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Community Health and Dental Care offers the Pottstown community and tri-county area services such as family medical services, women's health exams, flu shots, on-site laboratory services, preventive screenings, same-day appointments, behavioral health, substance abuse treatment, childhood immunizations, dental care, pediatric care and more. They even have an on-site case manager and referral assistance available and also offer FREE transportation for ALL of our patients.

Community Health & Dental Care accepts Medicare, Medicaid and most other private and commercial insurers. However, this health center provides discounts for underinsured and uninsured patients who qualify. This discount is based on the patient's income and the federal poverty sliding fee schedule.

Patients can access the NEXTGEN Patient Portal to manage and request their appointments. With this helpful system, people can request routine appointments, ask for medication refills, review medical history, send a note to their provider, view their child's immunization records, cancel appointments, view lab requests, make referral requests and view appointment reminders.

Community Health and Dental Care is also opening a new health center location in Fall of 2017 at the Coventry Mall to serve our community even better!!!

Interested parties who wish to inquire further about Community Health & Dental Care and their variety of services can contact them by calling **1-800-589-6212** or by filling out a contact form on their website at **www.ch-dc.org**.



About Community Health & Dental Care: Community Health & Dental Care is a non-profit health center that provides primary medical and dental care to patients regardless of their insurance status.

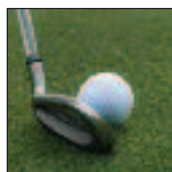
With three Pottstown, PA locations, this provider is dedicated to making a difference for people of all income levels in the area.

For more information, interested parties can visit online at www.ch-dc.org.

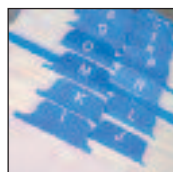


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Cover Story: Carpet & Tile Mart is a 3rd generation, family-owned and operated business, built upon a proud heritage of providing customers a unique combination of unprecedented value, massive selection and unsurpassed customer service...
Now serving Pottstown & the Tri-County region!



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



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

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

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INDUSTRY OUTLOOK

In today's dynamic marketplace environment, significant business issues are converging with impacts felt across multiple industry sectors. A range of pressures—from digital disruption, consumer empowerment, rising costs, and notable shifts in purchasing behavior—are impacting how businesses grow and innovate. Companies now find themselves balancing trade-offs: revenue enhancement and cost containment; customization and standardization; competition and collaboration.

IMPACT ON SUPPLY CHAIN

While some organizations are adjusting their business strategy to meet the needs of a continually evolving marketplace, many companies overlook the impact supply chain inefficiencies have on their bottom line.

**Lowering costs and enhancing the ability to:
Get the right products, to the right customer,
at the right price, at the right time, to the correct
location—should be a strategic imperative for
every business.**

However, when sending or receiving shipments, some companies unknowingly overpay by more than 50%. In some instances, companies have incurred a two fold increase in shipping costs because their carrier partners couldn't meet all of their supply chain needs. Selecting the right supply chain partner with experience and insight can turn obstacles into opportunities.

OUR SOLUTIONS

EMNEM is a full-service logistics company started by the entrepreneurs who founded TRIOSE, a leading healthcare logistics company voted one of the fastest growing businesses in Berks County by the Chamber of Commerce for eight consecutive years. As a best-in-class supply chain company, EMNEM offers non-healthcare businesses the logistics expertise utilized by the nation's most innovative healthcare organizations.

Overpaying for supply chain solutions is a choice. EMNEM will help you take control of your logistics operations and find cash in your supply chain. On average, we save clients up to 40% in shipping costs.

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LOMAX CARPET & TILE MART OPENS NEW SUPER STORE



**SERVING
POTTSTOWN
& THE TRI-COUNTY REGION**



The recent surge of investment and revitalization in and around the borough of Pottstown took another major leap forward last month with the Grand Opening of a brand new 40,000 sq. ft. Lomax Carpet & Tile Mart flooring Super Store, adjacent to the Coventry Mall in North Coventry.

"No store is bigger, with more selection, in all flooring categories, than this one," said company president Michael Longwill. "We've have a thousand oriental rugs, hundreds of rolls of carpet, thousands of carpet remnants, and a huge selection of laminate, hardwood flooring, ceramic tile, natural stone and vinyl - all in-stock and ready to go."

Carpet & Tile Mart is a 3rd generation, family-owned and operated business built upon a proud heritage of providing customers a unique combination of unprecedented value, massive selection and unsurpassed customer service. Carpet & Tile Mart's in stock, direct from the mill, warehouse-style approach allows customers to save money and take their new carpet with them — or have it professionally installed within days. This unique combination of value, convenience and professional service has been the hallmark of the business ever since founder Sam Longwill opened the chain's first store as Airbase Carpet Mart in a Quonset hut adjacent to the Air National Guard Base in New Castle, Delaware in 1967.

Carpet & Tile Mart is able to offer exceptional pricing by buying direct from mills and manufacturers for all flooring categories, eliminating middleman and mark-ups that are normally associated with flooring franchise stores, big-box home center flooring departments and floor covering buying group operations. Working closely with the mills and flooring suppliers for decades, Carpet & Tile Mart has also been able to maintain a



PHOTO BY STYLISH IMAGES PHOTOGRAPHY



superior product-quality level that other “flooring liquidators” cannot match. Their long-standing history with these vendors, and a unique liquid position in the marketplace, allows Carpet & Tile Mart buyers to negotiate and buy at deep discounts, and obtain goods or special limited deals not readily available to other retailers. Combined, this cost and pricing advantage has allowed them to pass all those savings on to customers with products and prices you can’t find anywhere else.

Carpet & Tile Mart is celebrating its 50th anniversary this year, and Michael Longwill’s selection of North Coventry for the company’s 12th location was no accident. “We invested several million dollars here, so we’re betting on the area,” he explains. “When you look at a map of the region, with easy access to Routes 422 and 100, and 40,000 new people projected to move to the area in the next five years, this is the best spot for growth,” he said.

In addition to growth potential, Longwill said that the Pottstown area has other advantages. “I’ve opened up eight stores in my life,

and moved two, and I found North Coventry Township to be the easiest to work with,” he said. “The people I met during the process have reinforced how this area is just perfect for us. Plain and simple, Pottstownians are genuinely nice people — from township officials like Manager Deb Russo, to Pennmark Management Co. CEO Don Cafiero, to Coventry Mall Manager Justin Bartholomew, everyone has been so supportive, accommodating, and invested in the success of this store. Everybody we interviewed for employment were personable, nice people,” he said.

Walt Koval, Carpet & Tile Mart Marketing Director, cited the revitalization of the Coventry Mall with new owner Pennmark Properties bringing in a number of new tenants as a contributing factor in the decision to invest in opening a store in North Coventry. “Our research indicated that the area lacked a true in stock, warehouse-style, full service flooring superstore where customers can see and save on every type of flooring at unbeatable prices,” Koval said.

(Continued on page 8)



The ribbon-cutting ceremony during the Grand Opening Celebration June 15.



Company President Michael Longwill, and Chairman Richard Longwill.



Company President Michael Longwill, and North Coventry Store Manager Steve Colaianni.



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COVER STORY

(Continued from page 7)

"Here you can choose from full carpet rolls, easily flip through thousands of area rugs, walk on aisle after aisle of large displays of installed hardwood, laminate, stone, tile and luxury vinyl flooring right under your feet," Koval said. "You can take home your selection, we'll deliver it to your home, or we'll provide complete in-home measuring and professional installation services. It's unique to find such a big, bright, friendly shopping experience, with such a vast product offering and our array of professional services under one roof."

The well-attended Grand Opening Celebration ceremony at the new North Coventry store was held on June 15, complete with a brass band, a juggler, a performance by Pottstown Dance Theatre students, and an official welcome and ribbon-cutting ceremony featuring TriCounty Area Chamber of Commerce ambassadors and chamber president Eileen Dautrich.

"On behalf of our board of directors, our staff, our ambassadors, and our members, we want to acknowledge and congratulate you on this ribbon cutting and grand opening," Dautrich said, "and acknowledge the impact you are having on North Coventry township, the impact you are having on the redevelopment of the Coventry mall, the impact you are having by creating jobs here in this region, and incorporating Pottstown and this area in your vision for the goals of your company is phenomenal. We look forward to partnering with you to continue your success."

"This building stood vacant for six-seven years," Longwill said in his remarks to those in attendance, "and we made it into a useful, viable facility, generating jobs, taxes, and income benefitting everybody. Your input, no matter how large or small, matters a great deal," he said. "It is significant. We sincerely appreciate all your partnerships. We are here today celebrating the good old American spirit. The teamwork it takes, and what can be accomplished when like-minded people

get together, including government, employers, employees and suppliers. We celebrate the re-birth of something run down and abandoned being fixed up, revitalized, and made productive once again. We celebrate three generations of growth, from a small store in New Castle, Delaware to larger stores taking care of more customers and employees."

Longwill closed his remarks by announcing that Lomax Carpet & Tile Mart will donate one percent of the first 30 days of sales at the new store to "Stretch the Ride Foundation," a local non-profit founded by Dr. Michael Lambo, MD, a physician at Pottstown Memorial Medical Center. Stretch the Ride provides free transportation for cancer patients undergoing treatments at PMMC.

Carpet & Tile Mart currently operates 12 Flooring Superstores serving Delaware, Pennsylvania, Maryland, including stores in nearby Reading and Exton, and a fast-growing e-commerce division that puts the Carpet & Tile Mart value proposition within reach of flooring customers from Coast to Coast in the US.

Today, with over 300 employees, Carpet & Tile Mart operates on the same strong family-oriented traditions and values as it did when Sam Longwill founded the company 50 years ago; and remains the leading independent floor covering store chain in the nation offering the same exceptional values, unsurpassed selection and superior customer service.

Carpet & Tile Mart offers financing options and accepts most major credit cards. Check out the newest Carpet & Tile Mart location at 351 W. Schuylkill Road, Pottstown, PA 19465. For additional information, please call 610.323.0332. Visit www.carpetmart.com for selection, pricing and helpful hints and information including videos by DIY expert Beth Allen, Interior Designer and Licensed Contractor, and the blog: Rug Tips & Trends by Jennifer Keith.

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Documents Everyone Must Have

By Greg Koch, Koch Insurance Brokers LLC; Koch Financial Group LLC

Once you become 18 you are now considered an adult and can make your own decisions. There are certain documents that everyone must have. If you don't, it could cost you dearly in several ways. These must-have documents are: a Living Will, A Durable Power of Attorney for Finance, and for Health, also called a Health Care Directive or DPOA.

Most people think that if something happens to them — such as an accident, stroke, or heart attack — and if you were unable to speak for yourself, that your parents or your spouse could make decisions for you on your behalf. That sounds logical, but unfortunately that is not true. Only you have the authority to make those decisions for yourself, and unless you specifically name someone in writing with a DPOA for Health or Health Care Directive, someone else can NOT make those decisions for you . . . even your spouse! A hospital is required by law to keep you alive by whatever means possible, even if there is no chance of recovery. You may remember a famous court case in Florida about Terry Schiavo that wound its way through the court system from 1990-2005, until both the husband and the family ran out of money, due to hospital and legal fees.

To protect yourself and your family, please make sure you have these essential documents. These must have documents are for everyone from 18 years and older.

A **Living Will** is a written document that allows a patient to give explicit instructions about medical treatment to be administered when the patient is terminally ill or permanently unconscious; also called an advance directive.

A **Durable Power of Attorney for Health Care** is a document that lets you name someone else to make decisions about your health care in case you are not able to make those decisions yourself. It gives that person (called your agent) instructions about the kinds of medical treatment you want.

The **Durable Power of Attorney for Finance** is simply a way to allow someone else to manage your finances, in the event that you become incapacitated and are unable to make those decisions yourself. More precisely, it grants someone legal authority to act on your behalf for financial issues.

We feel so strongly about this if you do not have these documents or your documents are old and need to be revised, please call our office at 610.370.7268 and we will create them for you, for FREE.

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FOCUS ON ADVANCED MANUFACTURING IN BERKS COUNTY

The Good News

Manufacturing remains Berks County's largest industry sector by economic output and by employment with over 31,000 jobs (17.5% of local employment). Berks County's more than 500 manufacturing establishments provide *jobs that pay*, with average annual earnings of more than \$56,000 per year. The above average benefits packages that accompany manufacturing jobs increase average total compensation to more than \$75,000 per year. Investments in advanced manufacturing technology and productivity improvements supported steady wage growth over the past decade and above average wage growth is expected to continue going forward.

Most Berks County manufacturers find current business conditions to be favorable and the sector continued to add jobs at a modest rate in 2016. Layoffs among Berks County manufacturing workers are at historically low levels and any experienced manufacturing workers who were laid off in the past year have generally found appropriate opportunities for re-employment in the sector. Skilled manufacturing technicians in particular are in great demand with plentiful employment options.

Continued productivity growth will likely allow the Berks County manufacturing sector to retain its position as the region's leading sector in economic output for the next decade. However, these same productivity improvements will mitigate job growth in the sector. At the same time, the ever-changing shop floor environment will require workers with increasing education and skills. The Berks County Workforce Development Board (WDB) expects that a thriving advanced manufacturing sector will still employ approximately 30,000 workers in 2025.

The Problem

Berks County manufacturing employers face unprecedented demographic changes and skills shortages. Quite simply, the 31,000 workers who make up Berks County's experienced manufacturing workforce continue to age and many are approaching retirement or retiring at an alarming rate: 54 percent of incumbent workers in the sector are age 45 or older and 25 percent are age 55 and older.



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As a result, the Berks County Workforce Development Board (WDB) projects that local manufacturing employers will need to hire at least 6,000 skilled and semi-skilled replacement workers by the end of 2025. At the same time, these employers will need to up-skill new entrants as well as their existing employees in order to remain internationally-competitive. Particular attention must be paid to developing critical technical skills in industrial maintenance (mechatronics), precision machining, welding technology and quality systems which make up an increasing share of essential skills in the modern advanced manufacturing workplace. In fact, the viability of many semi-skilled production and other manufacturing jobs depend directly on employer success in attracting, training and retaining skilled technicians. Employer judgments about their ability to find and develop the skilled talent they need will impact their expansion planning decisions

regarding capital investment in technology. Simply put, companies will not invest in plants and equipment that they cannot effectively operate and maintain.

The current reality is that most semi-skilled and entry-level production workers lack the technical skills needed to advance into higher-paying technical positions without additional education and training. As a result, these individuals may lack employment security in a changing technology-driven environment and could be at risk for job elimination or forced replacement. While not all production workers need to acquire higher level technical skills, more and more will need to do so if their employers are to thrive and expand. In addition, many skilled manufacturing technicians are challenged to acquire the knowledge, skills and abilities necessary to stay current with increasing-sophisticated and integrated advanced manufacturing equipment and systems.

Employment Retention / Layoff Aversion Strategy

This manufacturing demographic and skills problem has been decades in the making and local employers, especially small-medium size firms, cannot solve it with their own resources. As a forward thinking job retention, layoff aversion and economic development strategy, the Berks WDB supports a return to the historical practice of capitalizing on incumbent worker technical training to build advanced manufacturing worker competencies, while matching newly-entering talent with experienced employees for knowledge transfer. Individual production and maintenance workers will benefit by avoiding future job losses and attaining broad-level employment security in the sector. In cases where up-skilled workers do become dislocated, the enhanced technical skills provided by such training will enable them to be more quickly reemployed in similar well-paying jobs at other more successful local manufacturers.

(Source: Berks County Workforce Development Board)

Proto-Cast, LLC

Proto-Cast, LLC, backed by over 50 years of experience, is a custom design injection molder and mold fabricator located in Douglassville, PA. Our one stop shop for designing and building molds, maintaining and running molds, and various secondary operations needed ensures customers are receiving the time and attention needed to get the best quality parts. Also contributing to quality and customer service is our quality management system, which is ISO 9001:2008 certified.

Proto-Cast, LLC serves different industries and provides many services throughout the United States and the world. Industries such as Industrial and Medical which may need special materials and handling of parts, Aerospace and Defense which often requires additional quality certifications or consumer products that require simple assembly or packaging. □ Whatever your plastic injection molding needs may be or where you are in the process, Proto-Cast, LLC is here to help. Please feel free to visit our Contact Us page to fill out a form and one of our experienced staff will be in contact with you.

Proto-Cast, LLC is located at 1460 Benjamin Franklin Highway, Douglassville, PA 19518. For additional information, please call 610.326.1723; email: contactus@proto-cast.com; and visit www.proto-cast.com.



Morgan Celebrates 65 Years of Advanced Manufacturing

Morgantown, Pennsylvania — Morgan Corporation celebrates its 65th anniversary this year as North America's premier designer and producer of light- and medium-duty truck and van bodies, and has grown to be the largest on the continent.

"From our humble beginnings in 1952 as a truck repair and welding shop located just off the Pennsylvania Turnpike in Morgantown, Pennsylvania, the story of how Morgan came to be is one of the great business success stories of our time," Paul Jarossy, Director of Marketing, stated. "Since our inception, the Morgan name has been synonymous with innovative engineering, uncompromising quality and a superior customer service experience."

Morgan is always hiring for top talent to lead our initiatives for continuous innovation!

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Advanced Manufacturing Engineer –

Welding: Leads research, design and development of safe welding manufacturing processes including production flow, methods and production equipment

To learn more, apply, or see a full list of open positions, please visit:
Morgancorp.com/careers

Recently, Morgan Corporation announced plans to open new manufacturing and service facilities in the U.S. Midwest as well as in New England in 2017 and 2018. Morgan's 12 current manufacturing and service facilities are located in strategic areas across the United States and Canada.

"The evolution of our products is evidence of our ability and commitment to meet the unique and ever-changing needs of our customers," Jarossy continued. "With the launch of new products and designs, as well as the introduction of breakthrough technologies, Morgan continues to set new standards. These standards impact the transportation industry one body at a time, while fulfilling our own vision for the future in advance of market demands."



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FOCUS ON ENGINEERS & ARCHITECTS

Earth Engineering Incorporated

Founded in 1990, Earth Engineering Incorporated (EEI) prides itself on being a high quality full service geotechnical and environmental engineering consulting firm. With offices located in East Norriton, Lehigh Valley and Mechanicsburg, Pennsylvania as well as South Jersey, EEI is well equipped to service the entire 422 corridor.

EEI has specific expertise in Geotechnical Consulting, Subsurface Investigations, Infiltration Testing, Geotechnical Specialty Design Services, Environmental Site Assessments, and Clean Fill Analysis. Items such as cost-effectiveness of foundation alternatives are evaluated along with site development issues and geotechnical data to establish recommendations. This approach has enabled EEI to contribute to the successful development of many large-scale projects by adding true value to the planning process.

At EEI, our goal is to combine quality consulting and investigative work with on-time, on-budget performance. We're committed to providing our clients with the higher level of service and experience they have come to expect from EEI. Your success is our mission.

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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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.

Gilmore & Associates, Inc.'s "Green Infrastructure" services palette includes site analysis documentation and environmental resource inventories; Low Impact Development (LID) planning and design; LID and Green Building ordinance development; conservation planning and design; LEED® documentation including preliminary scoring and feasibility, project registration, value engineering and Green design audits; and "Green Stormwater Infrastructure" Best Management Practice (BMP) designs and system retrofits including detention basin naturalization and restoration, vegetated rain gardens, underground stormwater storage, engineered permeable pavement systems, vegetated building roofs, "green streets," and "green" retaining walls.

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(Continued on page 16)



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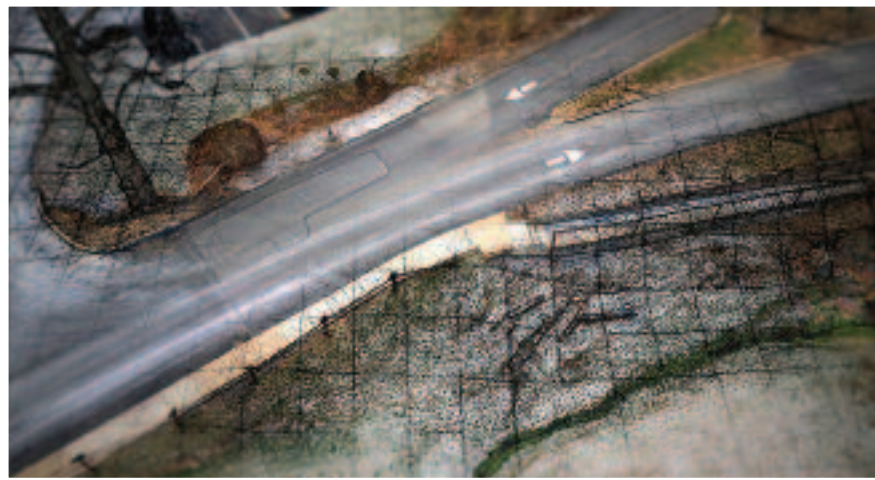
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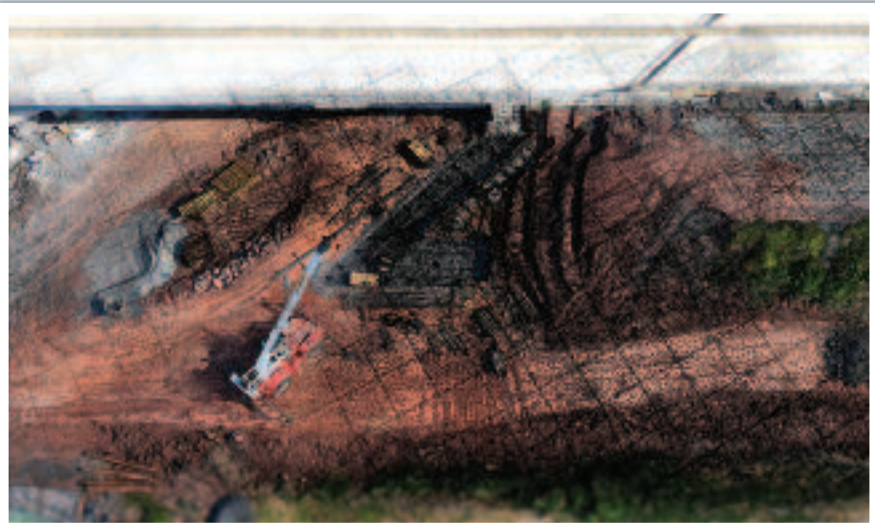
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CEDARVILLE Engineering Launches New Technology For Planning, Design & Construction

An Interview with April Barkasi, CEO, and Chris Skorny, 3D Modeling Specialist & UAV Pilot



Reality Modeling of Painters Crossing Roadway, Chadds Ford



State Route 422, Stowe Interchange



Reality Modeling of Eastern State Penitentiary, Philadelphia

What is "Reality Modeling" as it relates to engineering?

APRIL: We are challenging conventional engineering and construction survey methods by gathering GPS tagged images to generate 3D Reality Models.

CHRIS: It's the process of capturing existing conditions – structures, land, objects - in 3D. We use a combination of devices including an unmanned aerial vehicles (UAVs), a handheld camera, a laser scanner, and a smart phone. These images can be stitched together into a 3D model that can be used for different purposes such as planning, mapping, design, construction, inspection, and asset management.

How do you collect the data?

APRIL: It begins in the field. Chris and his team have developed a work flow that allows them to efficiently collect information. Depending on the site, there can be huge time savings over conventional survey methods.

CHRIS: For data collection via an UAV, the process starts by reviewing the site for possible constraints that could limit a flight. We establish an area of interest and set ground control from survey grade equipment i.e. GPS and/or total stations. A flight plan is created that determines exactly where to fly, the altitude to fly, and the frequency of image acquisition. While UAVs are a great tool, models can also be created by individuals on foot, or vehicle mounted equipment.

What type of businesses would benefit from this kind of technology?

APRIL: 3D Reality Models can be created to analyze the surface features of large parcels of land, roadways, and critical pieces of infrastructure. The data can be captured more efficiently than by using traditional survey methods. It's ideal for construction companies, engineering firms, government entities, or anyone responsible for managing land or infrastructure.

CHRIS: For example, the technology can be used to model busy highways, calculate quantity data on stockpiled or excavated materials, access restricted sites or any site where access can be hazardous, monitor changing conditions, or just to get a quick, quality survey.

Can you share any special projects you are currently working on?

APRIL: The latest special project is Eastern State Penitentiary in Philadelphia. This site had some challenging aspects to it, so we decided to use Reality Modeling technology.

CHRIS: This project utilized traditional survey, UAV, and ground based imagery capture methods. By combining all 3 of these data sets, we produced a model that had a precision of 1/4 of an inch for anything below 10 feet above the ground, and 2 inches for anything higher than that. We are able to use the model for the design phase of the project and again during actual construction.



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FOCUS ON ENGINEERS & ARCHITECTS

(Continued from page 14)

P. Richard Frantz, AIA, Registered Architect

P. Richard Frantz, AIA, is a registered architect who has brought design solutions to clients throughout southeastern Pennsylvania. His proven design approach creates beautiful, functional, and efficient spaces in a range of styles from historic to contemporary. With office space located at 127 N. Hanover Street, Pottstown, he provides architectural service to Pottstown and surrounding communities.



In today's times, an architect is often a problem solver. He is called upon not only to design new buildings but also to evaluate existing construction, improve the use of

existing facilities, solve difficult site problems, and adapt existing structures by designing alterations and additions. Through a network of design, engineering, and construction professionals established over a lifelong career, Mr. Frantz has the solutions to meet a wide variety of commercial and residential needs. Specialty solutions include schools, churches, and historic preservation. Core services include design, construction drawings, bid management, construction oversight, and final inspection support.

Frantz's architectural firm offers his personalized attention to every project, throughout every phase, because clients work directly with him, the principle. When required, he'll bring in trusted outside consultants for a fresh approach to complicated assignments, and by networking with other architectural, engineering or construction firms, his combined workforce easily expands to complete the requirements for larger projects.

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Mr. Frantz is registered in the Commonwealth of Pennsylvania. He is a member of the American Institute of Architects, and graduated from Pennsylvania State University with a Bachelor of Architecture degree. He serves as an arbitrator for the American Arbitration Association and is often called on as an expert witness. He is a member of the Rotary Club of Pottstown and has served on the Historic Architectural

Review Board, is a member of the Board of Trustees of the Pottstown Memorial Medical Center and Pottstown Area Industrial Development, Inc. (PAID) and is a former member of the Board of Directors of the Pottstown Area Health and Wellness Foundation and the Pottstown Downtown Improvement District Authority. Frantz can be reached at prf@prfrantz.com and welcomes a visit to his website at www.prfrantz.com.

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BUSINESS PROFILES

Berks Digital Inc.

Gary and Elaine Brown founded Berks Digital Inc. in 2005, with a focus on maturing digital printing technologies, which have changed the printing industry. Starting in the basement of their Muhlenberg township home they quickly outgrew the home business. In 2008 they moved operations to their current location at 2620 Hampden Boulevard, Reading PA. In 2010 Berks Digital acquired a competing company that focused on the "Large Format" market and 2016 marked the 11th consecutive year of sales growth for the firm. 2016 also was the sixth consecutive year that Berks Digital placed on the Greater Reading Chamber of Commerce and Industry Entrepreneurial growth list.

With continued investment in automation technologies they have been able to offer both large and small companies fast turn around times on high quality digitally printed materials at competitive prices.

Berks Digital offers small format printed materials that businesses use, such as brochures, flyers, postcards and much more. Large format printing includes banners, pop-up displays, fine art reproductions and store signage.

With a focus on quality and customer service, Berks Digital has both national and local customers that rely on their expertise to make their print buying pleasant and affordable.

For additional information, please call 610.929.1200 and visit www.berksdigital.com.

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 multiple times as The Best Animal Hospital in Mercury's Readers Choice. Sanatoga Animal Hospital is open Monday through Saturday. For more information and coupon please visit www.sanatogavet.com.

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FOCUS ON BOYERTOWN

SCORE TriCounty Opens a New Branch Office in Boyertown

The TriCounty SCORE chapter recently announced the opening of their new, local branch office in Boyertown. Located in the Building A Better Boyertown office at 3 East Philadelphia Avenue, the new office can better serve the increased demand for new and existing business growth in Boyertown and the surrounding area.

Tom Gosse is the local contact for the branch and can be reached at 610.327.2673 or by sending an email to tricounty@scorevolunteer.org. Meetings are by appointment only.

SCORE is a national non-profit organization. For over 50 years we have been a part of the Small Business Administration giving FREE and CONFIDENTIAL business advice to entrepreneurs and small businesses across the country.

We welcome Boyertown to this network of professionals.



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Building A Better Boyertown Receives 2017 National Main Street Accreditation

Building A Better Boyertown has been designated as an accredited Main Street America™ program for meeting rigorous performance standards set by the National Main Street Center. Each year, the National Main Street Center and its Coordinating Program partners announce the list of

accredited Main Street America programs in recognition of their exemplary commitment to preservation-based economic development and community revitalization through the Main Street Approach®.

"It is a great honor to recognize this year's 828 nationally Accredited Main Street America programs for their outstanding work to transform downtown and neighborhood commercial districts," says Patrice Frey, President & CEO of the National Main Street Center. "Main Streets are the heart of our communities, and the work they do to create quality public spaces, catalyze local entrepreneurship, and support downtown housing is more important than ever. Across the county, Main Street America programs truly strengthen the economic, social, and cultural fabric of their entire communities."

The organization's performance is annually evaluated Building A Better Boyertown, which works in partnership with the National Main Street Center to identify the local programs that meet ten performance standards. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

Main Street America has been helping

revitalize older and historic commercial districts for more than 35 years. Today, it is a network of more than 1,000 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have leveraged more than \$71.35 billion in new public and private investment, generated 583,869 net new jobs and 131,974 net new businesses, and rehabilitated more than 267,800 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

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2016 REPORT ON AMERICA'S SMALL BUSINESSES

Excerpted from SCORE Megaphone
on Main Street & presented by:



This data report unveils statistically significant survey findings drawn from 18,000 respondents. SCORE asked entrepreneurs at each stage of a business life cycle: What do you need? And where do you turn for help? The results reveal what matters to small business owners in all stages of the business life cycle.

Small businesses drive the American economy, both in their local communities and nationwide. In fact, one in two workers in the private workforce run or work for a small business, and one in four individuals in the total U.S. population are part of the small business community.

BUSINESS LIFE STAGE*	% OF RESPONDENTS	% OF TOTAL
Pre-start or in transition	7614	41.2%
Start-up (first year)	5138	27.8%
In business	5712	30.9%

Key Findings

Answers collected from 18,000+ SCORE clients from all 50 U.S. states, plus Washington, D.C., representing various sized small businesses in a broad coverage of industries.

Shared Concerns and Sources of Information

At all stages of the business life cycle, entrepreneurs were most concerned with marketing and sales, including finding new customers (27.3 % of pre-starts, 48.1% of start-ups and 49.6% of existing businesses).

- Other business owners and peers were the primary source of information and advice for small business owners in all stages of the business life cycle, with 40.3% of pre-starts, 50.6% of start-ups, and 58.4% of existing businesses, reporting that they rely most on these sources. With start-ups, this reliance on peer information was nearly double the rate of the second most popular source of information (Internet search). With existing businesses, this was more than double (2.8 times) the rate of Internet search.
- 65% of microbusinesses reported that they thought their companies would be struggling or stagnating in the next year, [2017], while 54% of other businesses (>4 employees) anticipated growth in the upcoming year.
- Only 15% of existing businesses obtained financing. Within that 15% that obtained financing, more than 80% of the financing came from SBA loans and other loans.

The following data are from Start-Up small business respondents. The full report contains data reported from Pre-Start, Start-up and Existing small businesses. To read & download the full report please go to www.score.org/megaphone-main-street

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Lunchtime Concert Series & Yoga Happy Hour

The workweek in King of Prussia (KOP) is about to be energized by the King of Prussia District (KOP-BID). In an effort to enhance the vibrant and active environment in KOP, KOP-BID will host a series of free events in June and July.

Now in its sixth year, **Rock Your Lunch! Summer Concert Series** takes place Thursdays in June (Friday rain dates, starting June 8). The series attracts hundreds of KOP employees looking to take their lunch hour outdoors to connect and network with their colleagues. Rock Your Lunch! features live music, free food samples from a variety of KOP's best and newest restaurants and giant yard games



from 11:30 AM to 1:30 PM outdoors in the King of Prussia business park at Arkema (900 First Ave.). An on-site caterer sells freshly prepared lunch items.

The widely popular **Yoga Happy Hour** series is headed to KOP's Main Street for its fourth season Tuesdays in June and July. Perfect for all levels of practice, Yoga Happy Hour features an hour of instruction by KOP-based Stillpoint Yoga Studios from 5 to 6 PM. This year, the seven-week series will take place outdoors at King of Prussia Town Center's pavilion. Yoga is immediately followed by a fun happy hour featuring freebies and specials from Town Center restaurants.



"An active and engaged community of residents and employees is essential for a thriving township," said Eric Goldstein, King of Prussia District Executive Director. "That is why we plan nearly three dozen events every year to help strengthen our community while supporting our King of Prussia businesses."

**Learn more about
Rock Your Lunch! at
visitKOP.com/RYL and
Yoga Happy Hour at
visitKOP.com/yoga.**



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2016 REPORT ON AMERICA'S SMALL BUSINESSES

(Continued from page 21)

Will your business experience an increase in revenue in 2016?

GROWTH	# OF RESPONDENTS	% OF TOTAL
No growth	1679	40.3
Less than 20% growth	612	14.7
21-50% growth	429	10.3
Greater than 50% growth	1439	34.6
Total	4159	

Sources of Information

More than half (50.6%) of start-up owners relied most heavily on the advice of other businesses owners or peers compared to other sources of advice. Search engine research followed at 25.8%, with online education and the advice of friends and family following even further behind, at just over 11% each.

Which of the following do you primarily go to for answers to your business questions?

RESOURCE	# OF RESPONDENTS	% OF TOTAL
Other business owners or peers	2283	50.6
Internet search	1164	25.8
Friends or family	508	11.3
Education (YouTube, Podcast, Blogs, Books, School/online courses)	497	11.0
Social media	58	1.3
Total	4510	

The Report Concludes:

Small businesses touch the lives of every American and drive the United States economy. One in four individuals in the U.S. is part of the small-business community, with one in two workers in the private U.S. workforce running or working for a small business. Small employers comprise 99.7 percent of all employer firms in the U.S.

The data presented in this report indicates that part-time employees and independent contractors are a crucial component of the full picture of U.S. job growth and employment, which has previously been overlooked in comparable studies. When including part-time positions and independent contracts, microbusinesses contribute more total jobs to the economy than other types of small businesses, with strong hiring projections. Further studies with more robust data on this new, fluid workforce are needed.

Marketers and educators targeting American entrepreneurs may be interested to learn what sources they are currently relying on for answers to their business questions. At all stages of the small business life cycle (40.3% of pre-starts, 50.6% of start-ups, and 58.4% of existing businesses), the primary source of information is other business owners or peers, more than any other source of information. In the case of start-ups, this is nearly double the rate of the next most popular source of information (Internet search); and, in the case of existing businesses, it is well more than double the rate of Internet search.

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ROUTE 422 BUSINESS ADVISOR GOLF GUIDE

Spring Hollow Golf Club

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

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

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

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Golf Balls from Titleist, Callaway, Bridgestone, TaylorMade, Precept and others. Clothing from Greg Norman, Bermuda Sands, Antigua. Need clubs or lessons? See our "Ping Certified" Head Golf Professional and Director of Golf Steve Holsaueck.

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mentally sensitive areas. Including the signature Par 4 Second, a 450-yard gentle dogleg to the right that requires a long and accurate tee shot, setting up a carry to bunkered green guarded on the right by a large pond. As you make the turn to the back nine, the course tightens just a bit. The closing on the Presidential can be most challenging and require your undivided attention, as you may be faced with three of the best finishing holes you'll find anywhere.

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

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

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

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

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

Lessons and Golf Shop

Hickory Valley Golf Shop is stocked with golf balls from Titleist, Callaway, Bridgestone, Taylor Made, Precept and others. Clothing from Ashworth, Ahead, Antigua." For golf clubs, see Ping Certified" Head Golf Professional and Director of Golf Operations, Steve Holsaueck for a person-



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Butter Valley Golf Course

This stunning pastoral setting is home to a fun-to-play regulation golf course and quaint airport, creating the comfortable, family-friendly destination known as Butter Valley Golf Course. Conveniently located 30 miles northwest of Philadelphia and just minutes from the Lehigh Valley, the 72-par golf course boasts 18 holes with a backdrop of rolling countryside hills.

An ideal course for all ability levels, the well-groomed fairways and greens are planked by water hazards, bunkers, and even a small airport runway, all of which add to the excitement and uniqueness of this one-of-a-kind course. Whether you're enjoying a competitive round with friends or teaching your children the game of golf, there's no better place to spend your day than Butter Valley.

For refreshments, head to the seasonal Runway Bar and Grill for casual fare inside the clubhouse, which also features a Pro Shop and banquet facility. One standout amenity is the ProShot Sentinel Golf Cart GPS system, which provides golfers with real-time yardage information, as well as playing tips to enhance your game and make your swings count.

In 2016, Butter Valley introduced a disc golf course for ambitious players looking for an alternative to the traditional tee-off. Challenge yourself to this fun game of action and accuracy in wooded areas and sunny fields.

Whether you're a veteran golfer, just learning the ropes, or looking to try your hand at something new, Butter Valley's beautiful property and complementary outdoor sporting activities are ready to host your next exciting day on the green.



al fitting. Teaching golf is one of Mr. Holauchock's passions, as he has worked for *Golf Digest Magazine* in the past as an Associate Instructor throughout the country.

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

Arrowhead Golf Club

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

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

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

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge. Arrowhead is happy to provide catering for your event, or you can provide the catering yourself.

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



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EMPLOYEE PERSONNEL FILE BASICS



By Diane Shepler

Many small companies, for purposes of this writing, small refers to companies with 125 employees and under, do not have a Human Resource Department. The HR responsibilities generally land on someone in management, or sometimes even an employee in a clerical position, to contend with. In these cases, the most common basic mistakes are within the files. Oh, the dreaded employee personnel file. For some, the personnel file represents the catch-all file where every document, paper, note, etc., from the employee, finds its final resting place. For others, the personnel file is empty; simply a file folder with an employee's name and sometimes their hire date. And lastly, there are those instances where a personnel file is non-existent.

"So, what should a personnel file contain?" you ask. Glad you asked! Certain documents are required to be held within the personnel file such as an employee application and/or resume, W4, and Performance Appraisals of the employee. Additional items to be placed in the personnel file are awards and honors received by the employee, corrective and/or disciplinary actions, and employee emergency contact information.

Now that we have taken a look at what may be stored in the personnel file, let's look at some items that should not be contained in a personnel file. Documents of a medical nature should *not* be placed into the personnel file. A doctor's certificate, benefit enrollment forms containing medical information, disability-related docu-

mentation, medical and/or disability accommodation requests, completed Family Medical Leave forms, work-related injury or illness forms, are all examples of documents of a medical nature that should not be found in a personnel file. Additionally, any medical information pertaining to the employee's dependents should not be placed in the personnel file. A separate medical file is to be established for the storage of such documents of a medical nature.

Form I-9's should not be filed within the employee personnel file. Form I-9's should be maintained in a separate file. This file must be made available in the event of a USCIS inspection. Keeping these forms in a separate file protects your employee's privacy as well as keeping your personnel files out of the inspection avoiding additional questions or probing.

In the next article, we will explore the storage of and access to Employee Personnel and Medical Files.



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Affiliation Holds Future Benefit for Hospital, Employees, Medical Staff, and Communities

Pottstown Memorial Medical Center announced today it will soon become affiliated with Reading Health System through an acquisition agreement that includes the sale of the hospital and its associated assets. A total of five hospitals are being sold as part of the agreement – Brandywine Hospital in Coatesville, Chestnut Hill Hospital in Philadelphia, Jennersville Regional Hospital in West Grove, Phoenixville Hospital in Phoenixville and Pottstown Memorial Medical Center in Pottstown.

“Creating a regional network of hospitals and providers makes sense in the current environment and positions us well for the future. We are committed to providing our patients with the highest quality care and this will continue as we join with Reading Health System,” says Rich Newell, Chief Executive Officer.

The purchase agreement includes a commitment from Reading Health System to offer employment to all active employees in good standing when the transaction is complete. Privileges will continue for all physicians in good standing on the medical staff.

“Reading Health has a rich 150 year history of providing high-quality, cost-effective healthcare to the communities we serve. The proposed acquisition will

ensure the continued development of acute care and related assets, provider network and capabilities to best serve our region in a cost-effective manner. Integrating our new health plan into the continuum of services offers this expanded region increased access to value based care and further controls costs for employers and individuals,” said Clint Matthews, President and CEO at Reading Health System. “Also, by expanding the scope of our clinical programming through this acquisition, the new system will maximize opportunities to leverage best practices of each organization and further coordinate our brand of high-quality care across the entire system.”

The transaction is expected to close this summer, subject to customary regulatory approvals and closing conditions. Until the transaction is complete, current ownership remains in place.

Pottstown Memorial Medical Center, a 232-bed, acute care hospital, is accredited by The Joint Commission. The medical staff includes 260 physicians representing 40 medical specialties and is committed to serving the healthcare needs of residents in Pottstown and the surrounding areas.

The hospital offers an extensive range of services including inpatient and outpatient, medical, surgical, obstetric, pediatric, diagnostic and emergency care as well as primary care through family practice and pediatric offices throughout the area.

(Continued on page 32)



NEW CERTIFICATE PROGRAM

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Delaware County Community College is pleased to offer a new certificate program in Office Administration. This 18-credit program includes online and on-campus classes, and courses are available at most of the College's locations for added convenience and flexibility.

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POTTSTOWN MEMORIAL MEDICAL CENTER

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A full continuum of care is provided to patients through a dedicated team of physicians, nurses, staff and volunteers. Pottstown Memorial Medical Center strives to exceed patient expectations, while delivering compassionate, safe, quality care.

For more information and a complete listing of services, please visit www.PottstownMemorial.com.

Distinctions:

Orthopedics:

- Joint Commission Gold Seal of Approval for Hip and Knee replacement.

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- Joint Commission Gold Seal of Approval – Primary Stroke Center
- Gold Plus Distinction, AHA Stroke Association Get with the Guidelines

Regional Cancer Center:

- Four time recipient of Accreditation with Commendation/Outstanding Achievement Award by the American College of Surgeons.

About Reading Health

Reading Health, headquartered in West Reading, PA, is an integrated, nonprofit healthcare system serving communities in Berks and surrounding counties. More than 1,000 physicians and providers across 46 locations offer comprehensive, quality care ranging from prevention, screenings, and education to the latest clinical services and treatments.

The system includes Reading Hospital, a 714-bed hospital offering advanced specialty care including McGlinn Cancer Institute, Miller Regional Heart Center, Emergency and Trauma, Stroke and Joint Care. Advanced inpatient and outpatient care are provided at Reading Health Rehabilitation Hospital, including specialized programs for orthopedic surgeries, stroke, and movement disorders.

Reading Health Physician Network is an integrated primary and specialty care group with more than 600 providers with offices located throughout the region. Reading Hospital's provider-payer joint venture, Reading Health-UPMC Health Plan, increases access to value based care and further controls costs for employers and individuals.

Reading Health has been recognized for its quality outcomes and clinical expertise across services lines, and was recently awarded the 2017 Healthgrades Distinguished Hospital Award for Clinical Excellence and listed as one of America's 100 Best Hospitals. This commitment to excellence is also reflected in the recent opening of the innovative Reading HealthPlex for Advanced Surgical and Patient Care.

For more information about Reading Health, visit www.readinghealth.org

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11 Robinson Street, Suite 100
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(Note: hours are subject to change)
Hours of Operation — Monday: 8am-8pm
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* Dental only closes at 5:00pm
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Pictured below (from left to right): Stephanie Seiffert TO & IP Coordinator; Chelsea Fry, Diamond CU Director Retail Delivery Services; Dr. Shannon Foster, Trauma/ General Surgery; Todd Rothenberger Diamond CU Senior VP/Chief Marketing Officer; Amanda McNicholas, Trauma Program Director; Dr. James Peoples, Neurocritical Care; Terri Page, Diamond CU Reading Hospital Branch Manager

READING HEALTH SYSTEM
TRAUMA DEPARTMENT
LAUNCHES NEW, LIFE-SAVING,
INITIATIVE WITH SUPPORT FROM
DIAMOND CREDIT UNION

The Reading Health System Trauma/ Neurocritical Care department is launching a **Stop the Bleed** initiative with the goal of training civilians throughout our community to use life-saving techniques that will keep patients from losing too much blood before medical professionals arrive. The Trauma Center has already created educational materials to display on hospital campuses, but their goal is to teach classes and provide needed equipment at various high-crowd areas throughout our community. To start this, they needed support to purchase a training simulator that can be used to teach people how to stop uncontrolled hemorrhage due to a traumatic injury.

The staff of the Diamond Credit Union branch located inside the Reading Hospital was incredibly excited to be at the forefront of this important initiative. The team made Stop the Bleed the focus of their annual Diamond Cares fundraising drive. The Diamond team was able to raise/donate a total of \$1,000 for the Trauma Center to buy the training simulator.

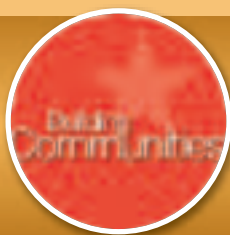
“What we love most about the Stop the Bleed program, is that the goal is to get this information out to the whole community. Giving everyday people the tools to save lives is a noble venture and it really speaks to Diamond’s culture of community involvement. It’s also a great extension of our partnership with the Reading Health System for over 20 years. We’re so thankful for the opportunity to help and we look forward to helping the program grow even more” stated John Faust, President/CEO of Diamond CU.

Bringing opportunity to every member of our community...That’s youthy.

Diamond Credit Union is the 12th largest credit union in Pennsylvania and is headquartered in Pottstown, Pa., with four additional offices. Diamond serves Berks County and the Tri-County Region and holds over \$573 million in assets with over 59,000 members. For more information about Diamond Credit Union, please visit diamondcu.org.



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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.

2017-2018 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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

Melissa Shainline,
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melissa@tricountyareachamber.com

PRESIDENT'S MESSAGE



New Initiatives for the 2017-2018 Program Year!

★ Business Card Exchanges:

- *Taste of Summer Mixer* – We're bringing the great food and beverages from our Members to one place! Join us at the Chamber Office on Tuesday, July 25 for a sampling of refreshments from Chamber Members in the food and beverage industry.
- *Giving Thanks Celebration Mixer/Expo* – new venue and more celebration of our Members at our annual Membership appreciation mixer. Stay tuned for more details on this November event.
- *Morning/Afternoon Mixers* – some of our business card exchanges will be in the morning or early afternoon to provide more time options for our Members to attend! First morning mixer is on Tuesday, August 29 from 8:30 – 10:30 AM at Productivity Pointe LLC.

★ **College and Career Fair** – Rejuvenated with a new location and time. Thursday, October 5, from 5:30 – 7:30 PM at the Coventry Mall. This will give parents an opportunity to attend with students to learn more about the schools and job opportunities in the region.

★ **Refresh Fridays** – a full year of educational seminars to refresh you or your staff on a variety of topics! Join us at our first seminar of the 2017-2018 program year on Friday, July 21. More details located on page 37.



★ Roundtables coming!

Please contact me if you are interested in learning about the following two roundtable options:

- *Family Business Roundtable*
- *CEO Roundtable* (Members – see additional information on the flyer enclosed in this issue!)

★ Supporting Commerce Sponsorship:

NEW Exclusive Annual Sponsorship. Your company name/logo will be attached to all monthly Refresh Fridays, as well as one each of the following: Coffee, Email, and Newsmagazine Insert. \$1,500 – Contact Kitty if you are interested.

★ **WOW monthly email** – In an effort to keep you more informed and communicate with you more effectively and efficiently, we changed our format of our monthly WOW emails to a more all-inclusive newsletter.

★ Young Professionals Event Opportunity

– stay tuned for more details on new event opportunities for young professionals in the Membership!

We're trying to go green!

New Chamber event flyer format
in this issue – only one page of paper
to promote our events!

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



Create fireworks in your business and Try TriCounty!

Call Jennifer at 610.326.2900 or email her at jennifer@tricountyareachamber.com.

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on June 21.

*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!***

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Oley, PA 19547
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Economic Development; Consultants
Full Service Economic Development provider

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Collegeville, PA 19426
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www.ursinus.edu
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CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

36 YEARS
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30 YEARS
Boyertown Area School District
Judson A. Smith Co.

25 YEARS
TriCounty Community Network, Inc.

21 YEARS
Sound Marketing Resources/Hold Time Advantage

14 YEARS
The Perkiomen School

9 YEARS
Complete Family Eyecare, Ltd.
Laserworx, LLC

5 YEARS
VideoRay LLC

1 YEAR

Boyer's Food Markets, Inc.
Boyertown Area Multi-Service, Inc.
Catalyst Leader Training, Coaching, Speaking

HIP HOP Inc.
KCK Photo and Entertainment
Pottstown Parks and Recreation Foundation
Rothman Institute

Member Renewals

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

Arnold's Family Fun Center
Bella Vista Golf Course, Ltd.
Catagnus Funeral Home & Cremation Center, Inc.
John J. Cione and Co. LLC
College Planning Center
Global Advanced Metals
JWM Business Services
Linda Jacobs Downtown Design
Lindt Chocolate
Marshall Geoscience, Inc.

Office Technologies
PA Industrial Equipment, Inc.
Pennmark Management Co., Inc.
Pottstown Industrial Complex
The Rotelle Companies
Salon Evolve
Spring Ford Country Club
St. Aloysius Parish School
Staples, Inc. #0329
The Victory Bank
Richard A. Zuber Realty



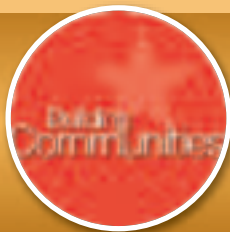
TRICOUNTY AREA
CHAMBER OF COMMERCE

Are you Celebrating 25, 50, 75 Years?

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

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

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Wed., July 12
1 – 2 PM

Leadership Tri-County Information Session

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

Attend a no-obligation information session to learn about the 10-month Leadership Tri-County Program, including: cost, time commitments, and opportunities provided through this program. The Leadership Tri-County Class of 2018 will begin in September 2017 and concludes in June 2018. The class meets every first Thursday of the month for briefings, tours, seminars, and hands-on learning.

No Charge; Members Only; Registration Appreciated

Fri., July 21
8:30 – 10 AM

Refresh Friday: July 21 - SALES

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

First in the new series of Refresh Fridays! **Sam Iorio**, Trainer & Executive Coach, **Dale Carnegie**, will focus on the personal connection between you, your company, and the marketplace. The hardest part of sales is getting the right decision maker at the right time. Join us at “Creating Visibility for You and Your Business” to learn more!

No Charge; Members Only; Registration Appreciated

Tues., July 25
5 – 7 PM

Taste of Summer Mixer

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

Join us for a mid-summer break on the Chamber’s rooftop deck and an evening of fun and fellowship featuring a “Summer Sampler” – samplings of light refreshments donated by our members in the food and beverage industry.

No Charge; Members Only; Registration Appreciated

NEW FEATURES AT THE 2017 SEPTEMBER SCRAMBLE

- **COMEDY GOLF TRICK SHOW BY BRAD DENTON**, GOLFWEK MAGAZINE’S “*GOLF ENTERTAINER OF THE YEAR*” DURING SOCIAL HOUR PORTION OF EVENT
- **“PAR 3 CELEBRITY CHALLENGE”** - YOU WILL HAVE THE OPPORTUNITY TO USE BRAD’S TEE SHOT TO HELP YOUR TEAM ALONG AND HAVE A CHANCE TO WIN PRIZES
- A “CHAMBER CUP” COMPETITION WILL BE HELD
- EACH PARTICIPANT WILL RECEIVE A 90TH ANNIVERSARY COMMEMORATIVE GIFT
- EACH FOURSOME WILL LEAVE THE EVENT WITH A PHOTO OF THEIR GROUP

SAVE THE DATES

Tues., Aug. 4
8:30 – 10 AM

Welcome Coffee

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

A casual and informal opportunity for the Membership to Welcome new faces in our community along with those who have accepted a new position in the region.

Members Only; No Charge; Reservations Appreciated

Tues., Aug. 29
8:30 – 10:30 AM

Business Card Exchange

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

Join us for a morning mixer – more details to come!

Members Only; No Charge; Reservations Appreciated

Sponsored by: Productivity Pointe LLC

Thurs., Sept. 7
7 – 9 AM

Membership Breakfast

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

This breakfast will feature a discussion on workforce development. More details to come.

\$26 per Member (prepaid by 9/4); \$32 per Member (invoiced or after 9/4); \$50 per non-member

Sponsorship Opportunities Available

Mon., Sept. 11

September Scramble

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

Registration

Boxed Lunch

Shotgun Start

Dinner and a Show

Early Bird Pricing Available until 7/31/17

\$145 per Member for Lunch, Golf and Clambake

\$550 per Member Foursome

Ticket price includes: 18 holes of golf, golf cart, complimentary use of driving range, complimentary group photo, 90th Anniversary commemorative gift, lunch, dinner, and refreshments.

Brad Denton, Golfweek Magazine’s “Golf Entertainer of the Year”, will hold a Comedy Golf Trick Show during the social hour portion of the event. During the day you will also have the chance to participate in a “Par 3 Celebrity Challenge” and a “Chamber Cup” competition!

After 7/31/17, prices increase to \$155 per Member and \$600 per Foursome

Lunch Sponsor: **Tompkins VIST Bank**

Sponsorship Opportunities Available

Mon., Sept. 11
4:30 PM

Clambake – Dinner and a Show!

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

Network with the golfers after they complete the course! Food provided by Moyer’s Catering. **Brad Denton’s Comedy Golf Trick Show** will take place at the beginning of the social hour. The Clambake is a great opportunity for non-golfers to enjoy the event, a fun show, and a great meal!

\$45 per Chamber Member; \$55 per non-member

Dinner Sponsor: **Pottstown Memorial Medical Center**

Thurs., Oct. 5
5:30 – 7:30 PM

Career and College Fair

Coventry Mall, 351 W. Schuylkill Rd., Pottstown 19465

Colleges and institutes of higher learning representatives to provide information to high school students looking to further their education along with businesses looking to hire students upon graduation.

Free to attend and open to the public

Sponsorship Opportunities Available

New
Time

New
Place

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.

JUNE MEMBERSHIP BREAKFAST



Chamber Members hear about Leadership Tri-County Community Projects

The Chamber's Membership Breakfast on June 8 featured the following presentations from the Leadership Tri-County Class of 2017:

1. "Marketing Video" for Greater Pottstown Tennis & Learning –

L to R: Howard Brown, Pottstown Area Health and Wellness Foundation and Jennifer Gilbert, The Victory Bank

2. "Bully Free Zone" for HIP HOP, Inc. –

L to R: Dinell Smith, Sealstrip Corporation; Liz Peters, Tri County Area Federal Credit Union; and Melissa Shainline, TriCounty Area Chamber of Commerce

3. "New Website" for Pottstown Historical Society –

Laura Justiniano, MEMOR Coaching and Consulting

4. "Strategic Plan" for Pottstown Parks and Recreation Foundation –

Craig Colistra, Pottstown Area Health & Wellness Foundation (R) and Christina Weller, Pottstown Memorial Medical Center (L)

5. "Volunteering Together – Children & Their Families Make a Difference" –

Josh Petruskas, Wrigleys Business Products & Services (R); Natalee Sassaman, Borough of Pottstown (L); and Jill Vincent (seated), Wellness Council of Boyertown

6. "Marketing – How To" for Wellness Council of Boyertown –

L to R: Joyce Weand, Pottstown Area Rapid Transit, Inc. (PART) and Andie Graham, Borough of Pottstown

7. "Understanding the Exchange, Marketing Plan" for YWCA Tri-County –

L to R: Wendy Gaynor, Chester County Food Bank and Nicole Martinez, Schultz Technology.



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



**Thank you
to our sponsors:**



IT's best friend
SCHÜLTZ
technology

TOMPKINS
VIST Bank

More information on the Leadership Tri-County program and coverage of the Class of 2017's graduation festivities can be found on page 400.

The next **Membership Breakfast** is on **Thursday, September 7** from **7 – 9 AM** at **Copperfield Inn at Lakeside** in Limerick.

This breakfast will feature discussion on **workforce development**. Sponsorship Opportunities are available.

Welcome New Members!

The following New Members were announced at the June Breakfast: A-Lex Print & Promotion; Arbonne International, LLC – Jennifer O'Donnell, Independent Consultant; Berks Fire Water Restorations, Inc.; Carousel at Pottstown; Integrity Services and Solutions; Janet Flack – EXP Realty; Law Offices of Dischell Bartle Dooley; Liberty Travel – Pottstown; Lomax Carpet and Tile Mart; LuLaRoe Donna Eves; Moore's Furniture; MGM Technology Services; Ogilvie Real Estate Team – Coldwell Banker Preferred; One Source Office Refreshment Service; Rick Loughery, Chester County Recorder of Deeds; SEO 4 Pros dba Hureka Technologies; and Vittorio's.

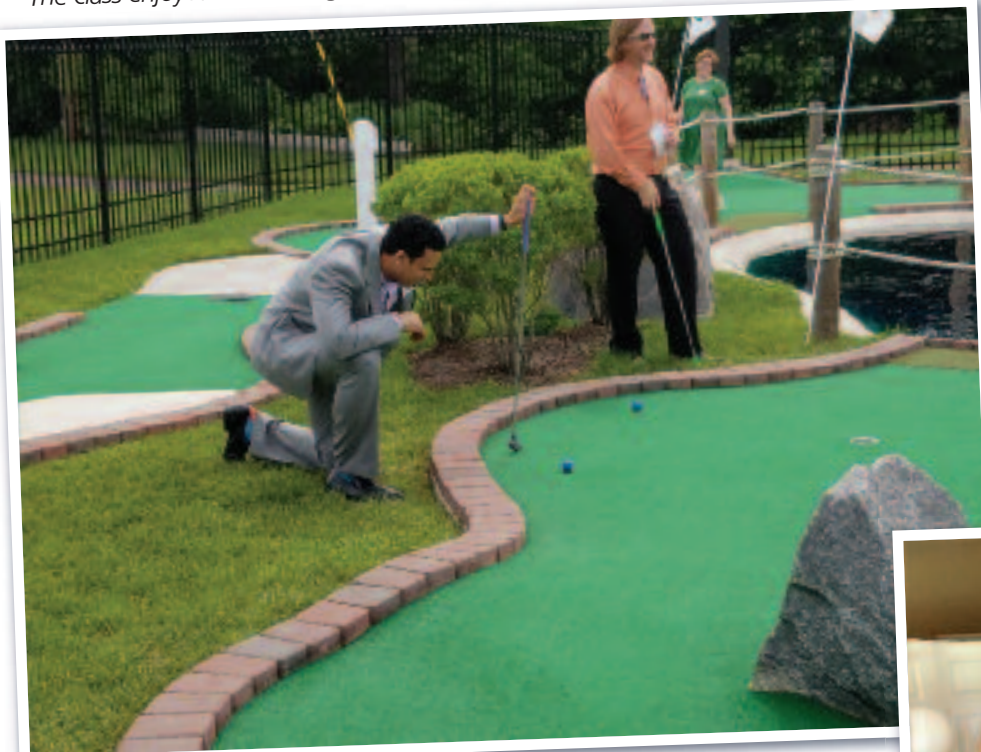


New Members in attendance from L to R: Randy Rowe, SEO 4 Pros dba Hureka Technologies; Kathleen Ogilvie, Ogilvie Real Estate Team – Coldwell Banker Preferred; David Meas, Berks Fire Water Restorations, Inc.; Janet Flack, Janet Flack – EXP Realty; and Jennifer O'Donnell, Arbonne International, LLC – Jennifer O'Donnell, Independent Consultant.

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



The class enjoyed their mini-golf session at Manatawny Green Mini Golf in Pottstown!



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

CO-SPONSORS



EDUCATION SPONSOR



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Leadership

TRI-COUNTY

LEADERSHIP TRI-COUNTY CLASS OF 2017 GRADUATION!

Congratulations to the Leadership Tri-County Class of 2017!

On Thursday, June 8, the Class of 2017 celebrated graduation at Brookside Country Club in Pottstown.

The day's commencement activities also included – a round of mini-golf at Manatawny Green Mini-Golf; and a leadership team-building session with Peg Calvario, Peg Calvario Coaching & Consulting.

This year's class completed 7 projects on behalf of local non-profits. Check out page 38 for more details!

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

Back Row, L to R: Laura Justiniano, MEMOR Coaching & Consulting; Andie Graham, Borough of Pottstown; Craig Colistra and Howard Brown, Pottstown Area Health & Wellness Foundation; Josh Petruskas, Wrigley's Business Products & Services. Middle Row, L to R: Joyce Weand, Pottstown Area Rapid Transit, Inc. (PART); Christina Weller, Pottstown Memorial Medical Center; Jennifer Gilbert, The Victory Bank; Dinell Smith, Sealstrip Corporation; Liz Peters, Tri County Area Federal Credit Union; Jill Vincent, Wellness Council of Boyertown, Kitty Papp, Director of Leadership Tri-County Program. Front Row, L to R: Melissa Shainline, TriCounty Area Chamber of Commerce; Natalee Sassaman, Borough of Pottstown; Wendy Gaynor, Chester County Food Bank; Nicole Martinez, Schultz Technology.



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THANK YOU

June's Email Sponsor:



June's Newsmagazine Insert Sponsors:

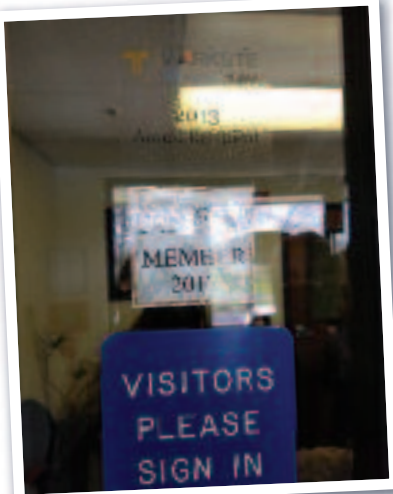


June's Mini Newsmagazine Insert Sponsors:



SHOW US YOURS!

Snap a photo of your decal posted and email it to Melissa at melissa@tricountyareachamber.com. We will share the photo in the Route 422 Business Advisor and on our social media!



Sealstrip Corporation,
103 Industrial Drive,
Gilbertsville, PA 19525



Fulton Bank, 799 State Street,
Pottstown, PA 19464

Tri-County Area Women's Roundtable



and CFO of **Boscov's**; and **Alexa Chronister**, Founder of **Cards For Warriors**.

The Chamber hosted the fourth-annual Tri-County Area Women's Roundtable on June 15 at Copperfield Inn at Lakeside. Women enjoyed an evening of empowerment, inspiration, and perseverance featuring two impactful speakers - **Toni Miller**, Chief Administrative Officer

Toni Miller, Boscov's



Toni Miller

"My life has been a journey that has taken me down many roads and each of those roads has been about learning to embrace life...the good and the bad"

Toni has over 30 years of retail experience in Finance and Operations, joining Boscov's in 2009. Toni focused on how to embrace life and work, despite adversity. Toni perseveres in life, and has found a new normal: she is a uterine cancer survivor, and lost her only son when he was 21.

She spoke about the three things she has learned to embrace:

- Her past and who she is
- Adversity and trials in her life
- The moment – seize the day!



Alexa Chronister, Cards For Warriors

Alexa Chronister

"2 steps forward, 1 step back is still progress!"

When she was 18, Alexa founded Cards For Warriors - a free service where handmade cards of encouragement are sent to people dealing with chronic pain/illness. The organization has expanded and Cards For Warriors is now a portion of the services offered under Fight Like a Warrior.

Alexa spoke on how she perseveres despite living with chronic illness and how she turned her experience into an opportunity to support others. She also led attendees through an activity to make cards that will be sent to those living with chronic illness.



Thank you to our Sponsors:



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POLICE STATE FEES

**Alex Rahn, Wanner Associates,
717.236.2050; arahn@wannerassoc.com**

As we near the June 30 deadline for the Pennsylvania budget, Governor Tom Wolf has proposed a variety of plans that are designed to generate additional revenue. One of these proposals is a charge to municipalities that do not have their own police force of \$25 a person to offset the cost of state police service. According to the Governor, this would generate an additional \$63 million. In the current budget, the Pennsylvania State Police is anticipated to receive a total of \$1.27 billion, which is \$30.7 million more than the previous year.

Currently, about half of Pennsylvania's 2,500 municipalities rely solely on PSP for protection. According to Wolf, state police coverage "comes at no cost to the municipality and is borne by taxpayers statewide, who in many cases support their own local police coverage through local taxes."

An issue that has developed because of the current situation is the debated use of the Motor License Fund. Over the years, this fund has been used to cover a portion of the state police budgets, although it was initially designed to pay for roads. The justification for this comes from the fact that troopers take part in patrolling roads. A cap on how much of this fund can be used for state police has been proposed, and if enacted, would result in \$2.1 billion worth of road improvements over the next decade. Governor Wolf stated that this would bring "an even bigger focus to our interstates and to the lower-volume roads where Pennsylvanians live and work."

On June 7th, a Senate Appropriations hearing was held where the Subcommittee on Infrastructure, Environment, and Government Operations met to discuss the proposed fee. Edward Troxell, the Director of Government Affairs for the Pennsylvania State Association of Boroughs discussed the cap on resources used from the Motor License Fund. He noted that the PSAB supports the cap, as it is important to protect these resources for future transportation needs.

A portion of this budget will fund three additional state police cadet classes, as 800 troopers become eligible to retire this year and only 350 cadets are expected to replenish the ranks. In Pennsylvania, troopers are eligible for partial pension after 20 years of service and full pension after 25 years. Although Joseph Kovel, president of the Pennsylvania State Troopers Association, did not comment specifically on Wolf's plan, he said the agency

welcomes any revenue that would help it keep pace in the midst of so many retirements.

At the hearing on June 7th, a variety of key stakeholders in this issue came out in support of this charge. To those who support this charge, they view 25 dollars as a very minimum fee when areas like Allegheny Township pay 125 dollars per resident. During the hearing, Lieutenant Colonel Stephen Bucar highlighted the role PSP plays for municipalities without their own police force, and noted that PSP is legislatively mandated to provide police service to those who do not have their own department.

The Director of Government Affairs for the Pennsylvania Municipal League and Pennsylvania State Association of Township Commissioners, Amy Sturges, spoke to demonstrate the support of the members, connecting this fee to a matter of equity. To Sturges, this fee is an "exceptional deal as the actual cost to the state police is over 200 dollars per person." She reflected that those who believe that 25 dollars is too much do not have a valid argument when considering the cost others bear for police forces. Senator Vulakovich echoed these sentiments when he voiced disapproval of municipalities dropping their forces to save money- "You have to afford it, period."

Before this hearing was held, others, like Representative Mike Sturla, have shown their support for this proposal. Representative Sturla has led this initiative for quite some time, and believes Wolf's proposal will finally put the issue of state police funding in a position of importance.

Pro Business Sponsor:



**Next Pro Business
Council meeting
is on Monday, July 24
from 10 – 11 AM at
the Chamber Office.
Contact Eileen at
610.326.2900 if you
are interested in
attending!**

RIBBON CUTTING



Lomax Carpet & Tile Mart,
351 W. Schuylkill Rd., Coventry Square 1, Pottstown, PA 19465

Leadership

T R I - C O U N T Y

BE A LEADER IN THE COMMUNITY

**Get prepared for nonprofit board leadership in just 10 months
– now accepting applications for the Class of 2018!**

- The class of 2018's program will run from September 2017 to June 2018.
- The class kicks off with a one and one-half day retreat in September.
- Participants meet once a month for programs covering topics such as: Arts & Culture, Business, Economic Development & Infrastructure, Education, Government, Health & Human Services, Justice, and Leadership Development.
- Participants tour the community and attend a variety of meetings and events in the area as well as participating in educational workshops.
- Participants will complete a group project on behalf of a local Chamber Member nonprofit organization.
- Upon completion, participants are accepted into active service with a local board or committee of a local non-profit organization.



**Contact Jennifer O'Donnell at
610.326.2900 or
jennifer@tricountyareachamber.com
if you are interested.**

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Bunny Boyle, Worksite Wellness Initiative Director

In realizing there are many Chamber members who are sole proprietors, we don't want you to be left out of the opportunity to join our **TriCounty Worksite Wellness Initiative**. This Initiative is a 6-month Worksite Wellness program whose goal is to promote wellness while at work.

The **Sole Proprietors** group is a new idea so I'm open to suggestions but this is how we would get started:

1. Let me know through email (bunny@tricityareachamber.com) that you are interested in joining the 6-month program as a sole proprietor (or as a small group of up to 3 employees) by **July 31**.
2. A group, "The Sole *Plus* Wellness Group", would then be formed!
3. We would set a time-line agreeable to all and get started with the 6-month program!

Wellness is very personal and individual. However, it can be helpful to have the support of others so please consider joining even as a business of one!

Email me with any questions, comments or to sign up – bunny@tricityareachamber.com!

MAY BUSINESS CARD EXCHANGE



On May 30, Chamber Members gathered at Bellewood Country Club in North Coventry to stay cool by the pool! Attendees enjoyed networking and refreshments.

Sponsored by:



NEXT BUSINESS CARD EXCHANGE

• **Tuesday, July 25**

• **5 – 7 PM**

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

A 'Taste of Summer' – join us on the rooftop deck!

Time to Get Rewarded for Your Transportation Initiatives

Mila Robinson, TDM Manager, GVF. 610.354.8899;
mrobinson@gvftma.com

Are you an organization that strives to provide alternative transportation options for your residents and employees? Did you build a new trail, start to provide commuter benefits, or hold a commuter fair, or did you add new amenities, such as showers and lockers for your bicycling enthusiasts? We would like to help you get rewarded for all work you do to build better, safer, and stronger communities and workplaces. Every year, GVF, a not for profit organization with a focus on transportation, opens a round of applications to highlight local organizations and to share the success stories with partners and residents throughout Greater Philadelphia.

TDM Awards, formerly known as Sustainability Awards, distinguish organizations for their investments in sustainable programs and initiatives that include transportation demand management (TDM) strategies. Not sure what TDM is? It's simple: it is a toolbox of strategies that help to reduce traffic congestion while promoting the use of alternative transportation options, such as walking, biking, public transit, and

ridesharing. Last year, thirty-three (33) organizations were recognized from local townships and public transit providers to large local employers, engineering and planning firms.

We know that there are great projects that have been completed in 2016 and/or are in the process: new multimodal facilities, wider and safer sidewalks, amenities for bike commuters, and programs that facilitate ridesharing (car and vanpooling).

Are you a business owner and/or municipal official? Would you like to be recognized for your initiatives? Do you want to know where you stand in comparison to your neighbors? If the answer to any of these questions is "yes", then we encourage you to apply today.

The web based application is available online at www.gvftma.com/sustainability/TDMawards. Complete the application and be recognized at the Bronze, Silver, Gold, Platinum, or Diamond level at our TDM Awards Breakfast on September 18, 2017.

Need assistance with applying for a TDM award? Please contact GVF directly at 610-354-8899 to speak with one of our TDM Managers.



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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 tricityareachamber.com/shoptricity.



SOME OF THE CURRENT DISCOUNTS:

Limerick

RBX Active

18 W. Lightcap Road, Suite 759, Limerick, PA 19468;

484.366.6033; www.rbxactive.com

- Take 15% off your entire purchase (not to be combined with any other coupon, expires 12/31/2017)



Oaks

Arnold's Family Fun Center

2200 Business Center,

Oaks, PA 19456; 610.666.0600;

www.arnoldsffc.com

- \$3 off Area 2200 Admission



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

The Shop TriCounty program is sponsored by:



The Victory Bank

584 N. Lewis Road, Limerick, PA 19468; 610.948.9000;

www.victorybank.com

- \$100 off home equity line of credit; \$200 off commercial load/line fees; Free 1st year safe deposit box free with checking account

JOB POSTINGS

LOOKING TO FILL A POSITION?

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

How to Post Your Job Opening

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

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

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

LOOKING FOR QUALIFIED INDIVIDUALS?

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

Members: Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work. This month's resumes include: **Network Engineer**

KNOW SOMEONE LOOKING FOR A JOB?

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

Chamber Members with job openings:
• **DaBrian Marketing Group** – Sales Rep/Associate; • **Diamond Credit Union** – Human Resources Associate

ROUTE 422 BUSINESS ADVISOR

FEATURED MEMBER BENEFIT OF THE MONTH

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

Benefits of this unique relationship include:

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

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



REFRESH FRIDAY

On May 19, the Chamber hosted the fifth Refresh Friday Seminar. **Taylor Tropea, Marketing & Social Media Associate of Valley Forge Tourism & Convention Board** shared tips on how to determine the best social media practices that would work for each attendee's business.



Next Refresh Friday Seminar – Friday, July 21, "Creating Visibility for You and Your Business"

Refresh

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

STARTING THE SECOND HALF



THE GOOD LIFE

By Merra Lee Moffitt, AWMA®, CMFC®, CFP®

It's hard to believe that we're already half-way through the year! How are your business and family finances faring? Are you halfway to your goals? Right now is a great moment to do an assessment of both; while you still have time to adjust, to reach and even to exceed your business and family financial goals for the year. Here are very important areas to look through:

Start with your goals – When you set your goals last fall, they reflected your priorities at that time. Are your initial goals still relevant? Which goals have you completed so far? Any milestones you missed and what did you learn? Are there any changed or new priorities to convert into goals?

We just finished tax season – What did you learn from this year's taxes? Perhaps you can cut your CPA fees by keeping more timely records. One thing I learned is that I received so many

corrected 1099's that my pride in filing on time will be outweighed by the cost of doing an amendment. Hmmm, seems counterintuitive, but my business now receives multiple 1099's so I will wait next year. Also, my resolve to save monthly for my business's 401(k) contribution, Roth contribution, tax liability, HSA contribution and other big yearly expenses has made tax and contribution deadlines much less stressful.

Get even more organized – My tax filing got even easier because my documents, expenses, and statements are all scanned. I used to have 5 tall filing cabinets, now there are none. I can find my info whether I am at the office, at home, on the road or anywhere. No more piles of paper waiting to be filed. Right now, mid-year is a great time to update your organizational practices. This helps save on taxes too, as home office deduction and other business related items paid from personal accounts get recorded in real time.

Do it even if it's not July – Weddings, vacations, big projects this month? Put it on your calendar for August.

(Continued on page 46)

BusinessAdvisor

Visit us online to view valuable supplemental content – **it's FREE!**



422bizmag.com



Keystone Payroll, LLC
Human Capital Management
Bernie McNichol
610.401.8404
bmcnichol@keystonepayroll.com
www.keystonepayroll.com

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FINANCIAL ROOTS!
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Three "Interesting" ways to pay for college:

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- 2) The above also cuts down on partying.
- 3) Avoid year five by getting passing grades.



goodlife
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Merra Lee Moffitt

CMFC, AWMA, CFP®, AIF®
Senior Partner, Wealth Strategist

610-628-2055 • 610.498.7353 • fax 610.628.2055

email merralee.moffitt@lpl.com • www.WelcomeToTheGoodLife.com/MerraLee

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THE GOOD LIFE

(Continued from page 45)

Creeping cost culprits – Now is a great time to look at your QuickBooks and credit card transactions so far this year. Find those pesky monthly charges for services, software, or products you don't need or want anymore. Make sure to increase your savings by the amounts you cut (You were already spending that money, why not pay yourself?).

Personal and Family goals – Are the kids going to college soon (as in a few years)? Put some time into planning how college expenses will be paid or financed. Make sure you're not hurting your retirement in the process. Wish you had more for retirement? Start a new account and increase your monthly contribution by a couple hundred a month. Sounds simple (but maybe not easy), use the paragraph above.

Improvement projects – There is still 180 days in this year to research and buy expansion equipment, replace old tools, or implement that cost saving project you envisioned.

Check in with your 'team' – Your team includes your accountant, tax pre-

parer, lawyer, marketing consultant, and any outside firms you use to advise you. Now is a great time to check in to see if their/your effectiveness can be improved. Effectiveness includes saving money and saving or getting increased results.

Pricing and rate review – Does your business provide services? Now is a great time to review your pricing. If you can/should/do raise your prices, make it a priority to put some of that money away for expansion, emergency savings, projects or retirement.

A few hours spent here at mid-year can help to achieve those goals you spent dreaming about and planning for last fall when you made them.

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SOLD (ZC2236) 2000 BERKS COUNTY LOCAL BAR/RESTAURANT ESTABLISHMENT

PENDING (ZC2239) 2116 OLD ROUTE 100, BECHTELSVILLE

PENDING (ZC2238) 2061 EAST HIGH STREET, POTTSTOWN

PENDING (ZC2251) 803 SPRUCE STREET, POTTSTOWN

FOR SALE (ZC2184) 4 ASH ST., W. POTTSGROVE- .96 ACRE COMMERCIAL LOT SITUATED CONVENIENTLY ON HTS 422, 724 AND 100. BRING YOUR BUILDER AND YOUR PLANS. PUBLIC WATER, SEWER AND GAS AVAILABLE. **\$124,800**

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FOR SALE (ZC2243) 222 LONG ROAD, LENHARTSVILLE- 231 ACRE CROP FARM IN NORTHERN BERKS COUNTY. ZONED AP. **\$1,732,000**

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(ZC1168) LEASED 3075 Main St., Margaretsville

(ZC1177) LEASED 1 Security Plaza, Pottstown

(ZC1177) LEASED 502 Main St., Royersford

(ZC1178) LEASED 224 Main St., East Greenville

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(ZC1181) 201 N. Lewis Road, Royersford- Park Town Plaza Shopping Center located in Royersford. Retail/Office spaces. Several spaces available, various sizes, various prices. Call for more information and showings.

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CALLING DANCERS

The Pottstown Dance Theatre, located at 72 West Main St. in Pottstown, is seeking more dancers for three upcoming HUGE events! First, the students are preparing for their bi-annual "Student Composition Concert" to be held on October 7 at Calvary Baptist Church in Norristown at 7pm. This is a unique concert that is part of the church's "Outreach through the Arts Series" and most of the pieces have been choreographed by fellow students. The performance is FREE to the public and the church leaves out a plate for donations so they can continue to bring quality performing arts to the Norristown area.

Second, the Rep Ensemble students have already begun working on new ideas for "The Nutcracker" that is scheduled to be performed on December 2 and 3 at the Hill School Center for Arts. This will be the first time the Rep Ensemble will perform this classical ballet with a full first act including the famous party and "Waltz of the Snowflakes" scenes.

Alumnus Megan Schultz has completed her dance degree program at Eastern University and will return to perform the coveted Snow Queen role. She, along with Diane Alex-Brody, will assist Artistic Director Michelle Jones Wurtz with staging and choreography. This should be an event the entire family can enjoy!

Lastly, the school will barely be finished with "The Nutcracker" production when they will return to **Carnegie Hall** for a second time. In 2012 the school performed in London during the Olympic Games; in 2014 at Lincoln Center, and in 2016 at Carnegie Hall. The school will be looking to bring dancers for this amazing opportunity. There are specific requirements for these opportunities so call if you're interested before everything gets cast or there's no time to meet demands. The studio number is 610.323.2569 and the website is www.pottstowndance.com. We look forward to having more dancers join our dance family!



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THE PENNSYLVANIA LIMITED LIABILITY COMPANY LAW OF 2017



LEGAL PERSPECTIVES

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

Limited Liability Companies ("LLCs") have been part of the legal landscape in Pennsylvania since 1994. Since then, LLCs have offered small businesses an alternative to S-Corporations for pass-through taxation and protection from personal liability for the owners, while also allowing greater flexibility in governance. Because LLCs do not entail the same degree of formality in operations as corporations do, the LLC model is often preferred over an S Corporation for the organization of small, closely held businesses.

With that said, under the 1994 law, Pennsylvania LLCs still did not offer the same level of management flexibility as LLCs set up across the border in Delaware. The scene now changes with the Pennsylvania Limited Liability Company Law of 2017, effective April 1, 2017.

One of the overarching principles of the new law is the promotion of freedom of contract. That is, there are now fewer restrictions in governance structure, or in how the members of an LLC can organize its management and divide up rights and duties among its members. A multiple-member LLC can manage itself as a general partnership, with each member having a responsibility for day-to-day operating decisions and general policy decisions, or as a limited partnership, with one general partner having responsibility for major decisions and the other partners having more passive roles. An LLC can also govern itself as a corporation, governed by a board of managers. With few restrictions, a limited liability company may operate in whatever manner its operating agreement provides.

Another of the other more important changes in the LLC law is the expansion of the potential purposes for which an LLC may be formed. Under prior law, the purpose for which an LLC could be formed was essentially limited to for-profit businesses. Under the new law, non-profit groups can now organize as LLCs. Perhaps even more important, an LLC may now be organized as a "Benefit Company," similar to the concept of a Benefit Corporation. Unlike the rule with for-profit corporations or for-profit LLCs, a benefit company can consider purposes beyond the financial bottom line of its members. Specifically, benefit companies can have a purpose that

includes a material positive impact on society and the environment, and a duty to consider the interests of non-owner stakeholders, as well as a profit motivation.

Yet another significant change in the new law relates to the agency authority of the members of the LLC. Under the prior law, except to the extent that the operating agreement said otherwise, any member of a limited liability company had the legal power to act as an agent of that company.

Under the new law, members are no longer agents of the LLC simply by virtue of membership. That is, a member does not have statutory apparent authority to act for the company. Instead, authority is limited to those members or managers appointed as agents in the operating agreement or as designated by a "Certificate of Authority" to be filed with the Pennsylvania Department of State.

While it is not strictly necessary for limited liability company to file a certificate of authority with the Department of State, for some businesses this may be the best way of establishing the agency authority of a member or manager. Specifically, if a company does not wish to turn over its operating agreement to third parties in order to establish agency authority, the filing of a certificate of authority provides a less intrusive alternative. Also, in the case of LLCs that buy and sell real estate, the county recorder of deeds may require a filed certificate of authority in order to establish the agency of the signatory to the deed.

A further detail of the new law with significant potential implications is the law's specific recognition of LLC operating agreements that exist in something other than paper form.

(Continued on page 53)

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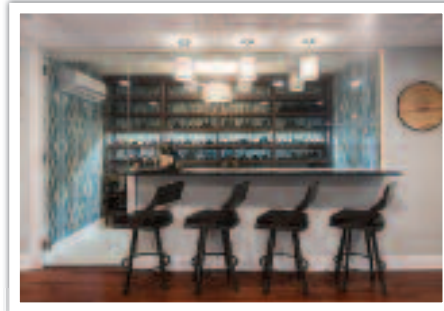
DECORATING DEN INTERIORS®

POTTSTOWN INTERIOR DECORATOR WINS THREE INTERNATIONAL DESIGN AWARDS

Barbara McInnis Hayman, owner of Decorating Den Interiors serving the Pottstown and surrounding areas (www.barbara.decoratingden.com), received three design awards in her company's international design contest for outstanding interior design work. The awards were presented at Decorating Den Interiors 48th annual conference held recently in St. Louis.

McInnis-Hayman was presented with People's Choice Awards for two room designs that were judged first and second overall in an online voting competition that drew 20,000 votes for nearly 300 rooms in 11 categories. Her winning rooms were both in the miscellaneous category.

The first place winner featured a jaw-dropping temperature-controlled wine cellarium with adjoining entertaining area for wine tastings and watching sports. A stunning wallpaper in multiple shades of



blues, greys and specks of sparkly gold provided the focal point of the space. The look of exquisite marble in the wallpaper inspired the rest of the room which features pops of blues and other jeweled tones.

Her second-place in miscellaneous was a gorgeous den/man-cave, inspired by the owner's desire to step outside of his comfort zone. We paired a bold navy sofa and a beautiful Bamboo silk strand rug with lustrous waves of denim, beige, ivory, navy and grey as the focal point of the room. The accessories that we provided satisfied his need for a botanical touch. A neutral, soft geometric fabric draped the windows and completed the look.

Her winning makeover also won first place in a category in a separate competition judged by a select panel of interior design journalists from throughout the U.S. and Canada.



The two design competitions were part of Decorating Den Interiors' 33rd annual International Dream Room awards competition. Winners were selected based on their design excellence, creative problem solving, and overall presentation.

ALSO A SALES AWARD

Hayman also won a Director's Award for being in the top 35-percent of franchise owners for sales in 2016.

"I've returned from conference with an extensive library of before and after high resolution digital photographs featuring room makeovers from our company's latest book, **Love Your Home**, which was introduced at conference," Hayman said. "It has fabulous designs and the stories behind them, and it makes for an ideal workshop or seminar program for organizations looking for a speaker for their meetings," she added.

Decorating Den Interior's room makeovers have been featured in such publications as *Good Housekeeping*, *Arabella*—the Canadian magazine of art, architecture and design, *Better Homes and Gardens*, *Woman's Day*, *House Beautiful* and *House and Garden*. In addition, the company has been featured in a variety of design segments on HGTV and The Discovery Channel.



Love Your Home is the sixth interior decorating book authored by Carol Bugg, ASID DDCD, vice president and director of design for Decorating Den Interiors.

"We represent some 130 home furnishings suppliers and offer our customers furniture, case goods, accessories, lighting, floor and wall coverings, draperies and other hard and soft window treatments," McInnis-Hayman explains. "We bring samples directly to the client's home or office and provide complimentary design services and installation."

Decorating Den Interiors, founded in 1969, is North America's largest home furnishings and interior design franchise company with interior design professionals and decorators throughout the U.S. and Canada. McInnis-Hayman has owned her franchise since 2011.



For additional information, please call 484.624.4787,
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LEGAL PERSPECTIVES

(Continued from page 51)

Now, operating agreements can be in any “record form” – that is, “inscribed on a tangible medium or stored in an electronic or other medium and retrievable in perceivable form.” The new law also specifically allows for operating agreements to be “oral, implied, in record form or in any combination thereof...”.

The existence or terms of an oral operating agreement can be difficult to prove,

making it an inherently bad idea for LLC members not to reduce their agreement to a signed writing or some other “perceivable form.” But it is at least theoretically possible for a member of an LLC to seek enforcement of agreed operating terms that were never reduced to writing.

Among the many other noteworthy provisions of the new law is its clarification of the duties of loyalty and care owed by members of the company to the company itself and to each other. As a general rule, members of member-managed LLCs owe these duties to the company and to each other. However, for manager-managed LLCs, these duties are owed only by the manager, such that other members are free to compete against the company, self-deal or otherwise divide their loyalties.

This allocation of the duty of loyalty is largely consistent with the judge-made law that developed under the prior LLC law. But in a departure from that prior law, and in keeping with the new focus on freedom of contract, the duties of members in member-managed LLCs and of managers in manager-managed LLCs are now subject to variation by agreement of the members. In very general terms, these duties can be altered or even eliminated so long as those alterations are not “manifestly unreasonable.”

What variations in duties are “manifestly unreasonable” remain to be seen. It will take years for the courts to work their way through this issue and through all of the many other provisions of this new law. Meanwhile, stay tuned, and consult with your lawyer for details.

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C. with offices in Pottstown, West Chester, and Reading, and has represented employers and employees in business matters and litigation for over 30 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.

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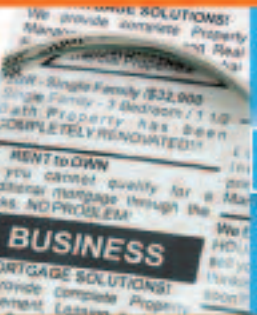
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BUSINESS PROFILE

APTCOR COMMERCIAL, REALTORS

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

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

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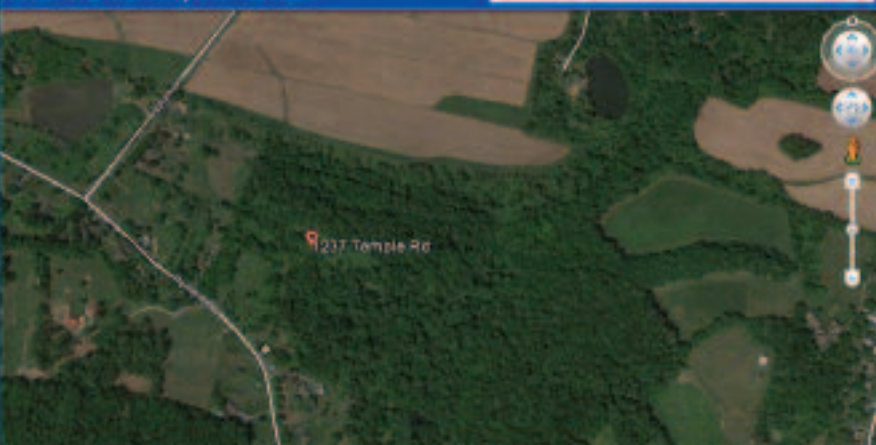
APTCOR COMMERCIAL, REALTORS operates as a privately owned and managed, Philadelphia area commercial real estate brokerage with seven associates with a combined 150 years of experience. After 38 years in southeast PA commercial real estate, we are highly regarded as a responsive, prolific, hardworking and resourceful organization.

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UNALIGNED PRIMARIES IN NATIONAL ELECTIONS



CHANGE

By Barry Cassidy

Last month I wrote an article concerning the use of Unaligned Primaries to help broaden the pool of candidates for selection at a local level. The difference being, that individuals registered as Independent belong to no party and seek to vote in the primaries of either democrats or republicans. I did not think that it really was fair to the parties to have an independent vote in the primary election of their party because of the potential element of subversion of intent (voting for someone that has no chance of winning) and was inherently unfair to the parties to have nonregistered people vote in their primaries.

In the previous article, I focused on local elections and how it would be more possible for single-issue candidates, far left as well as far right candidates to be elected. In this article, I would like to concentrate on a national election and the impacts.

Independents are independent of party... Independents have no party and a Gallup Poll taken in 2014 identified that 43 percent of the voters are registered as independent. Democrats were at 30 percent and Republicans were at 26 percent of the registered voters. Primaries have a smaller turn out of voters, both democrat and republican, which means that a small percentage of registered voters are deciding the candidate for the national general election.

There were about 125.9 million adult women in the United States in 2014 and the number of men was 119.4 million. In 2016 there were 200,081,377 registered voters. I am sure that there were less in 2014. but we will use the 2016 number to be conservative.

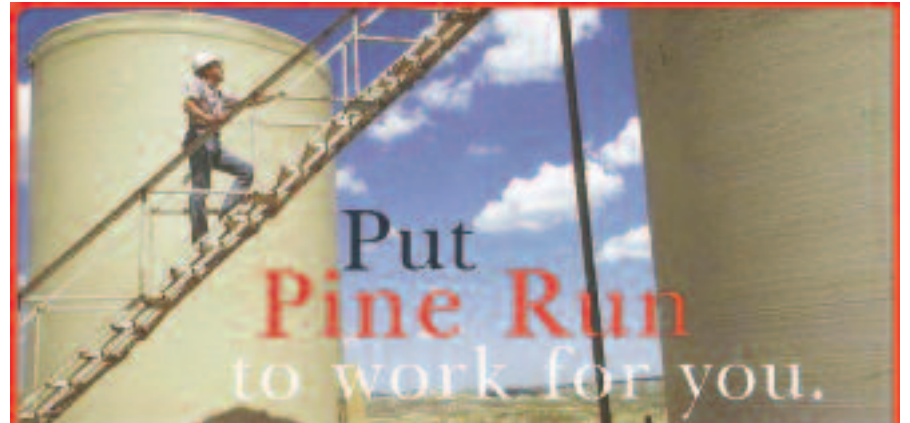
More than 57.6 million people, or 28.5 percent of estimated eligible voters, voted in the Republican and Democratic presidential primaries last year. That is 28.4 percent of the 30 percent of democrats (17,046,933) and

28.4 percent of republicans (14,774,008). There would be some independents that were allowed to vote, so those numbers are conservative, but it is being set forth for illustration purposes that a very small percentage of people select and candidate and around 43 percent of the registered voters do not have a say.

There is not a big number determining who gets on the ballot, and that makes it easier for guys like Grover Norquist to threaten people to vote in one direction or he and his organization will direct resources and voters to someone who will. The numbers keep getting smaller and smaller as you look at this process, when you take into account gerrymandering. There needs to be a change.

By virtue of being an independent, you have no party. The only way to address the issue is to create an independent party, which is a contradiction in terms. When one declares one is independent, that does not mean they belong to an independent party. An Unaligned primary would allow for someone to break this block of party of the incumbent.

(Continued on page 57)



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REPORT:

PENNSYLVANIA MAINTAINS GRADE IN MANUFACTURING, LOGISTICS

Pennsylvania maintains grades in manufacturing and logistics, says an annual report from Ball State University.

The 2017 *Manufacturing and Logistics Report Card*, prepared by Ball State's Center for Business and Economic Research (CBER) for Conexus Indiana, the state's advanced manufacturing initiative, shows how each state ranks among its peers in several areas of the economy that underlie the success of manufacturing and logistics.

Pennsylvania retained a "C-" for manufacturing as well as maintained several others, including logistics "A," human capital "C," global position "C," and expected fiscal liability gap "D".

The state decreased its grades in benefits costs ("D+" to "D"), productivity and innovation ("B" to "C"), and diversification ("A" to "B+"). The state improved its grade in tax climate ("D-" to "D").

CBER director Michael Hicks, the George and Frances Ball Distinguished

Professor of Economics and Business Research, also explains why U.S. manufacturing and logistics industries experienced dramatic growth over the past generation with his report, *Manufacturing and Logistics: A Generation of Volatility & Growth*.

The study found that U.S. manufacturing production grew 11 percent since the dot.com bust (2000-03) and the ensuing economic turbulence of the 2001 and 2007-09 recessions.

"According to folklore, this has been a terrible generation for manufacturing and those who move goods," Hicks said. "That isn't really what the data says. Indeed, 2015 was a record manufacturing production year in inflation-adjusted dollars. While 2016 fell just short with some weakness in the first and second quarter, 2017 looks to be a new record year."

Reports are available at
<http://conexus.cberdata.org/>

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CHANGE

(Continued from page 55)

In an unaligned primary for president, you could have different people on the ballot in each state. I am sure people would try to get on all 50 ballots, but there could be people win in each different state. It could mean, in an extreme, that there are 50 individual candidates for President, as well as the two parties and the fringe party candidates. I believe that there may end up being some regional conservative candidates who are strong in the south or the west, and probably a strong liberal candidate from the northeast.

If this were to take place, the election would probably go to the House of Representatives each election, and the majority party would choose the winner. If there could to be a change to the popular vote, with the unaligned candidates suddenly being able to win, a candidate could win with less than a majority of the voters, but the dynamic of change would then guide the process.

Basically it would empower 43 percent of the electorate to potentially just vote unaligned, and elect a consensus candidate who may not even be a politician. I believe we elected a non-politician this time and we found that support from both parties waned

once the election was over. The current President, by not being a politician, continues to make novice mistakes, which are blown out of proportion by veteran politicians. I do not think the new President is a bad guy but he is definitely a non-politician.

If an unaligned candidate would win, both parties could fight to block the president, rather than work with him and chaos would develop. Transfer of power does not come easy, and the unaligned candidate could offer a great leader who would act as a people's president. As I said in my last article, I think it would have to be tried on a local level before it went to a national election, just because it was so much of a change that the process would need to be accepted on a local level to familiarize people with the national rollout.

Big money and partisanship is ruining our archaic system, which was designed in a simpler time. It took a couple hundred years for this to develop, but with the concentration of wealth and the targeting of Republican lawmakers by right leaning oligarchs on one side and demagogism of political correctness on the democratic side... it is time to come up with a different process for selecting our leader.

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PENNSYLVANIA DOWNTOWNS AWARDED BEST PERFORMING PROGRAMS

Pennsylvania Downtown Center (PDC) has named its best performing Main Street Programs of 2016. This award recognizes those programs that have demonstrated an “across the board” capacity to generate new jobs, new businesses, public and private investment and volunteer hours. The top performing Main Street Programs across the Commonwealth for 2017 are: 1st - Easton Main Street Initiative, 2nd - Ebensburg Borough, 3rd - The Ardmore Initiative, 4th - Historic Kennett Square, 5th - Oil City Main Street Program, 6th - Downtown Hazleton Alliance for Progress, 7th - Building A Better Boyertown, 8th - Kutztown Community Partnership, 9th - Wilkinsburg Community Development Corp., and 10th - Allentown-7th Street.

The determining criteria measures program activity as reported annually by local Main Street Managers. Community revitalization organizations are then ranked from top to bottom, with the top-performing program in each of the sixteen evaluated categories receiving a score of 1. This year there were 40+ community organizations eligible

to be evaluated. The rankings across all of the categories are then tabulated and the organization with the lowest total number is the top-performing program.

PDC, the coordinating program to the National Main Street Center for Main Street programs in Pennsylvania, is honored to see these downtowns acknowledged for the goals they have set, accomplished and in many cases, exceeded. Each community has also met the ten performance standards established by National Main Street Center to be a nationally accredited Main Street Program. These standards include topics such as training requirements, planning methods, and community involvement.

Founded in 1987, the mission of Pennsylvania Downtown Center is to build and support the capacity of local nonprofit organizations, municipalities and individuals to enhance the overall well-being and sustainability of Pennsylvania’s communities. For more information about the accredited communities or the Main Street program, contact Maria Wherley at 717.233.4675 ext. 116.

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JOSEPH W. MAJOR ELECTED CHAIR OF THE PENNSYLVANIA BANKERS ASSOCIATION

Joseph W. Major, bank leader, chairman and chief executive officer of The Victory Bank, has been elected chair of the Pennsylvania Bankers Association (PA Bankers). As chair, Major will lead Pennsylvania's largest banking trade association.

In this new position, he will have oversight of the board's policies and procedures and lead the strategic direction of the association, as well as its Personnel and Audit Budget and Finance Committees.

Major will conclude his term as first vice chair with the association on June 30 and will begin his one-year term as chair on July 1, 2017.

Joseph W. Major is the Bank Leader, the Chairman of the Board, and CEO of The Victory Bank and of Victory Bancorp. Joe previously served as the President and CEO of Vartan National Bank and Patriot Bank Corp. He formerly served as a director of The First National Bank of Liverpool and a director of ETA, a bank data processing service bureau located in central Pennsylvania. In the past, Major also served as a director of the PA Banker's Advanced School of Banking and currently teaches at both the School of Banking and the Advanced School

of Banking. Major currently serves on the Board of Directors for the Pottstown Cluster. In addition to his undergraduate degree in business, Major holds a JD from the University of Akron, and is an honor's graduate of the ABA's Stonier Graduate School of Banking (98), where he currently serves as a Capstone Advisor to members of the third year class.

Major was elected chair at the association's annual meeting on May 11.

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

The Victory Bank is a locally owned and operated commercial bank headquartered in Limerick, Montgomery County, Pennsylvania. The bank was founded to optimize the financial lives of businesses, professionals, and consumers.

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

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UPCOMING EVENTS

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

Please note: Since July 4 falls on the first Tuesday, this month's YPN will be Wednesday, July 5.

Join the Phoenixville Chamber and the Jaycees with other business minded people aged 21 to 40 in the Phoenixville area. Meet in a relaxed atmosphere with like-minded individuals. YPN meets the first Tuesday of every month.

Network with other young professionals. Refreshments will be provided with a Cash Bar! Bring plenty of business cards! Time: 6:00 – 9:00 PM; Cost: Free!

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Phoenixville's next "First Friday" is Friday, July 7, from 6-10 PM. Enjoy the eclectic feel of Phoenixville with live music, theatrical performances, local artists, & fun surprises! Explore some of our arts venues, small shops, unique boutiques and outstanding restaurants. First Fridays are a great time to experience the beauty of the Borough and all that the Historic Downtown Area has to offer. Bring your friends and family, and join us every First Friday each month through October at 6-10 PM. For more information please visit www.phxfirstfriday.com.

July Monthly Membership Meeting – Breakfast – Tuesday, July 11

Join us to stay up to date with the Chamber, network with other Chamber members, and discuss new ideas for your business. This month the Phoenixville Area School District will show off their newest facility, the Phoenixville Area Early Learning Center.

Time: 7:15-9:00AM; Cost: \$20 pre-registered, \$25 at the door. \$30 for non-members.

Location: Phoenixville Area School District, Early Learning Center, 1 Phantom Way, Phoenixville, PA 19460

Event Sponsors: Phoenixville Area School District and Mom's House

Crowded Castle Ribbon Cutting – Thursday, July 13, 2017

Join the Chamber in welcoming Crowded Castle Brewing Company to Phoenixville. Ages 21+

Time: 6:30 PM; Location 242 Bridge Street, Phoenixville, PA 19460



BACK TO ACTIVE

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REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 35 - 44 FOR THE TRICOUNTY AREA CHAMBER OF COMMERCE NEWS AND INFORMATION SECTION IN THIS ISSUE.

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. **Don't miss Chamber events, member news, special offers and more...** Like us on Facebook @PerkValleyChamber and Email info@pvchamber.net to receive weekly enews!

WELCOME NEW PV CHAMBER MEMBERS!

- **Westside Apartments – Jennifer Daniels** – 1107 Rapp Dam Road, Phoenixville; (215) 740-8299 www.lifeatwestside.com
- **Wynne's Express Lube & Auto Repair, Inc. – John Wynne** – 1635 W.Main Street, Trappe; 610-489-4050 www.wynnesautomotive.com
 - **Resolutions Pest– John Baessler** – 295 E. Swedesford Road #255, Wayne; (610) 304-0302 www.resolutionpest.com
 - **Cludia G - Michele Dempsey** – 284 Rivercrest Drive, Phoenixville; (484)919-7294 www.caudiagcollection.com
- **Wells Fargo Advisors Financial Networks** – The Princeton Group – Greg Bowden - 555 Second Ave, Collegeville; (267) 392-5189
 - **Guaranty Mortgage Services – Gary Pearson** - 610 Old Lancaster Road, Bryn Mawr; (610) 783-7660 www.pearsonloans.com
- **Upper Providence Living - Julie Kovaleski** – 28 Longacre Drive, Collegeville; (610)291-6851
- **Money Mailer of Blue Bell – Andy Vallas** - 1250 Bethlehem Pike, Suite 328, Hatfield; (267) 905-4643 www.moneymailer.com
Visit the Chamber's online directory for a complete list of members

UPCOMING EVENTS

Visit the PV Chamber Website www.PVchamber.net for complete list of upcoming events and details.

B2B & B2C Business Expos!

Save \$... Early Bird Registration now open!

Showcase your business to fellow Chamber members, Dow Employees and Pfizer community!

Register early...limited tables per industry...our Expos sells-out every year! Registration and details www.PVchamber.net or email info@PVchamber.net or contact the Chamber office at 610-489-6660.



September 14 – Business Expo - Dow Collegeville
Details & Registration:

<https://perkiomenvallychamber.org/event/annual-business-expo-and-community-fair-at-dow/>



October 11 – PV Chamber Business Expo @ Pfizer
Details & Registration:

<https://perkiomenvallychamber.org/event/pfizer-business-expo/>

SPONSORSHIP OPPORTUNITY!

2017 PVCC NIGHT

READING

Fightin' Phils

AUGUST 2, 2017

Your logo will be printed on 10,000 tickets and distributed throughout Perkiomen Valley!

Receive 200 tickets, great for "Thank you" gifts to your employees, customers or vendors and don't forget friends and family!

Sponsorship Cost: \$395, that's less than \$1 per ticket!

Details & Registration: Call the Chamber at 610-489-6660 or visit:
<https://perkiomenvallychamber.org/event/pvcc-night-at-reading-fightin-phils/>

POST EVENT

Keyser Miller Ford – Title Sponsor



PVCC ANNUAL GOLF OUTING



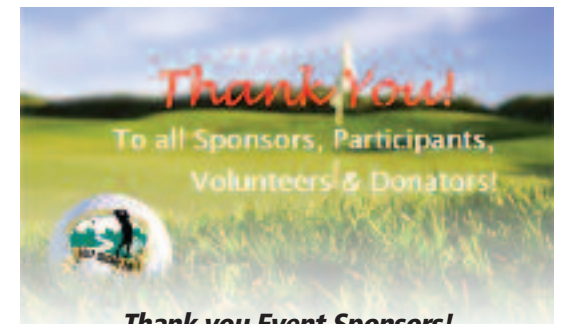
**June 12, 2017
@ Spring Ford Country Club**



Golfers took their chance at winning a Ford car at the hole-in-one contest!



Trappe Tavern –
1st place foursome!



Thank you Event Sponsors!

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Event Grill Master -
Dave Maris,
Marco Motors



REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 35 - 44 FOR THE TRICOUNTY AREA CHAMBER OF COMMERCE NEWS AND INFORMATION SECTION IN THIS ISSUE.

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

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



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

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

WELCOME OUR NEWEST MEMBERS

• Edwards Business Systems • Limerick Childcare, Inc

UPCOMING EVENTS

To register for any of the Chamber events please go to www.springfordchamber.com

July 13, 2017 – Membership Luncheon

Cuttillo's

2688 E. High Street

11:30 a.m. to 1:00 p.m.

\$25 for Members/\$35 for Non-members

July 20, 2017 – Shark Think Tank

Copperfield Inn at Lakeside

594 W. Ridge Pike, Limerick

11:30 a.m. to 1:00 p.m.

\$25 for business owners only*

August 10, 2017 – Membership Luncheon

The Sunnysbrook Ballroom

50 North Sunnysbrook Road, Pottstown

Special Guest Speaker: Robb Holman

Inspirational Business Topic

11:30 a.m. to 1:00 p.m.

\$25 for Members/\$35 for Non-members

August 17, 2017 – Shark Think Tank

Copperfield Inn at Lakeside

594 W. Ridge Pike, Limerick

11:30 a.m. to 1:00 p.m.

\$25 for business owners only*

August 19 – Limerick Community Day

Saturday, August 19th

4 p.m. to 7 p.m.

Brand New Format

- Business Expo
- Food Trucks
- Movie Under the Stars-
Finding Dory

Visit the Chamber Website for more information and to register!

RSVP for all events online at www.springfordchamber.com

Spring-Ford Notes

- **REGISTER NOW!** Limerick Community Day – Saturday, August 19th. New Format and New Time. For information check out www.springfordchamber.com
- Community Day is open to the public for free; Business Expo, Food Truck Festival, Beer Garden, Kids Activities and ends with a Movie Under the Stars!



• Congratulations to the Women in Networking Fashion Show Committee; who presented a check for \$2000 to the Phoenixville Women's Outreach from the proceeds raised at the 2017 Fashion Show in April at Sunnysbrook Ballroom.

• Special Thank You to Donna Botti, Delos for facilitating our recent Learn, Lead, Excel Workshop. The topic included Trends in Social Media and Digital Marketing. A special thanks to Tri County Area Federal Credit Union for sponsoring the workshop and Keller Williams for providing the learning space.

• A special thank you to Gary Hines (left), Director of Workforce Development at Montgomery County Community College for speaking at our June Chamber Breakfast.

• The chamber hosted a special June mixer with Kalejta Financial at The Sunnysbrook Ballroom. The event featured Dr. Lori the star appraiser on the TV show, Auction Kings. Guests had the opportunity to have a few of their treasures professionally appraised. Thank you Kelly Sutter for organizing this exciting event!

• We hope you didn't miss our Network Before Work at AAA East Central! A great time was had by everyone.

To register for any of the Chamber events please go to www.springfordchamber.com



THE CHAMBER WELCOMES INSPIRATIONAL SPEAKER ROBB HOLMAN TO OUR AUGUST LUNCHEON!

Thursday, August 10, 2017, the Spring-Ford Chamber of Commerce welcomes Inspirational Speaker and Co-Founder of Agents for Efficiency Robb Holman to our August Luncheon at Sunnysbrook Ballroom.

*Do you desire laser **FOCUS** in your personal and professional life? Are you looking to discover or re-discover your personal **PURPOSE** and live according to it? Are you a small business owner who wants clarity of **VISION** only to become a vibrant and long-term sustainable Company!*

If so, please know **IT STARTS WITH YOU!**

With the upcoming release of Robb's new book,

he's excited to reveal his secrets for lasting leadership success to help you LEAD the WAY.

Robb Holman is an internationally recognized leadership expert, executive coach, keynote speaker, and author who has a heart for authentic relationships and a true talent for equipping people with the skills and the knowledge necessary for their success.

With passion and exuberance, Robb's dynamic teaching style has successfully led countless business owners, executives, and leaders through his exclusive and proprietary method of Inside Out Leadership™ Coaching. In helping his clients learn how to connect with their unique life's purpose, they are finding suc-

cess in a way they never expected - from the inside out!

As a lifelong serial entrepreneur, Robb has founded numerous, highly influential organizations, both for-profit, as well as non-profit. His current endeavor is as co-founder of Agents of Efficiency, a consultancy revolutionizing the way small businesses operate.

Robb lives in West Chester, PA with his wife, Karen, and their three children, RJ, Kayla, and Zach.

Chamber Luncheons are \$25.00 for Members and \$35.00 for Non-Members

Register now at www.springfordchamber.com or by calling the Chamber office at 610-489-7200

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Preventive measures consist of keeping long grasses and weeds trimmed away from your home and keeping all windows sealed tightly. The final step is to have one of our experienced technicians treat the problem areas to eradicate the existing pests with a miticide material and to leave a protective barrier.

