can also be destructive. The difference lies in the way you use them:

If you publish an article on your own website, tweet about it, and post a link on Facebook, that's fantastic. If you post an article as a Facebook note and then share it, your marketing and outreach are headed for a crash-and-burn moment.

Social media: the value of building a tribe.

We as businesspeople understand the value of the connection economy. What we need to focus on is making sure that those connections endure over the years and decades. We do that by providing value and by not cheapening the relationship. We also do it by maintaining connections, and most importantly, by not having a middleman.

If you have 10,000 followers on Facebook, Tumblr, or Twitter, that's helpful. If you have 5,000 subscribers to your email list, that's much more valuable. Unless I knew a magic spell for converting "likes" and "follows" into email subscribers, I'd take a 100-person email list over a thousand-like Facebook or Twitter page any day of the week. Those emails will still be valid in a year or five. Will their social accounts?

Even more important, I know that when I send an email to their inbox, it arrives safe and sound. The same cannot be said for any social networks.

The only way to truly own that connection is to write on your proper platform (a website you control or a safe email program) and gather email addresses from members of your tribe.

I love the word tribe; it instills a feeling of community. A family in a way that there are common interests and views.

Email is enduring.

It's been around since the dawn of the Internet. It survived Geocities and Myspace, and it'll survive Facebook and Twitter. There's no reason to rely on a social media site when there's a reliable and consistent contact medium available to you, for free. Ninety-five percent of your address book contacts are not on the same social sites they used a decade ago — but they probably signed up for the new one with the same email address as the first!

Social media services are a fantastic way to "spread the word" and share information, but relying primarily on a publishing platform you do not control can hurt your marketing efforts. While there's value in social likes, follows, shares, and retweets, those are worth far less, in the big picture, than passionate email subscribers.

People on your mailing list will always get your message. They may just skim it, but as long as you're sending it properly, that email will always land in their inbox. The same can't be said for most social media sites. Unless they're on Twitter at the right time ... unless you pay Facebook the right amount ... unless you're popular enough on Tumblr ... they may never see your content. And that's a shame, because we know your content, your advice, and your thoughts could impact the right audience. Email subscribers are your friends, and email deliverability can grow your business.

Maria L. Novak Dugan is president of Marketing Solutions & Business Development, a firm in West Chester, PA, offering creative marketing services and goal implementation for small businesses. For more information, contact Maria at 610.405.0633 or Maria@Maria-L-Novak.com or visit www.Maria-L-Novak.com

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The popular dineKOP restaurant week returns March 6-12, 2017, for its biggest and best year to date.

dineKOP is the King of Prussia District's (KOP-BID) unique interpretation of a restaurant week offering diners affordable, prix-fixe lunch and dinner menus. dineKOP provides diners the opportunity to experience the best culinary offerings in the area with special menus at incredible prices!

Lunch menus are priced at: \$10, \$15 or \$20. Dinner menus are priced at: \$20, \$30 or \$40. A portion of the proceeds from participating dineKOP restaurants will be donated to The Children's Hospital of Philadelphia's (CHOP) King of Prussia Specialty Care & Surgery Center.

Since 2015, dineKOP has raised \$23,500

for CHOP's King of Prussia center. In addition, participating dineKOP restaurants will welcome CHOP Ambassador families to dine with them and enjoy a special restaurant experience during dineKOP.

"dineKOP restaurant week is a unique way to experience the many wonderful flavors of local dining establishments," said Dann Braid, The Children's Hospital of Philadelphia Regional Director, Specialty Care Services.

"As the beneficiary of this annual event, we and our Ambassador Families are truly grateful to the King of Prussia District and the participating restaurants and diners who help raise important funds for essential enhancements to our patient facility."





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Current participating restaurants (at time of press release) include KOP staples and many brand new to KOP:

- Bonefish Grill
- Cantina Laredo
- Davio's Nothern Italian Steakhouse (NEW! Opened in 2016!)
- Fogo de Chao (NEW! Opened in 2016!)
- Maggiano's Little Italy
- Morton's The Steakhouse
- Paladar Latin Kitchen & Rum Bar (NEW! Opened in 2016!)
- Pepper's Italian Restaurant
- Revolution Chop House (NEW! Opened in 2016!)
- Rock Bottom Restaurant & Brewery
- Ruth's Chris Steak House
- Seasons 52
- Sullivan's Steakhouse
- The Capital Grille
- The Melting Pot
- The Pub by Wegmans
- Valley Tavern

All restaurants and menus can be viewed at visitKOP.com/dineKOP.

"King of Prussia's dining scene exploded in 2016 and we're excited to highlight KOP's newest restaurants during dineKOP 2017," said Eric Goldstein, King of Prussia District Executive Director.

"With new comers like Davio's, Fogo de Chao and Paladar plus KOP favorites like Maggiano's, Ruth's Chris, Sullivan's and The Capital Grille, you're sure to the perfect menu for each day of the week."

dineKOP is produced by the King of Prussia District. Additional sponsorship and support for dineKOP is provided by Conlin's Digital Print & Copy Center.

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.

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Most company websites are geared towards marketing to prospective customers; but offer few if any features for current clients. This could be a missed opportunity to increase customer satisfaction with your company, or perhaps the competition may provide these features directly from their websites.

Of course every business is different; but there are many areas where we can provide features online instead of asking customers to make phone calls during office hours. Appointments, schedul-

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HOW TO LOOK BEHIND MUTUAL FUND PERFORMANCE NUMBERS



Submitted by Dean Fox, Financial Advisor,
Independence Planning Group

If you are a mutual fund investor, it's hard to resist peeking at those performance reviews published every year — the ones that list the top-performing funds. Perhaps you're hoping that your fund will be among them, or you may be seeking new investment ideas. In either case, mutual fund performance statistics can be useful.

But do you know how to look "behind the numbers" to see the real story of a mutual fund's performance? It's more intricate than the simple rate of return numbers. When you understand how to look at the whole performance picture, you'll be in the best position to answer important questions about selecting funds you'd like to invest in, such as: 1) How did the fund achieve its performance?; and 2) Does the fund's performance justify the risks taken?

Mutual funds don't run themselves. Actively managed funds hire professional managers who develop investment strategies and make specific "buy" and "sell" decisions. The performance data is, in effect, the fund manager's scorecard. However, the manager may be doing a good job, even if the scorecard doesn't look great at first glance, and the opposite also can be true.

Three Critical Questions

To look behind the numbers, investors should ask three questions during any performance analysis:

1. How active or passive was the manager's strategy?
2. Did the manager's performance more than justify the fund's risk exposure?
3. How did the manager perform against its "peers"?

Active versus Passive – An index fund is considered totally passive. Its investment decisions are made using a formula that's designed to match the composition of the fund's benchmark, like the S&P 500® Index. On the other extreme are highly active strategies in which managers pit their insights, wits and skills against the market. (These are non-index funds.)

(Continued on page 25)



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AHA MOMENTS IN PLANNING YOUR SOCIAL MEDIA MARKETING



MASTERING SOCIAL MEDIA

By Alyse Mitten, Owner, Interlace Communications

Over the past few weeks I've been hosting workshops on Planning Your Marketing and have found the workshops very informative not only for those attending as well as myself. In an effort to extend the reach of our Aha Moments at the workshops, I've included three of the ideas discussed in hopes that you can take advantage of these in building your client base to market your business.

Aha moment #1 - Market Where Your Audience Is.

The first Aha Moment our group discussed is something that's always been part of print advertising. You need to invest in those mediums where your customers and clients frequent. Here are a few examples:

A business that sells environmental modification products to keep seniors in their homes with safety equipment might

be tempted to market their products online. A mix of print and online will be more effective because their client base read newspapers and use telephone books and their children us social media.

An organization having an event for families with teens will find promoting the event through Facebook, Instagram and Snapchat to be very effective in getting to the best audience.

(Continued on page 26)

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How to Look Behind Mutual Fund Performance Numbers

(Continued from page 23)

What most investors don't realize is that there is a spectrum of semi-active or semi-passive strategies in between these two extremes. In today's competitive mutual fund industry, some fund groups specifically target how active or passive they want their managers to be.

Risk versus Return – If you are evaluating performance over decades, you can afford to focus on returns more than risks. But most performance reviews rank funds based on periods of one year or less. In these cases, it's important to take risk into account in evaluating the fund's short-term returns, because the fund that is "hottest" in an up market is a good candidate to be coldest when the market turns down.

Performance versus Peers – Check to see how the fund's performance compares with its "peers" – i.e., the performance of other funds with similar investment objectives. Two analytical services, Morningstar and Lipper, divide mutual funds into categories and then rank managers based on either risk-adjusted (in the case of Morningstar) or raw (Lipper) returns.

One of the best ways to check a fund's performance and ranking is to visit www.Morningstar.com and access a free "Quicktake" report on the fund by typing in its name or symbol. Or, you can ask a professional financial professional to help you access and interpret this valuable information.

The bottom line is this: Past performance is no guarantee of future results. That's why many financial professionals caution against "chasing returns," since a fund that performed well over any given time frame often does not continue to perform in the same way moving forward. You may wish to consult a financial professional, who can help you identify mutual funds that match your needs for specific investment styles or risk tolerance, as well as funds that have consistently produced attractive risk-adjusted returns over time.

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MASTERING SOCIAL MEDIA

(Continued from page 24)

What if you want to fine tune where to market for your business? Identify at least ten of your clients you feel are your ideal clients. Do a search on Google of their full name, company name, city, state and if you know their phone number do that, too. Notice what websites and social media sites appear in the search and chart it out. See the similarities among the clients. This search test will not only confirm facts you already know. It will also uncover new marketing ideas. Sometimes you even discover you are mentioned on a social media where you aren't even on.

Aha moment #2 – The Importance of Your Facebook Page.

Creating a Facebook Page with its cover photo, profile photo, and content is very important in sharing your business on Facebook and being found on Google. It helps those who know your business to support you by becoming a fan of your page as well as helps to find new fans who can learn about your business. Along with doing that, your Facebook Page becomes a location where your posts, ads, boosts, videos, and photos are located.

In a recent meeting, with a potential client, he proudly shared posts that were created for his Facebook page. They were visually pleasing and full of information but lacked any sort of link. In fact what was part of the post was a reference to go to their Facebook page to purchase a product that was on their website. Not a one link to anything!!!!

Ready for the Aha Moment?

So, I asked him this question, "How often does a person visit your Facebook page once they like your page?" Think about that for a minute. When I've asked this questions I get all sorts of answers. Hundreds of times seems to be the normal answer. Are you ready? The answer is never, unless you redirect them back to the page with a link. The reason they never have to go back is because

your posts, boosts and ads are delivered to their timeline. Oh, yes, there's a hyperlink on every post but nine times out of ten, a person isn't going to click on it unless they need to check something in particular. Lesson to learn from this? Include a link as part of your posts. Mix it up with links to pages on your website, events, other social media platforms, and videos. Those are just a few ideas.

Aha Moment #3 - Build your email list from your LinkedIn connections.

What? You can export your connections from LinkedIn? Yes. LinkedIn provides an export feature. Where? Click on My Network and go to Connections. Once there, click on the gear to the right hand side in the heading. Under the gear you will find a variety of ways to synchronize your contacts. To the right hand side, you will see Advanced Settings and the first choice is to Export LinkedIn Connections. There will be a variety of choices to export. The export will only provide you with your first level connections. From here you can import them into your email account as well as your email management system.

We hope these Aha Moments provide you with a variety of ideas and tools to help better build your client base to market your services or products. Want to be a part of our upcoming workshops? Feel free to attend any of the following: Drive New Business with Social Media Marketing on February 9, 2017 at 3 p.m. and Measure and Plan Your Marketing for 2017 on February 16, 2017 at 3 p.m. .

Interested in hosting a workshop for your organization or clients? Give us a call at 484.709.6564.

Alyse Mitten and the staff of Interlace Communications help small to mid-size businesses plan and implement their marketing strategies through their Pick Your Own Marketing Plan program. Give them a call to get starting with your marketing program for your business. Interlace Communications, Inc., 484.709.6564, gomaava.com, kasey@gomaava.com.

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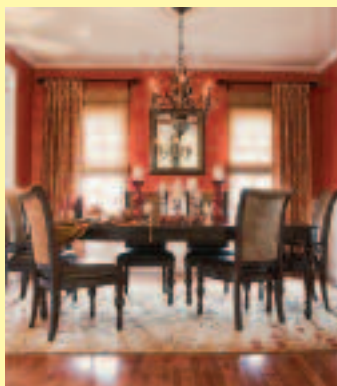


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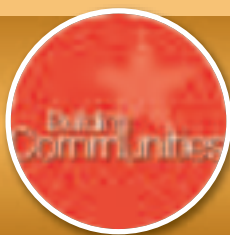
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TRICOUNTY AREA
CHAMBER OF COMMERCE

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

**2016-2017 TCACC
EXECUTIVE COMMITTEE
& BOARD OF DIRECTORS
EXECUTIVE COMMITTEE
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Community College

Dr. Richard Faidley, Boyertown Area
School District

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

Rick Lewis, Lewis Environmental, Inc.

Frank Strunk, Tompkins VIST Bank



PRESIDENT'S MESSAGE

NEW OPPORTUNITIES FOR OUR MEMBERS IN 2017

Pottstown Progress Luncheon Presented by



Proud of our past, confident in our future!

1950's – Pottstown defined as

“Industrial Hub of Southeastern PA”

Today – Pottstown is Hub of
Community Collaboration

Join us to learn about this new identity:

Wednesday, March 22

11:30 AM – 1:30 PM

Sunnybrook Ballroom,

50 Sunnybrook Rd., Pottstown 19464

The events will feature presentations as well as a Pottstown Assets Expo: Tourism, Non-Profit, Special Event, etc.! Expo tables will be free for Members of the Chamber and \$50 for non-members with the purchase of a luncheon ticket.

- Community Collaborations
- Redevelopment
- Safety
- Investment

\$45 per Member; \$60 per non-Member; \$300 per Member table of 8



Refresh Fridays

Over the first 6 months of 2017, the Chamber is offering free seminars to Members to help them refresh their knowledge on different aspects of the workplace.

8:30 – 10 AM

**Chamber Office, 152 E. High St.,
Suite 360, Pottstown 19464**

Refresh Fridays began on January 27 with “Attitudes for Services” presented by Sam Iorio, Trainer & Executive Coach, Dale Carnegie. Upcoming seminars include:

- February 24: Millennials – The Forefront of the Workplace presented by Heather Chandler, President, Sealstrip Corporation
- March 31: Cyber Security in Small Business
- April 28: Managing Workplace Conflict presented by Adrian Turner, Coach Adrian
- May: Stress and Time Management
- June: Social Media

**CONNECT WITH YOUR
TRICOUNTY AREA CHAMBER:**

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

• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

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

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

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

The TriCounty Area Chamber of Commerce Board of Directors would like to get out and visit the Chamber Membership. We will be moving our monthly Board of Directors meeting out of the Chamber Office and are inviting businesses to host our group.

We are looking for Chamber Member businesses who have the appropriate facilities and can accommodate the following needs:

- A conference room, that provides privacy for our meeting that seats at least 17 people
- Access to the conference room the morning of the meeting (typically the third Wednesday of the month) at 7 AM
- Use of the room from 7 to 9 AM
- Conference Call Capability
- Parking for 17 cars
- Coffee and water available
- Our host company will have approximately 5 minutes to distribute materials and share with our Board information about their company

Board members, should their schedule permit, may have an interest in touring your business after the meeting but that is not a definite.

If you are interested in this opportunity please contact me to discuss and schedule. Please feel free to contact me if you have questions to be answered before making your decision.

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



“Not all businesses are alike, so if you are interested in learning how to maximize your membership, please give me a call at 610.326.2900 or send me an email to jennifer@tricountyareachamber.com.” – Jennifer O'Donnell, Member Relations Director

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on January 18.

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

Amy's Upcycles, LLC
Pottstown, PA 19464
612.803.6853
www.amysupcycles.com

Furniture

Amy's Upcycles, LLC is a furniture and home goods "upcycling" business dedicated to creating one of a kind pieces from items that are past their prime by refinishing, restoring or repurposing those items. I also build custom furniture from scratch.

Keller Williams Real Estate
100 Campbell Blvd., Suite 106
Exton, PA 19341
631.790.5307

TomMeaneyHomes.com

Real Estate - Residential

I work to improve the lives of people with the sale and/or purchase of their homes.

THANK YOU

January's Coffee Sponsor:



January's Email Sponsors:



Want \$50 Off:

- An Annual Dinner Ticket, or
- Dues, or
- Newsmagazine Insert, or
- Email sponsorship – FREE

AND Recognition for Growing Your Chamber?

REFER a business and if they **JOIN TCACC**, you will receive a **\$50 Referral Incentive**.

As a Member, all you have to do is tell others why you **VALUE** your Chamber Membership. If the business **JOINS**, you will receive a \$50 credit toward your participation as our thank you for making your Chamber a **PRIORITY**.

Call 610.326.2900
or visit us on the web at
tricountyareachamber.com.



CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

39 YEARS +

**A.D. Moyer Lumber
& Hardware, Inc.**
- Pottstown

AAA East Central

31 YEARS

**Boyertown Museum
of Historic Vehicles**

20 YEARS

**Family Services of
Montgomery County**

16 YEARS

Herb Real Estate, Inc.

**Richard A. Zuber
Insurance Agency**

12 YEARS

**Gilmore &
Associates, Inc.**

5 YEARS

**Olivet Boys &
Girls Club – Richard J.
Ricketts Club**

1 YEAR

**ARRO
Consulting, Inc.**

**ClimeCo
Corporation**

**Community First
Development**

**Cooney Manufacturing
Co., LLC**

Green Allies

**Right at Home
Pottstown**

Translogistics, Inc.

Member Renewals

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

**Berk Wiper
International, LLC**

**Boy Scouts of
America – Cradle of
Liberty Council**

Complete Graphics, Inc.

FASTSIGNS

Fox Rothschild LLP

**Gerhart, Hartman
& Ritner Insurance
Agency**

**Herbein +
Company, Inc.**

J&T Technologies, Inc.

JL Machine & Tool, Inc.

**JT's Gourmet
Delivery LLC**

LegalShield

MacKissic, Inc.

**Michael G. Marwick,
D.D.S., Monica Kargl
Marwick, D.D.S.**

**John Middleton, an
Altria Company**

**PMA Medical Specialists
– Limerick**

**PMA Medical Specialists
– Phoenixville**

**PMA Medical Specialists
– Pottstown**

**Chris Rowe,
State Farm Agent**

Sher Properties, Inc.

Sigel Insurance Group

**Staybridge Suites
Royersford –
Valley Forge**

Sunnybrook Village

Wanner Associates

Are you Celebrating 25, 50, 75 Years?

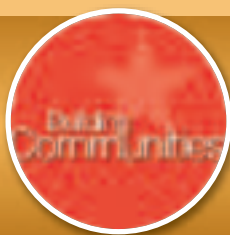
If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success.

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



**TRICOUNTY AREA
CHAMBER OF COMMERCE**

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TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Weds., Feb. 1

8:30 – 10 AM

Power Networking

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

Build your business contacts and promote your products and services! Structured and fast-paced, this **NETWORKING** opportunity allows participants to interact one-on-one for a set period of time with other Chamber members. Bring plenty of business cards. **This event is limited to 28 participants (one per company).**

\$15 per Member; Members Only; Registration Required

Sponsored by: Reading Eagle Company

Thurs., Feb. 9

7 – 9 AM

Membership Breakfast

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

9³ - Celebrating 9 Decades with 9 business leaders providing 9 tips. Join us for breakfast to kick off the celebration of the Chamber's 90 years of serving the community. Presenters include: **April Barkasi**, CEDARVILLE Engineering Group, LLC; **Megan Bauer**, VP, Coventry Corners; **Terese Brittingham**, Keller Williams Realty Group; **Heather Chandler**, Sealstrip Corporation; **Dr. David DiMattio**, Montgomery County Community College; **David Kraybill**, Pottstown Area Health and Wellness Foundation; **Rick Libra**, Exelon; **Scott McDevitt**, Translogistics, Inc.; and **Rich Newell**, Pottstown Memorial Medical Center.

\$26 per Member (prepaid by 2/5/17); \$32 per Member (invoiced or after 2/5/17); \$50 per non-member

Sponsored by: Reading Fightin' Phils

Weds., Feb. 22

8:30 – 10 AM

"Made in the Tri-County Area" Tour – American Crane & Equipment Corp.

American Crane & Equipment Corp., 531 Old Swede Rd., Douglassville 19518

American Crane is a leader in the design and manufacture of cranes, hoists and other material handling equipment, as well as components and parts for a variety of applications. They are a supplier of specialized equipment used in industries ranging from energy to aerospace and are able to meet all of your material handling needs.

\$10 per Member; Members Only; Registration Required

Sponsored by: American Crane & Equipment Corp.

Pro-Business Sponsor: Exelon

Fri., Feb. 24

8:30 – 10 AM

Refresh Friday: "Millennials – The Forefront of the Workplace"

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

Second in the series of Refresh Fridays, will focus on **Millennials**, the largest demographic in the workplace, surpassing Gen X and Baby Boomers. It's changing every aspect of business from hiring, perks, purpose, training, customer interface, technology, and retention. **Heather Chandler**, President of Sealstrip Corporation and Immediate Past Chair, TCACC Board of Directors will focus on the latest research and impact on the workplace.

No Charge; Members Only; Registration Appreciated

Tues., Feb. 28

4 – 6 PM

Business Card Exchange

Keller Williams Realty, 542 N. Lewis Rd., Suite 100, Limerick 19468

Enjoy refreshments while networking with fellow Chamber Members.

Drop your business card into drawing for giveaway

No Charge; Members Only; Registration Appreciated

Sponsored by: Keller Williams Realty Group

SAVE THE DATES

Thurs., March 2

7 – 9 AM

Membership Breakfast

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

Community Updates – The Township Managers from **Limerick**, **Lower Pottsgrove**, and **North Coventry** have been invited to give members an update as to the current happenings in each of their municipalities.

\$26 per Member (prepaid by 3/5/17); \$32 per Member (invoiced or after 3/5/17); \$50 per non-member

Sponsored by: Pottstown Area Police Athletic League; Tompkins Wealth Advisors

Additional Sponsorship Opportunity Available

Tues., March 14

11:30 AM – 1 PM

WOW Luncheon

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

Andrea J. Funk, CEO of Cambridge Lee Industries LLC, will present on the status of gender equality in America's workplace, and her personal reflections and recommendations on closing the opportunity gap.

\$26 per Member (prepaid by 3/10/17); \$32 per Member (invoiced or after 3/10/17); \$35 per non-member

Sponsorship Opportunities Available

Weds., March 22

11 AM – 1 PM

Pottstown Progress Luncheon Presented by PAID, Inc.

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Join us for a look at the progress taking place within the Pottstown Community.

Presenting Sponsor – **PAID Inc.**

Platinum Sponsor – **CEDARVILLE Engineering Group; Pottstown Memorial Medical Center**

Gold Sponsor – **O'Donnell, Weiss & Mattei, P.C.**

\$45 per Member; \$60 per non-member; \$300 per Member table of 8

Expo Tables Available: **No Charge for Members; \$50 for Non-Members**

Sponsorship Opportunities Available

Fri., March 31

8:30 – 10 AM

Refresh Friday: "Cyber Security in Small Business"

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

Third in the series of Refresh Fridays – more details to come.

No Charge; Members Only; Registration Appreciated

Fri., May 5

8 AM – 5 PM

Leadercast – "Powered by Purpose"

Morning Star Fellowship, 100 Limekiln Rd., Bechtelsville 19505

This day long leadership development event broadcast **live** via simulcast from Atlanta, GA serves individuals and companies that want to become intentional about raising their standard of leadership. This year's theme **"Powered by Purpose"** includes a great lineup of speakers: **Dr. Henry Cloud**; **Molly Fletcher**; **Jim McKelvey**; **Don Miller**; **Tyler Perry**; **Daniel Pink**; **Andy Stanley**; and **Suzy Welch**. Continuing Education Units will be available.

\$95 per Member (4+ tickets purchased - \$85 per Member); \$120 per non-member (4+ tickets purchase - \$110 per non-member)

Co-Sponsor: **Pottstown Memorial Medical Center**

Lunch Sponsor: **Schultz Technology**

Sponsorship Opportunities Available

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

610.326.2900



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



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

ECONOMIC FORECAST MEMBERSHIP BREAKFAST

On January 12, Chamber Members gathered at Sunnybrook Ballroom in Pottstown for the Economic Forecast Membership Breakfast.

The following **New Member** was introduced: **Center for Nutritional Healing**. 6 additional New Members, who were not in attendance, were also mentioned: eb Logix, Inc.; Haron & Sons Auto Center LLC; Howard IP Law Group, PC; Rann, LLC; Robert Wasser Paperhanging & Painting Inc.; and Running Man Courier & Delivery Service.

Gary Moyer, Tompkins VIST Bank, introduced the guest speaker for the morning – **Kamran Afshar, Ph.D. President, KAA, Inc. – The Marketing Research Firm**. His presentation, “*State of the Economy – Past, Present and Future*” included:

- Job growth
- Technology is replacing jobs
- Economy expectations

Breakfast ended with a new initiative – **Net-Giving**. Members were asked to write down any need they may have, personal or professional, on a notecard. Some time at breakfast was dedicated to allow these Members to read their needs to the audience so that they would be connected to a fellow Member in attendance who may be able to help them with their need.

**Thank you to our
Economic Forecast
Membership
Breakfast Sponsor:**

TOMPKINS
VIST Bank



(L to R) Kamran Afshar, KAA, Inc., breakfast speaker, and Scott Gruber, representing breakfast sponsor Tompkins VIST Bank.



Kamran took time in his presentation to answer any questions the audience may have had.



Cindy Harrington, Center for Nutritional Healing (L), was introduced to the Membership by Richard Graver, The Victory Bank & TCACC Board Chair (R).



Judi Himes, D.E.C. – Pottstown Training Center, participated in the net-giving opportunity, asking for support or suggestions from fellow Members.

NEXT BREAKFAST

9³ Membership Breakfast

**Thursday, February 9 from 7 – 9 AM at
Copperfield Inn at Lakeside.**

Celebrating **9** decades with **9** business leaders providing **9** tips!

Sponsored by: **Reading Fightin Phils**

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

Leadership

TRI-COUNTY

JANUARY SESSION

The Leadership Tri-County Class of 2017's January Session focused on education in the tri-county area.

The class started their day at the Chamber's Economic Forecast Membership Breakfast. A recap of the breakfast can be found on page 38.

After breakfast, the class traveled to the Montgomery County Community College (MCCC) for their last session of BoardCorps Bootcamp, presented by **Laura Otten**, PH.D., Executive Director, the Nonprofit Center at La Salle University's School of Business' signature immersion into the roles and responsibilities of nonprofit boards.

Next was a trip to Western Montgomery Career & Technology Center in Limerick where they enjoyed lunch prepared by students in the Culinary Arts Department. **Candice Landis**, Guidance Counselor, provided the class a tour of the overview of the center. The center currently has 18 programs that are open to both high school students and adults. Their newest program, Sports Medicine, will be offered in the 2017-2018 school year.

To end their day, the class also received a tour and an overview of MCCC's Sustainability and Innovation Hub from **Dr. David DiMattio**, VP of West Campus. The Hub was opened in April 2016 and has become a true asset for the college. The building consists of three floors and includes space for aquaponics, engineering/3-D printing, and flex-space. **Lochlain Lewis & Rick Temple** gave the class an in-depth overview of the aquaponics section.



TOP: Candice Landis, Western Montgomery Career & Technology Center (L) started the class' tour in the Restaurant Practice section of the school.

MIDDLE: MCCC has four 3-D printers available for use by students. Dr. David DiMattio, described some of the work that classes are working on with the printers.

RIGHT: Lochlain Lewis, MCCC, presented to the class on different aquaponics systems the college is currently experimenting with.



Meet the Class



Nicole Martinez

Nicole Martiez, Sales Manager at Schultz Technology, has worked in the tri-county area for over 3 years. She is engaged to her fiancé, Parris Edwards, and she has three children – Destiny (13), Jordan (7), and Bryce (newborn). Nicole enjoys volunteering, sports, hiking, fishing, animals, and anything outdoors. Her business role model is Simon Sinek.

Nicole attended Souderton Area High School and received her degree from Lansdale School of Business. Her personal business philosophy is "Never settle, keep pushing, keep achieving. The only person who can stand in your way is yourself." She has been involved in the Chamber through R3 and volunteering wherever and whenever she can.

While participating in the class, she is looking forward to gaining additional skills to continue growing, both professionally and personally. Nicole believes it is important to participate in the class because she cannot wait to give back. She loves helping and volunteering and gaining additional leadership skills that will only strengthen her current roles as well as develop new ones.



Elizabeth Peters

Elizabeth (Liz) Peters is the Business Development Officer of Tri County Area Federal Credit Union. She is married to Rick and they have three children – Michelle, Ricky, and Sam. Liz enjoys playing with her grandkids, spending time with family & friends, road trips, the gym, reading, baking, and cooking.

Liz attended Irmo High School in South Carolina. Her personal business philosophy is to "be committed to putting our Members first and to secure their loyalty through top quality service & professionalism, and to do the best to help our communities be better places in which to live, work, and grow." She is involved with the Chamber through the Ambassador and Events Committees.

Liz feels that participating in the class is important because she will be able to step back and think creatively, and reflect and experience work from a whole new perspective. She is most looking forward to learn something that will change her life personally and professionally, and make a huge difference in our community.



Laura Otten presenting the final session of BoardCorps Bootcamp to the Leadership Class.

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

CO-SPONSORS



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



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2017 BOYERTOWN AREA

On January 18, TriCounty Area Chamber of Commerce (TCACC) Members and guests gathered at LaMassaria at Bella Vista Golf Course for the 32nd annual Boyertown Area Progress Dinner. This year's event featured special anniversary celebrations in the community.

One of the traditions of the dinner is viewing a video produced by Boyertown Area High School students highlighting business' or organizations' success in the community. This year the students made an "Indiana Jones & the Crusade of Progress"-themed video with Dr. Indiana Jones learning about the 150th celebration of Boyertown, the historic State Theatre, and the future renovations being made to the clock tower.

Boyertown's 150th Celebration included a parade, the unearthing of the Time Capsule (buried in 1966), a quilt show and sale, and walking tours.

State Theatre – in just over 15 months, a donor was secured to purchase the building and turn it into a working theatre and successful non-profit. The theatre, built in 1912, is undergoing extensive renovations to modernize and refresh the building.

Clock Tower – a Foundation was established to raise funds to repair the clock tower. Renovations are anticipated to begin in 2018 and will include a new clock mechanism, and cleaning and repairing the four clock faces.

Each year the Chamber presents the James K. Boyer "Quality of Life Award" to an exemplary citizen or organization during the dinner. **Charles Haddad** was the recipient of this year's award. His accomplishments in the Boyertown Area are many, but to name a few: he is the current president of the State Theatre Preservation Society; a member of Building a Better Boyertown and the Rotary Club; key member of the Boyertown Area Charitable Program of Berks County Community Foundation; and much more.

In addition, the Chamber presented \$1,000 in scholarship funds to two Boyertown Area High School seniors entering business, vocational, or professional fields. The recipients of the 2016 TriCounty Area Chamber of Commerce Boyertown Area High School Scholarship were Amanda Kalil and Trevor Waldman. Each student received \$500 toward their education.

The Chamber would like to thank teacher William Cherkasky and the high school students for producing the video. Special thanks to Chris Cinquini, Orchestra Director as well as the Boyertown Area Senior High School String Ensemble for providing musical entertainment as well as the host, La Massaria at Bella Vista Golf Course.



ABOVE: Attendees enjoying the networking portion of the Boyertown Area Progress Dinner.

RIGHT: Dr. Richard Faidley, Boyertown Area School District Superintendent and TCACC Board Member, talked about the district and introduced the video the senior high school students produced. PHOTO CREDIT: JOSHUA PETRAUSKAS



ABOVE: Charles Haddad (L) was presented the 2017 "James K. Boyer Award" by Greg Herb, Herb Real Estate, Inc.

RIGHT: Representative David Maloney (R) presented a citation to Charles Haddad. In addition, Charles received 3 additional citations that evening.



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PROGRESS DINNER



The Boyertown Area Senior High School String Ensemble performed for the attendees during the dinner portion of the event.

The Chamber would also like to thank the following sponsors:

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



Thank you to our Platinum Sponsors:

1) BB&T; 2) Pottstown Memorial Medical Center; and 3) Tompkins VIST Bank.



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2016 "Chamber Stars" Awards Recipients.

Annual Dinner Awards

The Chamber is now accepting nominations for the following 2017 "Chamber Stars" Awards to be presented at the Annual Dinner this spring:

Business / Enterprise of the Year – The Chamber is proud to recognize a business or enterprise in our local community. Criteria:

- Business must employ a minimum of 10 employees
- Business must be in operation for a minimum of 5 years

Entrepreneur of the Year – This award highlights individuals of younger, up-and-coming businesses. Criteria:

- Company must be less than 5 years old

The Andrew J. Paravis Excellence in Local Government and Education – This award honors an individual who is a professional in the local government or educational sector of the tri-county area who has established excellence in their jurisdiction or school district. Criteria:

- Must be involved in local government or education

Non-Profit Organization of the Year – This award highlights a Chamber Member active 501 (c)(3) in the tri-county area. Criteria:

- Must show success, and be active through contributions and support for the community while adhering to the nonprofit's mission statement.

Additional criteria are provided on the applications

To be eligible for the awards, you must be a Member in good standing with TCACC. You may nominate yourself, or if you are award of a business that should be recognized you may submit an application on their behalf. Please contact the Chamber Office if you would like one of the above nomination forms. Applications are due by Monday, March 6 at 5 PM.

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BUSINESS OF THE MONTH

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

u FINANCIAL GROUP

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Tel: (484) 348-6270

e-mail: jburger@financialguide.com

Jessica was born and raised in South Africa. Growing up on their family farm, she learned that the core values of hard work, patience honesty and integrity are rewarded in the long term. Her life took a different twist when her father passed away in her junior year and her family was left in a difficult financial situation. She recalls the financial challenges and hardships of those years that often left her mother in tears, and developed a keen interest in the impact of money on life events.

The consequences of those experiences prompted Jessica to take financial responsibility for herself. After graduating from high school, she earned a bachelor's degree from the University of Pretoria in Economics, the first in her family to attend college. She joined the Standard Bank of South Africa and spent her banking career in their corporate banking division. The experience she gained in the banking world was incomparable. She learned that big corporations rely heavily on core fundamentals in times of challenges and economic hardships.

Motivated by her own financial experience and witnessing family members overwhelmed by the emotional and financial distress of divorce, cancer and death, Jessica later moved into the field of individual financial planning.

In 2005 her life took yet another twist when due to a career opportunity for her husband, her family relocated to the United States with their two young boys. Reminded by her previous experience that success is preceded by disciplined fundamental financial practices, Jessica anchored herself in her financial roots. On the one side fulfilling her roles as spouse and mother, and the other side learning more about finances in the United States.

When Jessica joined uFinancial Group in 2009, her interest was ignited by her experience on her family farm and her desire to empower women to be their financial best.

Jessica J. Burger is a registered representative of and offers securities, investment advisory, and financial planning services through MML Investors Services, LLC, (www.sipc.org). 5001 Louise Drive, Suite 300, Mechanicsburg, PA, 17055. 717-791-3300. CRN201901-208064



Jessica J. Burger, ChFC®
Financial Advisor

PROFESSIONAL SPECIALTIES:

- Individual Retirement Planning
- Investments
- Estate Planning
- Business Succession Strategies
- College Savings
- Life and Disability Income Insurance
- Long Term Care Insurance

QUALIFICATIONS:

- Bachelor's degree in Economics – University of Pretoria
- South African Institute of Bankers – Diploma
- FINRA Series' 7 & Series 66 Registration
- PA State Series 1603 (Life and Health)
- Registered Representative of MML Investors Services, LLC
- Chartered Financial Consultant®

MEMBERSHIP:

- Accounting and Financial Women Alliance, Tri-County Area Chamber of Commerce, Chester County Chamber of Business and Industry, Bethel & Pottstown Toastmasters, Tri-County SCORE

PERSONAL:

- Community involvement: supports Compassion International, volunteer for SCORE and is active in her local church.
- Married to Hendrik and thankful to be the proud parents of two Eagle Scouts both in college studying mechanical engineering.

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

WHEN WILL THIS CONSTRUCTION END? THERE IS A LIGHT AT THE END OF THE TUNNEL

Do you find yourself driving in never ending construction and wondering why they are doing it and especially, when it will be completed? I'm here to tell you, good things are coming your way! If you are travelling along U.S. 422 corridor every day, like some of my colleagues, you know there is a lot of roadway activity occurring from Pottstown to Valley Forge. Constant lane restrictions, lane closures, lane shifting from one day to the next can be overwhelming and stressful, and it is difficult to predict traffic flow during your daily commute to home or work.

With our improvement update website, www.422improvements.com, you can stay up to date on construction projects as well as checking relevant traffic information before your trip to adjust your schedule and to avoid some of the travelling stress. When driving across the bridge that is under construction, you can't really see what is going on under your moving car. That is why PennDOT and GVF has collaborated to produce short informative videos about major construction projects. Our latest one is an interview with Brian Early, PennDOT Senior Civil Engineer and Project Manager, who met with us on the westbound side of the Schuylkill River Bridge in Valley Forge to give a status update and the workings behind a \$97.4 million project.

In 2005 state funds became available to move forward with the project known as the Schuylkill River Crossing Complex to improve multi-modal travel and reduce congestion between Route 363 (Trooper Road) and Route 23 (Valley Forge Road). It consists of four separate projects, including Schuylkill River Bridge:

- U.S. 422 interchange with U.S. 363 (Trooper Road) (completed in November 2015)
- Construction of pedestrian/bicycle trail bridge: "Sullivan's Bridge" (completed in August 2016)
- Replacement of the U.S. 422 Schuylkill River Bridge (to be complete in 2020)
- Route 23 (North Gulph Road) Intersection with the Valley Forge National Park (construction TBD)



Did you know that the U.S. 422 Schuylkill River Bridge was built in 1965, and it is the only crossing of the Schuylkill River within two miles? When the original bridge was designed, no one could foresee the amount of development in Valley Forge area and along U.S. 422 corridor, and the amount of traffic routinely impacting U.S. 422 commuters. Besides major employers located along the corridor between Pottstown and Valley Forge, nearby attractions vary from those offering recreation activities to shopping and entertainment. It is not surprising that there are over 80,000 vehicles driving across daily. Just for comparison, Ben Franklin Bridge, also known as "The Delaware River Bridge" is one of the world's largest suspension bridges that carries more than 100,000 vehicles a day.

The lifespan of every bridge depends on many factors, including type, material, and exposure to environmental damage. The Schuylkill River Bridge was deemed structurally deficient until repairs were made in 2009 to keep it sound until new bridge is built. The 2013 passage of Act 89, Pennsylvania's new transportation funding plan, allowed PennDOT to advance construction of U.S. 422 River Crossing in February 2016. Without the passage of Act 89, construction wouldn't have started before 2018.

Once the project is completed, travelers will see improved service along the corridor. One of the unique features is the design and implementation of the Intelligent Transportation System (ITS) that includes the installation of different devices, such as traffic cameras and dynamic message boards. ITS provides real time information for motorists utilizing 511PA Mobile App or going to www.511pa.gov before the trip. Take a full advantage of new technology and drive safe!

To see before/during/after construction pictures and video, please visit www.422improvements.com.

Mila Robinson, TDM Manager, GVF TMA. To reach Mila, email mrobinson@gvftma.com, or call 610.354.8899.

RIBBON CUTTINGS



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AMBASSADOR SPOTLIGHT

LIZ PETERS, Tri County Area Federal Credit Union

Promoting Positive Partnerships in Our Community through the Chamber



As a Chamber Ambassador, Liz is ready to help get you connected. She loves serving as a resource between the Chamber and the local business community. She understands the need for Chamber growth and enjoys being a part of the effort to grow and retain memberships. She works hard to help give customer service to Chamber members to make sure they are taking full advantage of their membership. She is always ready to invite local businesses in our community to learn about the benefit and opportunities of being a Chamber member.

Liz has 20 years of Banking experience. She joined Tri County Area FCU, in 2013 with the encouragement from her daughter, Michelle, who worked at TCAFCU at the time. Liz is the Business Development Officer where her primary focus is to bring TCAFCU's unique services to potential members and develop and maintain relationships with current members. Also, as an Advocate for Tri County Area FCU's mission, "People helping People," Liz is able to serve the community and local charity organizations, have fun and enjoy meeting many new and interesting people every day.

Liz, who is a huge Bruce Springsteen fan, is married with three children: Michelle, Ricky, and Samantha and has 5 grandchildren. Her passion is spending quality time with family and friends, being involved in church, and has a love for reading, country music, and road trips.

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!

Training and Development Centers/Services

D.E.C. – Training Center

Transportation

GVF, a Transportation Management Association
Jesse Baro, Inc.

Pottstown Area Rapid Transit, Inc. (PART)
Translogistics, Inc.

Trash and Recycling Services

Advanced Disposal
Delaware County Solid Waste Authority

Travel Agencies

Glass Slipper Concierge
World Travel, Inc.

Trophies/Plaques/Awards

Laserworx, LLC

Utilities

Exelon Nuclear
PECO

Vending Machines/Food Services

Canteen Berks County

Veterinarians

Sanatoga Animal Hospital

Video Production Services

Polaris Productions

Water Conditioning Equipment/Services

Sanatoga Water Conditioning, Inc.

Website Design

Media Fusion Technologies, Inc.

Wineries/Vineyards

Manatawny Creek Winery

Youth Services

Boy Scouts of America – Cradle of Liberty Council

Boyertown Area Youth Baseball, Ltd.

Olivet Boys & Girls Club – Richard J. Ricketts Club

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.

KNOW SOMEONE LOOKING FOR A JOB?

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

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

- **A.D. Moyer Lumber & Hardware** – Several Positions Available
- **Boyertown Oil & Propane** – HVAC Service Technician
- **Diamond Credit Union** – Collections Officers
- **Family Services of Montgomery County** – Director of Finance
- **PMA Medical Specialists** – Limerick – LPN or Certified Medical Assistant; Patient Service Representative

REFRESH FRIDAYS

FEATURED MEMBER BENEFIT OF THE MONTH

6 MONTH OF EDUCATION TO "Refresh" YOUR KNOWLEDGE!

We know our Members sometimes need a helpful refresh on certain topics – that's why we came up with "Refresh Fridays"!

"Refresh Fridays" will run from 8:30 – 10 AM at the Chamber Office, 152 E. High St., Suite 360, Pottstown. They will only be open to TCACC Members, for no charge.

Our first seminar in January focused on Attitudes for Service – check out the March *Route 422* issue for a recap of the session.

ADDITIONAL UPCOMING SEMINARS INCLUDE:

- **February 24 – Millennials – The Forefront in the Workplace**
- **March 31 – Cyber Security in Small Business**
- **April 28 – Managing Workplace Conflict**
- **May – Stress and Time Management**
- **June – Social Media**



Shop TriCounty
Live Local. Save Local.

Shop TriCounty encourages the community to patronize local businesses. Use your Shop TriCounty key tags at participating locations! A full list of participating businesses can be found at tricountyareachamber.com/shoptricounty.

Each month, we will be highlighting businesses participating in the Shop TriCounty program in the *Route 422 Business Advisor*. Learn a little more about the businesses and the offers they currently have!

SOME OF THE CURRENT DISCOUNTS:



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www.facebook.com/GSCcathi
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JT's Gourmet Delivery,
Home Delivery; 610.914.8765;
www.jtsgourmetdeliveryllc.com
• 10% off all products (excluding desserts)

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Pixel OutDoor, Route 422 Digital Billboard; 610.213.6679;
PixelOutDoor1@yahoo.com

- 40% discount on advertising on our Rt. 422 digital billboard. New customers only. Full day programs, advertise brands, services, hiring, and special events.

TCACC Members who are interested in participating can contact Jennifer O'Donnell at 610.326.2900 or jennifer@tricountyareachamber.com.

The Shop TriCounty program is sponsored by:



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

FOCUS ON SUCCESSFUL TRICOUNTY AREA CHAMBER OF COMMERCE MEMBERS

Recognizing TCACC's 90th Anniversary of Helping Member Businesses Thrive

Experience A Lifetime Of Financial Benefits

For over 65 years, Tri County Area Federal Credit Union has offered our community affordable financial services, helping our members save money. It started on July 21, 1949, when Firestone #336 Federal Credit Union was chartered with 8 members and \$40 in assets. Talk to our members today and you'll see why more than 13,000 people in our community have selected Tri County Area FCU to be their financial institution.

Voted the #1 Credit Union in the area 9 years in a row in the Pottstown Mercury's Readers' Choice Awards

- Low-rate auto, home and personal loans
- Help with all personal and business financial needs
- Online and Mobile Banking options

COMMUNITY MEANS EVERYTHING

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

If you live, work, worship or attend school in Montgomery, Chester or Berks County, you, your family and any household members may be eligible to join Tri County Area FCU. Joining is easy! Visit www.tcafcu.org or stop by a branch today.

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Sanatoga Animal Hospital LLC

With quality care, a friendly staff, and a loving doctor, Sanatoga Animal Hospital is the place for your pet. Located at the corner of Park Road and High Street, just off of Route 422, the staff works hard in order to assure the safety of one's pet. The hospital has been accredited by the American Animal Hospital Association (AAHA) for nearly 25 years. AAHA accreditation ensures that a hospital meets high standards in dentistry, diagnostic imagery, laboratory testing, surgery, pain management, pharmacy, and patient care. Only 12 percent of veterinary practices in the United States of America and Canada voluntarily allow on-site inspection by AAHA to establish and maintain these standards. Dr. Jitendra Sharma, DVM and the team at Sanatoga Animal Hospital provides loving care and compassion. They have state of

the art equipment. The services offered include dental care, diagnostics, surgery, radiology, and general preventive patient care. A comprehensive approach is emphasized in treating patients. Routine surgeries such as spay and neuter or tumor removal are performed with laser technology. Laser surgery is less painful for the patient and allows a faster recovery. Peri- and post-operation pain management is achieved through pharmaceutical as well as therapeutic laser treatment.

Sanatoga Animal Hospital has been voted The Best Animal Hospital in Mercury's Readers Choice for 2013 and 2014. SAH is open Monday through Saturday. For more information and coupon please visit www.sanatogavet.com

(Continued on page 46)

A Lifetime of Financial Benefits

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

- Personal Savings and Checking Accounts
- Low-rate Auto, Home and Personal Loans
- Business Accounts, Loans and much more

Not a member yet? Not a problem.
Visit www.tcafcu.org to apply online.

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FOCUS ON SUCCESSFUL TRICOUNTY AREA CHAMBER OF COMMERCE MEMBERS

Recognizing TCACC's 90th Anniversary of Helping Member Businesses Thrive

(Continued from page 45)

JT's Gourmet Delivery, LLC

JT's Gourmet Delivery is going into its 6th year. In January we celebrated our 5th year anniversary. My name is Jim Thomson. My company has grown over the past five years. I now have two trucks along with many new clients. I look forward to delivering only the highest quality of food to my customers. I am not a fly by night meat salesman with a freezer in the back of my trucks. I only offer top of the line products with a satisfaction guarantee in writing, backing up my quality and reputation of JT's Gourmet Delivery to my customers. I am a proud member of, and the TriCounty Area Chamber of Commerce and the Greater Reading Area Chamber of Commerce. I am fully licensed and insured.

Our food items are vacuum-sealed and "flash frozen" in their own airtight packages. Flash-freezing is a revolutionary process of quick freezing (usually within seconds). This locks in all the flavors, juices, vitamins and minerals and allows the products to keep perfectly for long periods. Each product is held in this condition until it is thawed ensuring that it will be just as fresh as when it was frozen. I offer an array of hand cut Black Angus beef, Antibiotic free Chicken, wild caught Seafood, Jumbo lump crab products, Special requests, Gluten free, Organic, Hormone free and Natural products. I have everything you need from appetizers to dessert for an entire meal, all of which can be found on my website: <http://www.jtsgourmetdeliveryllc.com/>. If you are looking for something I do not carry, just call and I will see if I am able to get it for you. My goal is to make my customers happy and satisfied.

Since we are celebrating our 5th year we wanted to offer a new special for our Valentine's Day special this year, instead of the regular Surf & Turf we also added The complete Surf & Turf dinner. It comes with Lobster bisque, two-8oz. lobster tails, two-8oz. filet mignon and two Decadent



Chocolate Lava cakes. If you want to send one to a Valentine, I will deliver it along with a card right to their door. I will also be offering monthly specials that will be found on my Facebook page JT's Gourmet Delivery LLC. I strive to have satisfied customers that I can continue serving in the future.

For additional information, call Jim Thompson at 610.914.8765.

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Coventry Mall

Coventry Mall revitalization is under way and it will all begin with two new anchors and a face-lift. Officials from Penmark Management Co. of Plymouth Meeting have begun construction and unveiled all the plans for the revitalization.

The new department store, Gabe's will open where the Sears department store once stood in a 65,000 square foot space. Gabe's, based in Morgantown West Virginia has 61 stores and is a welcome addition to the Coventry Mall. Ownership also will begin construction on the new entrance facing 724 and has plans to open another restaurant in the spaces next to Gabe's. In addition to this new restaurant and entrance, ownership plans to place new outdoor seating facing the Main Entrance.



The new ownership is also pleased to announce that Lomax Carpet and Tile Mart will also be joining the Coventry Square in the former Super Fresh building taking all 40,000 square feet. Both Gabe's and Lomax will be targeting Mid-March Openings and will begin the resurgence of the Coventry Mall and Coventry Square. These two anchors breathe immediate life back into this center and show the tremendous progress and work that has been made by this new ownership group.

Center for Nutritional Healing

Center for Nutritional Healing provides services to help people manage and reinvigorate their health and nutrition. Cindy Harrington, founder and owner of Center for Nutritional Healing, is passionate about the work she does. Her mission is simple: to facilitate healing so clients sustain lifestyle and dietary changes for a lifetime and experience vibrant health. And her clients are serious about making positive change, whether to solve a health issue that doesn't go away no matter what pill they take, or they prefer a natural healing program over prescribed medications, or they are tired of treating only symptoms and not the root cause of their health problems.

Cindy wants her clients to get well and stay well. She uses precise science to analyze underlying concerns and addresses them through safe, natural, nutritional means that allow the body to repair itself and maintain more optimum health. Her own first-hand experience of having dealt with illness and fatigue is what initially led her to learn and become certified as a Nutritional Counselor, Integrative Nutrition Health Coach, and Nutrition Response Testing® practitioner. Today she works closely with clients to find the underlying cause of chronic and/or recurring health problems such as allergies, asthma, digestive distress, headaches, hormonal imbalance, PMS, sinus trouble, skin disorders, sugar cravings, and many more too numerous to list, and works to heal them through clinical nutrition, dietary supplements, and



other relevant therapies – in short, to address each person's individual health care needs.

Center for Nutritional Healing has offices in Boyertown and Royersford. Cindy offers new clients a complimentary 90-minute evaluation and follow-up report. She also gives frequent talks throughout the area on a variety of topics, such as eating to lose weight; reducing and eliminating toxins and their harmful effects on the body; food sensitivities; fatigue; anxiety; and coping with chronic pain. For the full schedule including time and location, go to www.CenterforNutritionalHealing.com or even ts. For details on all Center for Nutritional Healing services, visit their website at www.CenterForNutritionalHealing.com. To schedule an appointment, call their office at 484.938.7691 or email them at info@centerfor-nutritionalhealing.com.

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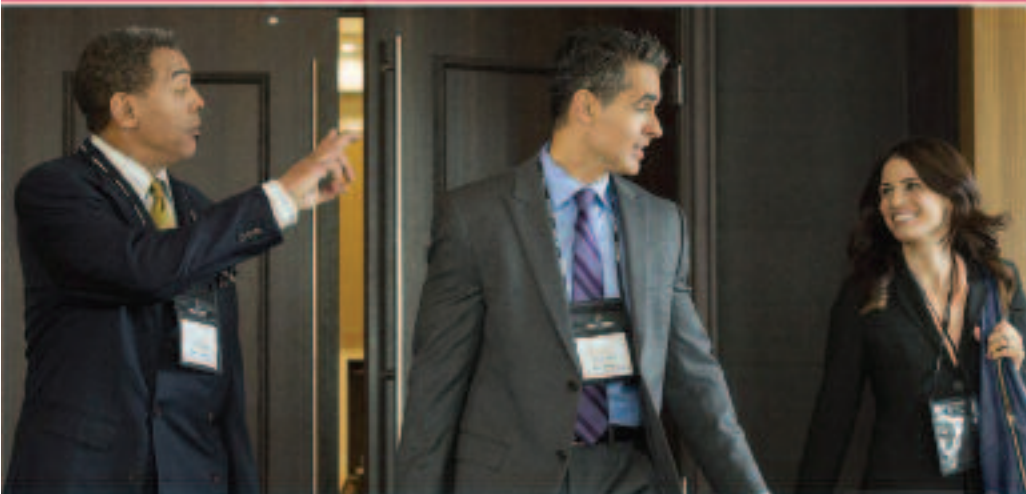
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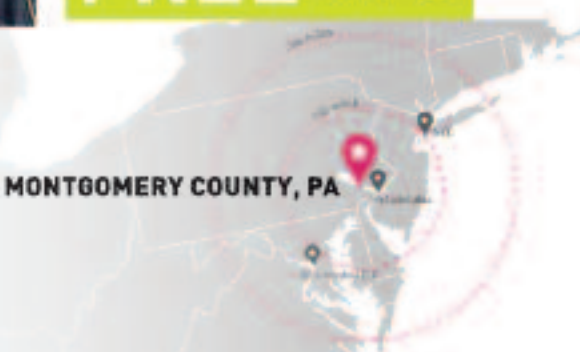
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UNDERSTANDING HOW MULTIPLE OFFERS ON A HOME SHOULD BE HANDLED



By Jeffrey C. Hogue, Weichert Realtors

The dream of many a home seller is to receive multiple offers. The unfortunate part of a multiple offer situation is that there will likely be winners and losers. The outcome of these situations is important to all parties, and it is critical they understand the ethics and strategy of how to handle multiple offers.

Your home hits the market, and several showings happen almost immediately. This type of activity a good sign the home is desirable and priced reasonably. Your agent tells you several buyers who have seen the home will be submitting offers! Great! At least two offers! Now there will be a bidding war!!! Not so fast.

The Notification Process

First, your agent will need to let the agents representing the interested buyers know that they may be competing to purchase the home. After notification, we wait for the offers to be submitted. There are times when one of the buyers finds out

there is another interested party and decides not to submit an offer or simply change their mind. If the offers are submitted, your agent will once again notify the respective buyer agents to let them know the offers were received. It is now when your agent may suggest the buyer agents counsel their client to bring their highest and best offer.

So why did your agent tell the buyer agents to have their clients bring the best offer they could? Can't you just negotiate the best offer with one of them and then ask the other buyer to offer more? Can't we go back and forth like an auction until one of them gives up? Short answer, not really!

(Continued on page 50)

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Understanding how Multiple Offers on a Home Should be Handled

(Continued from page 49)

Long answer: By informing all interested parties that there is certified interest in a property and asking them to bring their best offer means just that. Auction over! Asking interested buyers to bring their best before presenting the offers is the actual "Bidding War" if you like.

The Offers Presented. Now What?

The seller could choose not to accept any of the offers, accept the offer of their choosing, or select the offer most appealing, push all other offers to the side, and negotiate the selected offer. If negotiations on the selected offer did not result in a signed agreement, the seller could then chose to negotiate a second offer.

Buyers should consider the home they want and make an offer consistent with their desire, whether their offer is the only one or there are ten offers on the home they desire. The buyer and their agent can always consider what is known as an escalation clause, which may give them an advantage in negotiation.

The process of fielding multiple offers can be tedious. Communication with all parties

is key when dealing with multiple offers on a home. It is important that every prospective buyer has a fair opportunity to purchase the desired property offered for sale by a Realtor®.

Dealing fairly and honestly is one of the core standards of the Realtor® creed, but this is not just about the Realtor®. Home sale transactions can be tedious and often filled with terms, conditions, and due diligence.

The "Good Will" in a real estate sale needs to last throughout the sometimes lengthy course of the deal. The "Good Will" I speak of happens best when parties deal and negotiate fairly, openly and honestly from day one.

Knowledge is Power!

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

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USING TRADEMARKS TO PROTECT YOUR BRAND



LEGAL PERSPECTIVES

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

In business, branding is the name of the game today. Your brand is your identity, and your identity is usually tied to your success. How you define your business and your product or service to clients and consumers is crucial to your ability to attract and maintain loyal clients and customers. This is just as true for the Fortune 500 Corporation as it is for the local real estate agent or accountant. Your brand communicates who you are and the quality of your product or service.

As a business develops its brand, it must be mindful of protecting its brand. Success breeds competition as others seek to emulate your success. As competition increases, businesses need to take meaningful steps to protect the uniqueness of their brands and avoid confusion in the marketplace.

Trademarks and service marks are essential tools for protecting the uniqueness of a strong brand. A trademark is used to distinguish the provider of a certain product, whereas a service mark is used to distinguish the provider of a certain service. A mark is a word, phrase, symbol, and/or design that identifies or distinguishes the source of the goods or services of one provider from those of other providers. For example, a business could trademark its logo, name, or slogan if it serves to identify the uniqueness of its business.

Trademarks and service marks differ from copyrights and patents. Copyrights may be utilized to protect "works of authorship" such as writings, music, or art. Patents may be utilized to protect inven-

tions (e.g., either products or processes).

Trademarks and service marks also serve to protect consumers. Marks help to prevent confusion for consumers with respect to the origin of goods and services and prevent fraud.

Trademark and service marks are regulated by both federal and Pennsylvania law. Trademarks and service marks can be acquired by common law through their usage or by registration with the federal and/or state government.

Common law claims for trademarks and service marks typically arise within lawsuits against competitors seeking to address trademark infringement claims. Pursuant to Pennsylvania common law, in order to establish rights to a mark, a business must prove that it adopted the mark for the purpose of denominating that business' goods or services, and that the mark is actually used in commerce constitute therewith. For example, a protectable logo must appear on the packaging for an item.

(Continued on page 52)

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LEGAL PERSPECTIVES

(Continued from page 51)

The benefit of registering a mark on the other hand is that it creates a presumption of ownership. It is therefore easier to protect. Another business could come forward and challenge ownership of a registered mark, but that business would bear the burden of proving ownership and use of the mark prior to its registration. Absent a clear case of demonstration of prior ownership, it would be difficult for a challenging business to win in those circumstances.

Trademarks can be registered in Pennsylvania with the Department of State. If a mark is in any way used in interstate commerce, then it can also be registered with the federal United States Patent and Trademark Office (USPTO).

In preparing to file an application for the registration of a mark, a business needs to clearly identify the word, phrase, symbol, or design it wishes to register. The register must also evaluate whether the word, phrase, symbol, or design is unique on its own or because it consists of special attributes. It is important to determine whether the uniqueness of the mark exists because of its styling and color. For example, a basic everyday phrase may not be protectable on its own but may be protectable if it is styled in a unique way that would signal a unique provider of goods or services.

That stated, a basic mark which does not rely on specialized styling is best, because it is the most protectable. If the mark is protectable in its basic form, then the owner can later style the mark by adding unique characteristics or coloring. If, however, the mark is only protectable with its unique characteristics, then the owner's protections are only limited to the mark in the exact form in which it is registered.

If the mark is a symbol or design, then the register needs to secure a basic image of the symbol or design prior to filing. The register also needs to obtain photographs of the protectable mark actually used in commerce. These are referred to as "specimens."

Next, the register must determine the class or classes in which the mark is to be registered. For example, a register who manufactures and sells hunting shirts with a specific logo on the shirts may wish to register its logo in the classes for shirts, hunting shirts, camouflage shirts, and long-sleeved shirts. Be advised, however, that for federal registrations there is an additional fee for each category utilized.

Lastly, a search of the databases containing marks already registered must be performed to ensure that there are no conflicting marks already registered. Failing to perform this research ahead of time risks the application being rejected and the application fee lost.

When any word, phrase, symbol, and/or design is protected pursuant to Pennsylvania law, the owner of the mark is expected to utilize the symbol TM or SM in conjunction with the use of the protected mark. Because a trademark can be obtained through usage as well as registration, however, it is not necessary for a mark to be registered with the Commonwealth or federal government in order for the owner of a mark to utilize the TM or SM symbols.

(Continued on page 54)

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HOW SMALL BUSINESSES CAN SPREAD THE LOVE TO YOUR COMMUNITY



By Marie Shires, Vice President, The Pennsylvania Community Development & Finance Corp.

February has become the month of Amore! Love! Businesses large and small incorporate Valentine's Day into sales and marketing efforts with the hope that customers will spread a little more love their way. Another great way to acknowledge this amorous time is to spread a little love yourself — back to the community that supports your business.

Giving back through volunteering is a great way to show the value you place on your community. Recently the SBA provided a wonderful Blog on the topic; here are a few points of potential returns a small business will receive when you lend a hand to others:

Marketing: Representing your business is a surefire way to send a message about what you're all about. You have the opportunity to make a positive memorable impression that will stay with people.

Networking: Getting out into your community gives you a chance to develop new relationships and strengthen existing ones.

Skill Development: If you are volunteering services that are a regular part of your offerings, you may have a unique opportunity to strengthen them in a different context. If you are giving your time for a different activity, it is a chance to learn something new and potentially translate those lessons into your business practices.

Three great ways to make the most of your efforts to spread the love...

Find a Cause that speaks to your passion! We all want to spend time doing things we love. Find something that compliments your existing business efforts or draws on a passion for you and your team.

VolunteerMatch.org is a great site to help find opportunities specific to your interests and your availability.

Pump up your team! Get your team involved and excited by making it easy for them to participate. If you can afford it, order matching t-shirts or gather everyone for a meal afterward to discuss the event. It'll serve as a great team-building activity and provide an opportunity for conversation about future efforts.

Get the word out! Press releases, Facebook updates, tweets and more. Let people know that you are getting out there to help your community. If the organization you are volunteering with also has a social media presence, don't forget to tag them or use their handle — They will appreciate the additional publicity as well.

Lending a hand to the less fortunate or providing your product or service to an organization in need are great ways to show you care about the community that makes it possible for you to do business. Additionally the support you are able to show for your community is sure to be appreciated.

Join PCDfc & share the sweetness of volunteering this February with the deserving people and causes in your community.

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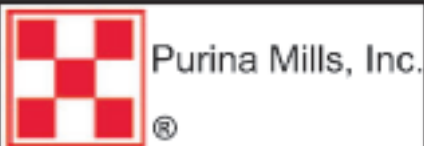
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LEGAL PERSPECTIVES

(Continued from page 52)

That stated, businesses are highly discouraged from asserting unregistered protections without first consulting with an attorney. It could be costly for a business to wrongfully assert protections without registering a mark. For example, if a business designates a mark as protected on packaging when it is already owned by another business or in conflict with any mark, then the business may need to scrap its entire supply of packaging.

Once a mark is registered with the federal government, the owner of a mark may utilize® in place of TM or SM. Please note, however, that use of this symbol is prohibited unless the mark is registered with the USPTO.

A mark registered either with the Commonwealth or federal government is generally protectable for five years. At the conclusion of that period, so long as the mark is still being utilized in commerce, the mark can be renewed for a subsequent five-year period. Thereafter, registration may be maintained in perpetuity by subsequent renewals.

Pursuant to Pennsylvania law, a mark is lost when the owner intends to abandon and does in fact abandon use of the mark. Intent, actual or implied, to abandon the mark is essential to the loss of ownership. Once a mark is abandoned, then it returns to the

“public domain” and is available for the use by all other businesses.

Additionally, if a protected mark is allowed to be used by others to the extent that the mark becomes universally used by other businesses so that consumers no longer identify the mark with a specific source of a product or service, it can also be lost. As a result, in order to prevent the loss of a mark, a business should always take all necessary legal steps to protect a mark and prevent others from using the same. Typically, such steps include issuing a cease-and-desist letter followed by litigation, if needed. A successful litigant in a claim for infringement may be

entitled to a permanent injunction, payment of all profits derived from the wrongful use of the mark, and, if there is a finding of bad faith, triple damages and/or attorneys’ fees.

If you have any questions regarding registering, using, or enforcing trademarks or service marks, you should contact an experienced and knowledgeable attorney for a consultation.

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

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FOCUS ON BERKS BUSINESS

What's Next for Economic Development in Berks County



GREATER READING ECONOMIC PARTNERSHIP

By Pamela J. Shupp, AICP, CECd, President and CEO,
Greater Reading Economic Partnership

Every year we take a look at the economic development trends at the global, national and state level to better understand how they will affect our local strategies in the coming year. Developing predictions in response to recent trends allows us to proactively develop strategic actions, and better position Berks County for business attraction and retention.

The good news for 2017 is that through all of the political uncertainty, there is a lot to be optimistic about in our community. So, here are my thoughts for 2017.

1. Municipalities Step Up their Game

Active municipal involvement is key to proactive economic development because municipalities play a critical role in the attraction and retention of companies. We need to support the willingness of municipal officials to proactively engage in determining local development and economic growth. Streamlining the permitting process and approaching commercial and industrial development with a business friendly message, continues to be critical in a municipalities' ability to attract and retain commercial and industrial users.

2. International interest in Berks County and PA will remain high

Even with the uncertainty brought about by our Presidential election, foreign companies continue to look for an east coast U.S. location and we have positioned Greater Reading to be considered by these companies. With the help of the proactive international team at the Commonwealth of PA and their global network, Berks County is well positioned to accommodate companies looking for a mid-Atlantic location with a close proximity to international airports and large metro markets, but at a much lower cost. Which is why...

(Continued on page 56)

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FOCUS ON BERKS BUSINESS

(Continued from page 55)

3. Regional Partnering will be a key component to our success

Berks County is grouped in a lot of different geographic categories. We can either allow this to foster identity schizophrenia or use it as a strength. We choose to use it as a strength. Identifying with the Southcentral PA, Southeast PA, metro Philadelphia, and the Lehigh Valley allows Berks County's diverse base of industry and cultures to become our greatest strength. We are diverse, and we are proud of it.

4. Site Inventory remains a high priority. Dirt is Not a Site.

We need more developable and ready-to-go site inventory. This continues to be critical for Berks County's economic growth and expansion of our commercial and industrial base. So look for us to map out our strategy for short and long term inventory pipeline.

5. Focus on addressing the workforce needs of Existing Companies

Many existing Berks companies are expanding and they are looking for employees with specific skill sets. And they are having difficulty finding those skills. In addition, there is a general labor availability issue. Companies will make location decisions based on where they can find and keep the best workers. Resources will be focused not only on technical education geared to our manufacturers but also on our professional service sector so that they can attract the educated talent they are seeking.

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FOCUS ON DOWNTOWN DEVELOPEMENT

State of Main Street Pennsylvania



DOWNTOWN MARKETING AND DEVELOPMENT

By Barry Cassidy

Happy New Year to all the readers of this fine publication. I would like to start the new year with an update on the **Main Street** program.

On a national level, the National Main Street program has split from the National Trust for Historic Preservation and has moved to Chicago. They are reworking the “four points” to be more current. One of the four points, “economic restructuring,” has been changed to “economic vitality.” It appears that some local folks thought they were being restructured out of town. I call that resistance to change. Worrying about something like that is characteristic of dealing with people unable to muster much resistance, and instead, want to change the name of a process that will remain the same.

In Pennsylvania, Main Street is now a “concentration,” not a program. The term is **Keystone Communities** and you can have a main street (commercial development) or an elm street (housing), or you could just be a keystone community, but that has more to do about funding than practicality.

The elimination of the administrative funding for the programs has created problems for the communities. Where there were once 50 Main Streets and almost as many Elm Streets, now there are less than 20 combined. The program has tanked. New lows of achievement and not a lot of funding.

Starting at the end of Rendell administration, and during the Corbett administration, the Keystone Communities program was born. The idea was that you provide a bona fide plan for development, and you will get priority funding. Through the first years of the Wolf administration, as well as the Corbett administration, the funding has been cut several times.

It was during this time that the Community Revitalization Program (CRP), also known as “Walking Around Money” (WAM), the so-called holy grail of political patronage, was eliminated. I guess you can see where this is headed. Take a politician’s political lifeblood away officially and there will be other avenues that open.

It appears that the Keystone Communities line item was one of the ones to take a hit, as one half of last year’s budget was not given competitively, but instead for other priorities that are not clearly evident. This means that even though you have planned and went through all of this hocus pocus inspired bureaucratic paperwork, that you really have no better chance of getting funded than someone who has no plan.

(Continued on page 58)

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FOCUS ON DOWNTOWN DEVELOPEMENT

(Continued from page 57)

It is disheartening to deal with this kind of situation for sure, as I look at the impact to the human capital doing downtown economic development. The money for projects is just an aside. Since I have been doing this kind of work since the early '70s, I have pretty much seen the rise and fall of the program.

There is a big difference in the caliber of people now performing the tasks. When I went to work in Castle Shannon, I had to get a waiver to do the work there. The amount of dollars available for the program has seriously cut into what is being offered as salary. It made sense for me to do it as a contractor, and do some other communities too while I am working there. The state meetings for the Main Street program and what is left of the Elm Streets are very limited and bring out some folks without a whole lot of training.

I think they may be better not offering the Keystone Communities at all, and just tell people to talk to your representatives.

Or better yet, move into a key district in a competitive political area and deliver 78 percent of the vote or something. The way things are fragmented today, I am not sure if there is any rhyme or reason for the dollars that have been given out. Maybe it would be better to bring back the WAM. At least that way, everyone got some and you do not have to be in a caucus chair, or anything like that as your representative. Or maybe you could have your representative hold out on some key vote until you get the money. Not sure how that works or if it would even work, but I am throwing it out there as an idea.

How bad is it? It is pretty bad. But... nevertheless... things change, and it still is important to secure the designation as a Keystone Community so when they do change... the community may have a chance.

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

Downtown Plan for Boyertown

Building a Better Boyertown ("BBB") has begun a planning process to create a downtown master plan, a marketing and promotion plan and a business/investor recruitment strategy for Boyertown. The focus of this plan will be on the core of the downtown, however we will consider strategies to improve the greater Boyertown area as well. This community visioning and implementation plan will be created to help make Boyertown an even better place to live, work, dine, shop and play.

The BBB board has hired a consulting team led by Mark Evans of BartonPartners Architects & Planners, Graham Copeland of Downtown Dynamics and James Hartling of Urban Partners (market/ economic consultants) to facilitate this planning process. BBB and their consulting team will work with Boyertown stakeholders and the larger community to develop a guiding vision and roadmap for the next five years. This will include the formation of Community Transformation Strategies as recommended by the National Main Street Center, to focus the organizational efforts and attract new private and public investment to the downtown district.

This ten-month process will provide Boyertown and BBB with downtown revitalization strategies and tools. It will consist of reviews of physical conditions, community assets and strategic partnership

options, best practices and case studies of downtown revitalization, public participation through "listening" and visioning sessions, market research and analysis, and planning for Boyertown marketing and business recruitment. The project will result in a downtown plan report and action plan with specific recommendations for implementation.

The current project schedule is as follows:

- Task 1: Discovery & Listening – January & February
- Task 2: Best Practices & Case Studie – March
- Task 3: Market Research & Analysis – March & April
- Task 4: Downtown Plan Alternatives – May, June & July
- Task 5: Community Open House Meeting – June or July
- Task 6: Marketing & Promotion Plan – July & August
- Task 7: Downtown Plan Report – August, September & October
- Task 8: Business/ Investor Recruitment Strategy – September & October

For additional information, please contact: Adrienne Blank, Main Street Manager, Building a Better Boyertown, 3 East Philadelphia Avenue, Boyertown, PA 19512; 610.369.3054; manager@boyertownpa.org.

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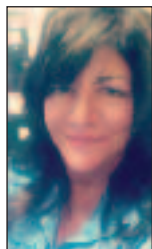


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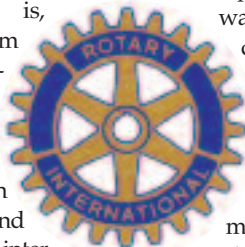
ROTARIAN PERSPECTIVES

Why I Joined Rotary



**Elizabeth Peters,
Tri County Area FCU,
Business Development
Officer**

I have 20 years of Banking experience. I joined Tri County Area FCU in 2013. I focus on Credit Union Growth Opportunities, Business Strategies, Networking, and Staff Events. Through TCAFCU, whose mission is, "People helping people", I am also able to serve the community, and local charity organizations such as Meals on Wheels, Designing 4 Hope, Walking School Bus and Boyertown Special Olympics. I have fun and enjoy meeting many new and interesting people. I am married with three children — Michelle, Ricky and Samantha, and have five grandchildren. I enjoy spending time with family and friends, being involved in our church, reading, cooking and road trips.



Why I joined the Pottstown Rotary Club: Since I enjoy making a contribution to my community while having fun, the Rotary seemed like a good fit. Also, I am in Business Development, and networking is important. Rotarians come from all walks of life. They help each other and collectively help others. Rotary is an organization of leaders and successful people. You can build independent relationships and learn from others. Also, wanting and helping to make a difference in the world is one of the most important virtues a person can develop, one I continue to expand and improve upon. I am looking forward to making a difference in the community and the chance to do good through our Rotary club.

For additional information about the Pottstown Rotary Club, please call Bill Wellen at 484.886.5396, and visit www.pottstownrotary.org.



Peggy Whittaker and Rich Newell, CEO

PLAQUE UNVEILING

More than 100 former and current medical staff members, Rotarians and friends joined the Whittaker family for the unveiling of a Memorial Plaque for Dr. Whittaker. PMMC is adding Dr. Whittaker's name to the Center for Orthopedics and Spine and dedicating the unit in honor of Dr. Whittaker's nearly 40 years on the medical staff and his humanitarianism.



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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



PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

UPCOMING EVENTS

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees - February 7

The Phoenixville Chamber and the 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. YPN is held on the first Tuesday of each Month.

Join us to mix and mingle with other young professionals.

Refreshments will be provided with a Cash Bar.

Be sure to bring plenty of business cards!

Time: 6:00pm - 9:00pm

Location: TBD

Phoenixville Regional Chamber of Commerce Annual Awards Dinner - March 22

Join the Chamber as we recognize businesses and individuals in the Phoenixville community for their significant accomplishments. Awards Presented are: Merit Award, Business Development, Community Betterment and Outstanding Citizen of the Year. Nomination forms are now available!

Time: 5:30pm - 9:00pm

Location: Phoenixville Country Club

Cost: \$70 individual; \$500 table of 8

A cash bar will be available for attendees.

February Monthly Membership Meeting – Luncheon – February 14 - Speed Networking!

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 don't miss the chance this month to speed network and make new connections for your business/organization!

Time: 11:30am - 1:15pm

Location: University of Valley Forge – Solomon's Porch, 1401 Charlestown Road, Phoenixville, PA 19460

Cost: \$20 for pre-registered members; \$25 at the door; \$30 for non-members.

Annual Golf Outing at RiverCrest Golf Club – Tuesday - April 25

Enjoy a fun-filled day on the course starting with lunch, golf and then a fabulous Awards Dinner at RiverCrest. The course at RiverCrest Golf Club & Preserve is one of the most exciting golf venues built in the Philadelphia area.

Visit www.phoenixvillechamber.org for more information and to register.

Time: 11:30am - 7:00pm

Who May Attend: All are welcome!

Member Cost: \$175 to golf; \$60 for dinner only

Non-Member Cost: \$175 to golf; \$60 for dinner only Join us for a day of golf at a championship-caliber course: RiverCrest Golf Club.

CHAMBER NEWS

Phoenixville Regional Chamber of Commerce was excited to have Voxipop launch its new company at the Monthly Membership Meeting in January. This digital media platform is reinventing local news. Voxipop is a local company producing informational community stories across various digital platforms. Their compelling on-demand short videos will keep viewers abreast of what's happening in your backyard. Voxipop is a sister company of Applied Video Technology, Inc of Kimberton.

ROUTE 422 Business Advisor
Place Your Ad in our NEXT issue! Call (610) 323-6253

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!

CELEBRATING 25 YEARS

On Thursday, January 19, 2017, the Spring-Ford Chamber of Commerce celebrated its 25th Anniversary. Thank you to Radio Personality, John DeBella for being the keynote speaker. Awards and Photos will be displayed in the March Edition of the *Route 422 Business Advisor*



Welcome our Newest Member

American Heritage Federal Credit Union

UPCOMING EVENTS

*RSVP for all events online at www.springfordchamber.com

February 9, 2017 – Chamber Luncheon

Cutillo's Restaurant

2688 E. High Street, Sanatoga

11:30am-1:00pm

Speaker: Donna Botti, Delos

2017 Trends in Social Media and Digital Marketing

\$25.00 Members

\$35.00 Non-Members

February 16, 2017 – Shark Think Tank

Copperfield Inn

594 W. Ridge Pike, Limerick

11:30am-1:00pm

\$25.00, *Business Owner Members Only

February 23, 2017 – A New YOU – Women in Networking Event

Community Music School

775 W Main St, Trappe

11:30-1:00pm

March 9, 2017 – Chamber Luncheon

Landis Creek

765 N Lewis Rd, Royersford, PA 19468

11:30am-1:00pm

Speaker: Marc Umstead, Comp-u-Ship

\$25.00 Members

\$35.00 Non-Members

March 16, 2017 – Shark Think Tank

Copperfield Inn

594 W. Ridge Pike, Limerick

11:30am-1:00pm

\$25.00, *Business Owner Members Only

Spring-Ford Notes

- The new member directory is finished! Thank you to Mark Greenberg and staff of Minuteman Press for the great job that was done putting everything together. Thank you to Betsy Knott of Sanatoga Water Conditioning and Mindy Lipsky of Innovative Coaching Services and Productivity Pointe for being part of the Directory Committee. A special thank you goes out to Pam Bauman Photography for taking the portraits of the board members for the directory. We couldn't have done this without all of you and we appreciate your time and efforts.
- The Chamber office is searching for members to host our 2017 Mixers, Network Before Works and Happy Hours. If you are interested in promoting your business through hosting a chamber event, please call the Spring-Ford Chamber office.
- 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

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.

NORTHEAST BERKS CHAMBER OF COMMERCE ANNOUNCES 2017 BOARD OFFICERS

During the Annual Meeting of the Northeast Berks Chamber of Commerce, held on January 20, 2017, at Kutztown University, the Board of Directors announced officers for 2017. Russell E. Farbiarz, Esq., Antanavage Farbiarz, PLLC, will serve as President for a second one-year term; Dustin Adam, Edward Jones in Fleetwood, will serve a one-year term as 1st Vice President; Penelope Oulds, Pay Day Payroll Service, Mertztown, who had been Secretary for three years, will begin a one-year term as Treasurer. Heather Uczynski, Leading Edge Business Consulting, Leesport, will begin a one-year term as Secretary. Officer terms are one year with the expectation for two.



Atty. Russell E. Farbiarz joined Antanavage Farbiarz, PLLC, Hamburg, PA, in October 2009, and he is the firm's Managing Partner. Mr. Farbiarz's practice includes all areas of the law with concentrations in estate planning, estate administration, domestic relations, civil litigation, corporate law and criminal defense/DUI.

Atty. Farbiarz is admitted to practice before the Supreme Court of Pennsylvania, the Supreme Court of New Jersey, the New York State Court of Appeals, as well as the United States District Court for the Eastern District of Pennsylvania, the United States District Court for the Middle District of Pennsylvania, and the United States District Court for the District of New Jersey.

Prior to joining Antanavage Farbiarz PLLC, Mr. Farbiarz served as an Assistant District Attorney Berks County where he gained considerable experience in DUI and retail theft offenses, and also handled the prosecution of many other felony and misdemeanor matters. Immediately after earning his legal degree, Atty. Farbiarz served as a Law Clerk to the Family, District, and Superior Courts in Bennington County, Vermont.

Mr. Farbiarz earned a Bachelor's of Arts degree from Brandeis University in 2003, graduating cum laude and with concentrations in Politics and History. Subsequently, Atty. Farbiarz earned a Juris Doctor degree from Roger Williams University School of Law, where he participated in the Honors Program, and served as a Notes & Comments Editor for the *Roger Williams University Law Review*.

Additionally, an article authored by Atty. Farbiarz entitled *Victim-Offender Mediation: A New Way of Disciplining America's Doctors* was published in the Spring 2008 edition of the Michigan State University Journal of Medicine & Law, a respected peer-reviewed scholarly journal.

Atty. Farbiarz is an active member of the Rotary Club of Hamburg. Additionally, he holds memberships in the Berks County Bar Association, Pennsylvania Bar Association, New York Bar Association, Our Town Foundation, and Hamburg Junior Chamber of Commerce.

Originally from Long Island, New York, Mr. Farbiarz resides in Berks County, Pennsylvania, with his family.



Dustin Adam graduated from Lebanon Valley College in 2012 with a B.S. in Mathematics/Computer Science and a minor in Economics. He also earned a PA teaching certification. Since 2012, Adam has been a

Financial Advisor with Edward Jones. In his first year with the firm, Adam lived and worked in Seattle at the company's headquarters. His second year was spent in his Hamburg office from which he relocated several months ago to Fleetwood.

Dustin believes in providing a tailored approach to help people accumulate, manage, and protect their wealth while working toward their serious, long-term financial goals. "Simply put, we care about our clients as people. We drive to help them in their overall well-being and build a relationship that goes beyond financial advice."

Dustin has served on the chamber's Membership, Ambassador, Fundraising, and Finance Committees. He is also a member of the Hamburg Jaycees.



Penelope Oulds graduated from Tulpehocken High School and later earned an Associate's Degree in Business Administration from Penn State-Berks.

Since then, Oulds has held positions in retail, nonprofit, government, and the private sector. In 1993, after Oulds' then employer went out of business, she found herself eight months' pregnant and unemployed. After brainstorming with her husband, she decided to open Pay Day Payroll Service. Her extensive background in bookkeeping and payroll preparation for small and large companies was the impetus. She discovered there existed a void in payroll processing for the small business owner, so she decided that would be her focus. At the start, she contracted one client, and each year thereafter, her client base has grown steadily. Since joining the chamber in 2010, she has increased her client base by more than 25%.

In January 2014, she was appointed to the Board of Directors and elected Board Secretary. After three years as Board Secretary, Penelope has begun a one-year term as Board Treasurer.



Founder of Leading Edge Business Consulting, **Heather Uczynski** is a psychologist with over 25 years of experience working with individuals and organizations to bring them to the next level of success.

Heather is passionate about showing organizations how to build company cultures that value compassion and community as beneficial to both productivity and people. She does this by helping business to put the right people in the right jobs, then treat them fairly, and reward them for jobs well done.

With experience as a consultant, coach, and trainer, Heather understands the challenges that today's businesses face. She excels at helping organizations improve the performance of their leaders, teams, systems, and individual employees. Heather is also a certified administrator of the Myers-Briggs Temperament Inventory (MBTI), which she also uses in executive coaching.

Heather has been an active member of the Board of the Northeast Berks Chamber of Commerce, and she begins a one-year term as Board Secretary in 2017. She joined as a member in 2010 and has supported fundraising efforts as a member of the Shining Star Event Committee for two years.

UPCOMING EVENTS

NEW EVENT!

2017 Working Lunch Series

The New Working Lunch Series is designed to introduce Members to Members, as well as involve and engage new and established Members in Chamber Initiatives. Working Lunch will replace our former Making Connections Luncheon. Each session will run from 11:30 a.m. until 1:00 p.m. The cost to attend is \$25 up to 48 hours in advance for Members and \$30 for Non-Members or Member payment at the Door. A panel of chamber members will contribute information on a given topic based upon their own business or nonprofit services. Networking and Q&A are also part of the agenda for the following dates:

Wellness

Therapies, Exercise, Initiatives

February 15, 2017

Keystone Villa at Fleetwood, Blandon

Sponsored by **Relative Care/Advance Home Health, West Reading**

PANELISTS: Ina Siegel, Fitness by Ina, Inc.; Tamu Ngina, MEND Soul Holistic Arts, Desha Dickson, Reading Health System & Tri-Valley YMCA

Consulting Services

What types of consulting services do our members offer?

April 19, 2017

Moselem Springs Golf Club, Fleetwood

Sponsored by **Tompkins VIST Bank, Blandon Office**

PANELISTS: Diane Dudley, BrowningDudley; Kim Davis, KD Consulting; Heather Uczynski, Leading Edge Business Consulting & Helen Bispels, Student Organizing Solutions

Protecting Your Business

Cyber Security, Intellectual Property, Security Measures, Drug Testing

June 21, 2017

Main Street Inn, Kutztown

Catering by Wholesome Food Farm & Catering

Sponsored by **Tompkins VIST Bank, Hamburg Office**

PANELISTS: Don Christman, Christman Technology Services, Robert J. Hobaugh, Jr., Esq., Stevens & Lee, P.C., Jim Long, Security Service Company & Al Dallao, ARCpoint Labs of Reading

Pick up your copies of the 2017 Directory & Business Guide. Contact Lori B. Donofrio-Galley at 610-683-8860.



NORTHEAST BERKS CHAMBER OF COMMERCE

CASINO NIGHT

BERKLEIGH GOLF CLUB

SPONSORSHIP OPPORTUNITIES AVAILABLE:
EACH SPONSOR WILL RECEIVE ADVANCE AND EVENT PROMOTION, AS WELL AS TRAINING BEFORE THE DOORS OPEN. EACH SPONSOR IS ASKED TO DONATE A GIFT BASKET VALUED AT \$25.39 AND TO SUPPLY 1-2 DEALERS, EACH OF WHOM WILL RECEIVE A COMPLIMENTARY EVENT TICKET.

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SATURDAY APRIL 1, 2017

6:00 PM - 10:00 PM
CASINO GAMES START AT 6:30 PM



REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



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

Welcome to the Perkiomen Valley Chamber of Commerce!

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

UPCOMING EVENTS

Here are a few of the events planned for early 2017! More events will be added each week. Visit the V Chamber Website www.PVchamber.net for complete list of upcoming events, registration links and details.

February 16, 2017 – 3rd Annual PV Stars Awards Gala

February 23, 2017 – Business Owner Roundtable @ Spring Ford Country Club, 11:30am – 1:00pm

February 22, 2017 – New Member Orientation, 8:30am – 9:30am at PVCC office

March 9, 2017 – Mixer at Lower Providence Library, 4:30pm – 6:30pm

March 23, 2017 - Business Owner Roundtable @ Spring Ford Country Club, 11:30am – 1:00pm

Signature Event! March 30, 2017 –

Annual Chamber Luncheon.

Appointment of 2017 – 2018 Board Directors, Exhibitors, State of the Chamber Address and Awards.

FEATURED EVENT

PV Stars Best of the Valley 3rd Annual Awards Gala

February 16, 2017
RiverCrest Golf Club & Preserve

5:30 PM – 8:30 PM

The 3rd Annual PV Stars Gala will recognize businesses and individuals making a positive impact on life in the Perkiomen Valley. Leaders from **Montgomery, Northeast Chester and Southern Berks Counties** will gather for an evening filled with networking, food, drinks, music, exhibitor showcase and awards ceremony. Keynote address presented by Emmy Award-Winning Journalist, Luann Cahn. Event sponsorships range from \$100 to \$3,500. To discuss sponsorship opportunities or create a custom package, contact Renee Blomstrom at 610-489-6660.

Congratulations to top three finalist in each category!

Small Business (1-25 employees) of the Year: Bond, Pezzano & Etze, PC, Cruise & Fly Worldwide Travel, Patriot Pest Solutions

Medium Business (26-50 employees) of the Year: Kriebel/CzarStar Security, Analytical Technology Inc, The Victory Bank

Large Business (51+ employees) of the Year: Maillie, LLP, Merck Sharp & Dohme FCU, Pfizer

Business Star of the Year: Patrick Kelly, Kelly Insurance Group; Stefania Maiale, Collegeville Yoga Bar; Phil White, Signarama

Non-Profit Organization of the Year: A-Team 111 of Skippack, Access Services, Community Music School

Humanitarian of the Year: Catherine Gear, Rev. Martha Kriebel, Amy Ramsey

Distinguished Service Person of the Year: Zenon Janicki, State Senator John Rafferty and Upper Providence Police

PV Chamber Member of the Year: Corey Bowlin, Cruise & Fly Worldwide Travel; Bob Clark, Interface Financial; David Maris, Marco Motors

Emerging Business of the Year: Kevin Smith Transportation Group, Luz Shanti Alternative Healing Therapies, Piccolo Amore

Winners will be revealed at the PV Stars Awards Gala on February 16, 2017.

Visit www.PVchamber.net for event details, including sponsorship opportunities and to purchase tickets.

Welcome New PV Chamber Members!

Collegeville Tree Service – Scott Wallace
323 E. Main Street, Collegeville
610-489-8153
www.collegevilletreeservice.com

Edge Signs and Graphics – CJ Santangelo
104 G.P. Clement Dr, Collegeville
484-961-8984
www.edgesigns.net

Health Insurance Solutions, Inc – Nanette Poserina
4402 Skippack Pike, Skippack
215-721-2220
www.gethisi.com

Keller Williams Realty – Marianne Gular
2740 W. Ridge Pike, Ste 100, Audubon
610-631-5000
www.19403homes.com

Sebastian Riding Associates – Chris Hanebury
3589 Water Street Road, Collegeville
610-489-3741
www.sebastianriding.org

The Head & Spine Pain Center – David Newman, D.C.
350 W. Main Street #101, Trappe
267-544-WAVE (9283)
www.headandspinepain.com

Visit the Chamber's online directory for a complete list of members:
www.perkiomenvalleychamber.org/member-directory/

PV Stars
Best of the Valley
3RD ANNUAL AWARDS GALA
Feb. 16th, 2017
Rivercrest Country Club
★ **5:30 pm - 8:30 pm**

Visit www.PVChamber.net for sponsorship opportunities, or to purchase tickets.

KEYNOTE ADDRESS
LU ANN CAHN
EMMY AWARD-WINNING JOURNALIST

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bnester60@gmail.com
c: 610.585.7278 f: 501.325.7570

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