

INSIDE: IRA Distribution Basics • King Of Prussia Beerfest Royale • Real Estate's Dirty Little Secret

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PINE RUN CONSTRUCTION

It has been a very good two years for Pine Run Construction Corporation. A general contractor specializing in petroleum and chemical industry construction, noted that three of its projects over the past two years are the largest for revenue in its 32-year history. "We have added some new clients while our existing clients seem to be very happy with our work," says Gregory Dubas, President and General Partner of Pine Run in Doylestown, Penna.

Leading the effort to expand the client base is Brian Dubas, Vice President and Partner. Since son Brian's arrival in 2011, the Company has grown substantially with the labor force doubled, greater revenues, and about a dozen new clients added. Pine Run Construction, a major force in eastern Pennsylvania, New Jersey and Delaware for installing, removing, and servicing both aboveground and underground storage tank systems, has built its brand on collaboration and respect—for both its clients and its employees.

The senior Dubas, who began his career as a field engineer and engineering manager for Mobil Oil, understands the expectations of corporate engineers. An integral part of Pine Run's success is also its employees, many of whom have been with the Company for decades, who are able to anticipate the needs of its clients in this niche market. Among the projects recently completed along the Route 422 corridor have been: the installation of a 20,000-gallon aboveground storage tank for Pottstown Hospital to support the Hospital's boiler system, the installation of gas service stations for a major convenience store chain in Limerick and Royersford, and a diesel upgrade for a large gas station on Boyertown. Additionally, Pine Run installed a new Compressed Natural Gas station in King of Prussia, and has provided inspections at numerous sites of aboveground and underground tanks for loyal and new customers.

Founded in 1985, Pine Run Construction is a general contractor specializing in underground storage tank installation and removals, CNG fueling stations, environmental testing and remediation. It is certified to install, remove, and inspect aboveground and underground storage tank systems.



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Cover Story: *Martin's Flooring has been providing the highest quality flooring and window treatment products coupled with outstanding customer friendly service, FREE design and guaranteed installation throughout Southeast Pennsylvania for over 30 years.*



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MARTIN'S FLOORING

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Martin's Mission Statement —
*Working together in harmony to achieve
 a common goal of meeting and exceeding
 the expectations of our customers.*

Martin's Flooring Fivepointville showroom is located off Route 897 at 608 Dwight Road in Denver, PA 17517.

From humble beginnings in 1985, in a garage transformed into a showroom that was deeply nested inside rural Eastern Lancaster County, to one of the largest flooring stores in the Carpet One co-op family of over 1,000 stores today, owners Mike and Barb Martin have guided the growth of Martin's Flooring into three retail stores, a fully stocked Flooring Outlet, an industry leading and rapidly expanding commercial division, a floor cleaning division and more. The Martin's attribute their growth to their unwavering commitment to exceed customer's expectations.

"At the end of the day, if we aren't providing our customers with a pleasurable buying experience," said owner and company president, Mike Martin, "and if we don't make that experience about them, not us, it won't matter how many square feet of flooring you have in your showroom. People will go elsewhere. From day one our goal has always been doing whatever it takes to satisfy customers" he says. "Our employees have learned over the years that we take our Mission Statement seriously. They in-turn make it their mantra also, so that this principle that Barb and I started with, continues each and every day."



Best of Show in Lancaster Parade of Homes



7 inch wide, wire brushed, whitewashed Hardwood



Mike and Barb Martin.



Martin's Flooring Outlet located behind the Fivepointville showroom.



Martin's hosted a 2016 Holiday Luncheon in Fivepointville for Builders and Contractors, over 200 attended.

"We became a member of Carpet One Floor & Home, a cooperative of over 1,000 stores, in 1995," Mike Martin says. "As an independent retailer, this gave us the ability to purchase flooring with the buying power from the combined efforts of over 1,000 stores, making us the largest purchaser of flooring in the world." That cooperative relationship continues today.

The newest Martin's store, Martin's Flooring Wyomissing, located at 350 North Park Road in Wyomissing, opened in November 2014. The store hours are Monday, Tuesday, Thursday and Friday, 9:00 till 8:00, Wednesday 9:00 till 6, and Saturday 9:00 till 5:00. The store is closed on Sunday. In fact, all Martin's stores are closed on Sunday. "The timing was right for our move into Berks County," Mike says. Prior to the Wyomissing store opening, Martin's had already built a strong customer following in Berks County through their Fivepointville store, located off Route 897. "Even with our store now in Berks, we still have some Reading area customers who prefer taking the drive into the country to shop for flooring," Mike explains. "After 32 years in the business, we have three generations within families who are still using us for their flooring and window treatment needs, for which we are grateful."

(Continued on page 8)



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COVER STORY

(Continued from page 7)

Martin's Services

In addition to the retail store in Fivepointville and another retail store in Lancaster, the Outlet Store and the commercial division are also located in Fivepointville. Martin's Operations Center and Cleaning Division are located a couple of miles up the road in Terre Hill. "All of our installation was dispatched from the rear of our Fivepointville store until a few years ago," Mike said. "With our continued growth, we simply ran out of room. This led us to move our entire warehouse and operations to another larger building in Terre Hill. That vacated space that served as our warehouse, now houses our Outlet."

Without diminishing the importance and value of the many industry exclusive services Martin's offers, Mike believes the primary difference Martin's makes in the flooring industry is with their people. "We have a dedicated group of people working here," Mike says. Today, the number of Martin's employees is now up to approximately 100, and according to Mike, "We are still hiring. We have a good number of in-house professional installers, but we need more...lots more."

Free Interior Design: Martin's offers free interior design service and has Interior Designers at every location. They are trained flooring experts too, so customers can be assured that they will be guided through the floor shopping process and find the product, warranty, style and color that fits their home's décor.

Guaranteed Installation: Martin's highly trained professional installation team guarantees the installation of the customer's flooring or window treatment purchase for the length of the warranty on the product selected. You can also have peace of mind when a Martin's installation professional is in your home; they will treat your home with the utmost respect and care. "Most competitor's offer a one year installation warranty, some even less, we cover it for the lifetime of the product," states Mike.

Shop at Home Service: Finding the time to shop for flooring and window treatments can be a challenge with today's busy schedules and lifestyles.

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COVER STORY

(Continued from page 8)

Fortunately, Martin's has a solution — their Shop at Home Service. Customers can go to the Martin's website (martins-flooring.com), and request an in-home consultation. The customer can also pick the time and day that works for them. One of Martin's design consultants will bring a van load of samples from the showroom to the customer's home. This Shop at Home Service is free, convenient, no hassle, and carries no obligation to purchase. Martin's estimates are, and have always been free.

Floor Cleaning Division: Martin's Carpet Cleaning and Floor Maintenance Division offers a full line of cleaning services for both the residential and commercial customer, and is able to provide its customers with top quality floor maintenance. Martin's certified cleaning professionals will evaluate your cleaning needs and recommend the proper cleaning method for your home or business. Your satisfaction is guaranteed.

Builder Commercial Division: The builder commercial division not only works with the area's leading builders and contractors in the construction of new homes and the remodeling and additions on existing homes, but they also provide flooring and window treatments to local

and regional commercial companies and schools. Martin's professional staff provides the talent and materials to create a completely new look for any commercial or industrial work space.

Martin's Installs Confidence

For 32 years, Martin's Flooring has been making homeowners' dreams a reality by not only installing floors, but also by "installing confidence." "We don't just sell floor coverings and window treatments," Mike says. "We provide home décor solutions by working with our customers as their advisor and guide through the multitude of flooring choices available today, so the customers can be confident that they are getting the right products for their flooring needs."

Over the years, styles and trends have changed. Mike says, "Carpet used to be king in flooring. It's still strong today, but its dominance over the flooring market is being challenged as more and more people are having hard surfaces installed in their homes, such as hardwood, tile and the latest style that has taken the flooring world by storm: luxury vinyl plank and luxury vinyl tile."

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(ZC1179) 2801 E. High Street, Pottstown - Lower Pottsgrove first floor office suite, approximately 1200SF. Reception, Administrator + 3 private offices. Great High Street exposure and lots of parking. Call for details. \$1,500/Month + heat, AC, electric and trash. Water and Sewer are included.

(ZC1181) 201 N. Lewis Rd., 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.

(ZC1182) 2019 Main Street, Morgantown - 1st floor office space, 12x17. Approximately 200SF. Shared bathroom. \$400/Month includes heat and AC. Lessee pays electric. 2nd floor office space, 25x16. Approximately 675SF. 3 offices and Bath. \$900/Month includes heat, AC and electric.

(ZC1183) 709 Main Street, And And - Approximately 1,700SF. First floor reception room, conference room, computer room, 3 private offices. Second floor 4 private offices, conference room. Possibly furnished. \$1,900/Month + utilities. *Separate invoices for heat/AC.

(ZC1184) 29 E. Philadelphia Avenue, Boyertown - Former Boyertown Community Library. 1433 total SF which can be divided into two separate suites of 2054SF and 1397SF. Lease the whole space or a part of it. Call for rates and details.

(ZC1185) 235 Chestnut Street, Royersford - Approximately 1,200SF of office space. Several separate offices, reception area, bathroom. Onsite parking for several cars. Tenants pay their own utilities; each has separate meters for gas, propane, electric and water.

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COVER STORY

(Continued from page 10)

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IRA DISTRIBUTION BASICS – TAXATION OF DISTRIBUTIONS



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

Most IRA accounts hold pre-tax contributions and rollover amounts from employer plans. For purposes of this article, I am going to assume that there are no after-tax amounts held in any IRA, including SEP and SIMPLE IRAs.

IRA distributions where the check is made payable to the IRA owner or the funds are transferred to a non-IRA account are almost *always* taxable. There are, of course, exceptions. If some or all of the distribution is rolled over within 60 days to another retirement account and no other rollovers were done in the prior 12 months, there is no tax on the rolled over amount. If the IRA owner or beneficiary, who is 70 ½ or older, does a qualified charitable distribution (which is actually a transfer, not a distribution), there is no tax. If you take a distribution to correct an excess or unwanted IRA contribution by the deadline, only the net income attributable would be taxable, not the contribution amount.

All other IRA distributions are taxable. There is no exception to the income tax due for economic hardship, not even for extreme economic hardship. There is no

exception to the income tax due for reasons of disability.

In the case of a divorce, IRA funds can be transferred to an ex-spouse, but only when this is directed by the divorce decree or separation agreement and after it has been approved by a court. The IRA owner who takes a distribution of IRA funds and then turns them over to the ex-spouse will have a taxable distribution. The ex-spouse will not have an IRA.

A distribution from the IRA to pay income taxes is itself taxable. If you owe the IRS \$10,000 and take a distribution from your IRA to pay the IRS, you have satisfied the \$10,000 bill but you have also added \$10,000 to your income for the current year.

Using IRA funds for an alternative investment has tripped up a lot of taxpayers over the years. In order to invest in real estate, master limited partnerships, other hard-to-value assets, gold, or anything other than publicly traded stocks, bonds, and mutual funds, the IRA must purchase the asset. The IRA owner cannot take a distribution from the IRA, use the funds to purchase an asset, and then put that asset into an IRA. Simply titling an asset in the name of the IRA is not enough to make an asset an IRA asset. The entire purchase process, from start to finish must be done in the name of the IRA and be between the IRA (and the IRA custodian) and the “seller.” Be wary of promoters who assure you that their asset can be held in an IRA and tell you to just send the money. IRA assets must be held by an IRA custodian.

When the IRA custodian issues a 1099-R showing a distribution from an IRA, don’t ignore it, even if you are 100% sure that your transaction is not taxable. Not including a 1099-R on a tax return is a sure invitation to a polite request from IRS to pay any taxes owed.

For additional information, please call Greg Koch at 610.370.7268; or email Greg@KochInsBrokers.com.



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A celebration of local craft and international beer, the 6th Annual King of Prussia Beerfest Royale is the suburban Philadelphia region's must-attend beer festival of the fall. The event features over 100 craft and international beers, inspired dishes from King of Prussia's finest and *newest* restaurants, as well as live music on two stages. Produced by the King of Prussia District (KOP-BID), all proceeds from Beerfest Royale are used by the organization for physical improvement projects throughout King of Prussia - like landscaped medians, signage and linear parks!

The two-day, one-of-a-kind festival features an outdoor beer garden, food from King of Prussia's best restaurants, live music from Philadelphia favorites Swift Technique and Nick Greeley & The Operators and, of course, a wide variety of beer from across the U.S. and

around the world! Beerfest Royale is the perfect opportunity to sample hard-to-find and exclusive beers, including the event's annual specialty beer crafted just for the event. The exclusive beer for 2017, is brewed by Evil Genius, style and name TBA.

DONNERSTAG: HAPPY HOUR – THE BEST HAPPY HOUR

The festival kicks off on Thursday, October 5 with THE best happy hour. This unrivaled tasting night features 20+ of King of Prussia's finest and *newest* restaurants paired with a local craft beer partner to create inspired dishes for sampling all night long. In addition, guests can enjoy a cocktail lounge featuring inventive spirits from Manatawny Stillworks

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and Founding Farmers and local wine from Chaddsford Winery, decadent desserts, a cigar lounge (with a complimentary cigar for each guest), live music and much more—all for one great ticket price: \$75 per person, \$85 at the door (if available). *Date Discount! Purchase two or more tickets in one order, receive \$5 off each ticket.*

Some of the night's featured restaurants & brewers include:

RESTAURANTS

- Bonefish Grill
- City Works (*new to KOP!*)
- Dario's Northern Italian Steakhouse (*new to KOP!*)
- Duck Donuts (*new to KOP!*)
- Fogo De Chao (*new to KOP!*)
- Founding Farmers (*new to KOP!*)
- Mission BBQ (*new to KOP!*)
- Mistral (*new to KOP!*)
- Outback Steakhouse (*new to KOP!*)
- Paladar Kitchen & Rum Bar (*new to KOP!*)
- Seasons 52
- Sullivan's Steakhouse
- The Halal Guys (*new to KOP!*)
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- Evil Genius Beer Company
- Founding Farmers
- Levante Brewing Company
- Manatawny Stillworks
- SlyFox Brewing Co.
- Two Roads Brewing Company
- Weyerbacher Brewing

& MORE

SATURDAY SESSIONS AT KOP BEERFEST ROYALE

On Saturday, October 7, Beerfest Royale continues with two incredible sessions (12-3:30 PM and 6-9:30 PM) offering unlimited access to over 100 different beers from 50+ craft and international brewers. Two grand tents will set the stage for the festival, which features live music on two stages, photo ops and more! Come hungry as King of Prussia restaurants take over the beer garden with delectable eats (all for purchase under \$10!).

Some of the night's featured restaurants & brewers include:

RESTAURANTS

- Cantina Laredo
- Del Valle
- Dia Doce
- Founding Farmers (*new to KOP!*)
- Kono Pizza (*new to KOP!*)
- Outback Steakhouse (*new to KOP!*)
- Shake Shack
- The Halal Guys (*new to KOP!*)

BREWERS

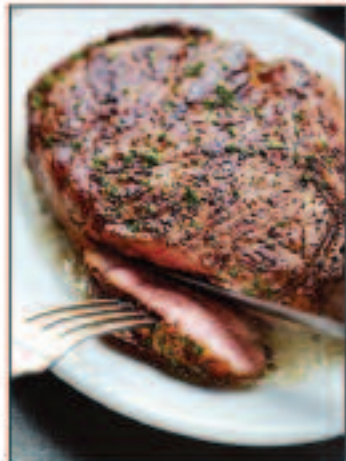
- Boulevard Brewing Co.
- Devil's Backbone Brewing Company
- Dogfish Head Craft Brewing
- Double Nickel Brewing Company
- Evil Genius Beer Company
- Haufbrauhaus
- Kurant
- Root Down Brewing Co.
- Steigl
- The Traveler Beer Co.
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All festival-goers will receive a KOP Beerfest Royale tasting mug for unlimited 2 oz. samples during their session. Tickets start at \$40 per person, \$60 at the door (if available). \$15 Designated Driver tickets are available. *Six-Pack Discount! Purchase six or more tickets in one order, receive \$5 off each ticket.*

GET TO/FROM SAFE

Fun is important at Beerfest Royale, but safety is the main priority of event organizers, KOP-BID. A free shuttle, courtesy of KOP-based King Limousine & Transportation Services, Inc., from SEPTA's Norristown Transportation Center and Gulph Mills Station will transport guests to Beerfest Royale on Saturday, October 7. Make a night of it and book a hotel room at a King of Prussia hotel, featuring a special rate just for Beerfest Royale guests. More options at >> <https://kopbeerfest.com/local-guide/>

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

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Should I Purchase Commercial Real Estate for My Growing Business?

As a small business owner, whether you build websites, design jewelry, do book-keeping, or jar your own tomato sauce, you will eventually face an important decision about the future of your business. Are you ready to move your business from an at-home operation to a specialized office, manufacturing, or retail space? And are you better off leasing or purchasing commercial real estate?

When you're ready to move your business operations to a new location, ask yourself these three questions to determine if leasing or purchasing commercial real estate is the right option for your small business.

Is Leasing or Buying More Financially Responsible?

The geographic region where you set up your office, retail, or manufacturing space, can be a big factor in whether it's more affordable to lease or purchase commercial property. In an area where you can rent commercial space for \$2 per square foot, leasing may be the more affordable option. However, a lease rate of \$5 per square foot may entice small business owners to pursue the option of buying their own commercial property.

Do I Have a Down Payment?

Just like buying a new home, purchasing commercial real estate for your business will require a down payment. The required down payment can be 10% - 20% of the purchase price depending on the type of real estate loan you apply for. In contrast, leasing space requires an initial deposit and monthly rent payments.

How Much Flexibility Do I Need?

When you're leasing a space for your small business operations, you have the ability to move out when your lease comes to an end. So if your business continues to grow, you can relocate to a bigger space or different location without the added step of having to sell your current business space.

Tax Benefits of Commercial Real Estate

Another deciding factor in the decision to lease or purchase commercial real estate is the tax benefits that each option provides. Property owners are able to take tax deductions on their mortgage interest payments and property taxes. Additionally, small business owners can claim an annual depreciation of their property on their tax returns.

Leasing commercial property also carries tax advantages. Lease payments can be deducted as a business expense and reduce a business's tax burden.

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PLAN FOR CONFLICT



By William P. Brogley, William P. Brogley Law Offices

You, your business, your family, your community. Inseparable. You want to do it all well, without conflict. But conflicts arise and you need to be ready to address them. This means you have a plan in place: for contract issues, employment issues, health issues, family issues.

Whether your business is manufacturing or service, professionally licensed or otherwise, the law will impact you, your employees, and families in very, if not always, predictable ways. Where does a breach of contract really leave you? A failure of performance, poor workmanship, or impossibility? Do your best intentions matter? What is the plan for addressing employee or employer conduct claims such as discrimination, harassment, violation of wage and hour statutes? How do you value litigation and your business to business relationships? These are everyday issues. Somedays they are bigger than others, but they are there every day.

Then there is the more personal. An employee walks in Monday and informs you he or she got a DUI over the weekend and will lose their license for a month, or a year, and may spend time in prison. Or it happens to you. Is the employee's position protected? Parents and children and spouses

will get sick. Does the Family Medical Leave Act apply to your business? Does it apply under the circumstances? Does the FMLA protect your employee who takes her mother to Las Vegas as part of her mother's recovery? Whether FMLA applies or not, you are dealing with a human situation. Can you temporarily lay off someone for the benefit of unemployment? Do you have an employee handbook that, unbeknownst to your HR guru, constitutes an employment contract? Be careful with the handbook.

And then there are the big issues. Your partner is misappropriating funds and not showing up at the office. Is there a way to get your partner the help they need – criminal defense, mental health – and see restitution for the company? Does the shareholder agreement address this scenario? Or you or your spouse discover that life is better on the west coast, without the other and you need to address this business you have both invested in for the past 30 years. Is there an equation for the sweat equity? Is there a contingency in your LLC or partnership agreement?

There will not be a black and white answer for every question. But there is a map and compass for every circumstance, whether you are in a proactive or reactive position. Legal counsel should instill confidence and calm the seas. Here and elsewhere over the next few months, I will share some tips and strategies as to how that can be done, for you, your business, your family and community.

Bill Brogley can be reached at 484.624.5428; email: wpb@williambrogley.com.

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WHAT'S HAPPENING IN WORK TRUCK INDUSTRY - RISE OF EUROPEAN-STYLE VAN



By Brian Levan, CEO at Levan Machine & Truck Equipment

If you didn't think modes of transportation could be exciting, think again. The rise of the European-style vans has hit the States and offers some new efficiencies and choices in a segment which has otherwise been very traditional and standard.

Levan has had the pleasure of upfitting a number of the European-style vans being offered by Ford, RAM, Mercedes and Nissan for many local contractors, HVAC, plumbers, electricians, cable installers and general service providers, just to name a few. These new popular work vans are available in a variety of roof heights and rear-door or side-door options. Even better, the automobile manufacturers have designed these trucks with the tradesmen(women) in mind. Essentially, Euro-style vans offer a mobile workspace configured to handle tools and equipment in a temperature controlled, efficient layout – all protected from the elements of weather.

Manufacturers such as Ford and RAM engineers are making an effort to survey the end user to learn how they can improve their models. According to *the NEWS*, representatives from Ford and RAM both anticipate sales of their work vehicles will only continue to increase in the next year as their Euro-style vans continue to gain popularity, at least in part due to the higher resale value of work vans compared to work trucks.

The advantages of these newer style vans are that they feature a high-roof design – visually, think taller and square, multiple wheelbases, with a roomy cargo space. As compared to the traditional vans, the Euro-style offers plenty of space to walk around, with enough room to safely secure tools and equipment, potentially even more since there are a number of manufacturers that we deal with that offer customizable interiors. The Euro-style van also touts better fuel economy, cargo capacity, payload - with enough room for an efficient work space.

I recall being at a trade industry conference and listening to a guy say, "trust me, these style vans are going to hit the States." At the time, I had a hard time believing him, but now I see why the Euro-style van is gaining market share over the American-style, box van. The Euro-style van may look foreign but they are sleek and innovative.

Especially in our business, we see the benefits of upfitting the interior of these types of vans. At Levan, we offer three different options that work really well with the Euro-style vans. One option offers van



equipment made out of steel – the advantage of this configuration is that it is cost effective, durable and offers a traditional interior. The second option is aluminum shelving, which is quiet vibration free shelves, efficient ergonomic design, which is marketed to reduce injury and increase productivity – made out of tough and durable materials. All layouts are designed to ensure that tools and equipment are safely secured. You really want to keep your tools and equipment secured in case you are in an accident. If your tools going flying around, the side panel of vans are thin and can easily be damaged showing up on the outside which doesn't make a great impression for your business. The last option is made out of composite materials – which are lighter weight and offers modular configurations that are transportable to job sites. It is amazing the organization and storage capability with this solution, ensuing improved worker efficiency.

With these different options available to enhance the workspace in the Euro-style van, we definitively see this trend staying, and gaining in popularity. The end goal is to be able to make your mode of transportation safe from tools flying, efficient on fuel, and offer an effective and organized work space.

Brian Levan, CEO at Levan Machine & Truck Equipment, third generation family business, been leading the company for the past 25 years. He grew up in the business and spent many years working under his father and grandfather.

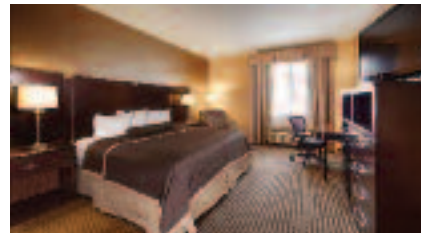


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Best Western Plus The Inn at King of Prussia has been standing the test of time in the King of Prussia area through three generations. The hotel is conveniently located by a major gateway into King of Prussia at the intersection of Route 202 (DeKalb Pike) and South Gulph Road and is easily accessible from the Pennsylvania Turnpike, Route 202, Route 422 and I-76.

Today's Best Western Plus is more contemporary, comfortable and inviting than ever before, going beyond the expected — from well-appointed guest rooms to upgraded amenities. The new identity signals that evolution. It's an iconic new expression of the exceptional accommodation guests have come to expect from Best Western Plus. It also represents the team's passion as they continue to deliver the highest degree of hospitality and quality to today's guest.

The hotel has recently renovated all of their public space. They have a new lobby, a sundry shop, expanded Sunroom and newly configured meeting space. A new lobby featuring the BW Plus Pub serving drinks as well as a lite fare menu. The relaxing two-acre private interior Courtyard is renovated with a new Fire Pit Table. A new Elite Core Fitness Center, offering a Yoga Studio, Espresso HD Interactive Fitness Bikes and a Cross Fit Style Program. The Yoga Studio includes a ready-made class with 1-hour training videos (beginner and intermediate levels) to focus on strength, flexibility and

balance. The Espresso HD Upright Bike is the coolest and most fun piece of cardio equipment ever imagined. A powerful motivator for all fitness levels, Espresso HD keeps exercisers engaged, improving and loyal. Challenges bring the community together working towards a common goal. The Elite Core Fitness programs are designed by Jim Burdumy and feature ready-made video training to select the best course for you.

The hotel's traditional complimentary amenities still include their hot breakfast buffet, WiFi with 300/300 Mbps download/upload speeds and a seasonal outdoor pool and whirlpool (open Memorial Day to Labor Day) in the landscaped private two-acre courtyard.

(Continued on page 21)



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52nd Annual Duryea Day Returns to Boyertown Community Park

A longtime and increasingly popular event, the Duryea Day Antique & Classic Car & Truck Show & Flea Market celebrates fifty-two years of family fun in 2017. Scheduled for September 2 from 9am-4pm at Boyertown Community Park, 419 South Madison Street, Boyertown, PA, Duryea Day has rightfully earned a reputation as a fun, affordable event for the whole family. BB&T is the signature sponsor of this fun-filled day of cars, games, food, and entertainment. Duryea Day is also sponsored by Fred Beans, Morrell Funeral Home, Inc., Pioneer Pole Buildings, Inc., Quigley Chevrolet, and Village Gifts & More. Trophy Sponsors for this year's event are Blast from the Past,

Pollock Auto Restoration, Suburban Water Technology, Inc., and Wheels in Motion.

For the past several years, Duryea Day has attracted over 600 cars, trucks, and motorcycles to Boyertown Community Park. All eras will be represented, from the brass to the tailfins to the muscle cars, and everything in-between. Hot rods and motorcycles will roar through the park, and a selection of commercial and light duty trucks will also be on display in their own section of the Park. Because all makes, models, and years are welcome to participate, Duryea Day is consistently a show with wide variety that is sure to offer something for everybody.



Also be sure to visit Duryea Day's large flea market, which ranges from car parts and literature to homemade crafts to vintage finds. Maybe you'll even find that car part you've been looking for to complete your own vehicle restoration. Or perhaps you'll run across that perfect piece of auto memorabilia for your rec room. Looking for a classic car to call your own? Then the Car Corral is the place for you. Yes, that's right—there's even a place to buy (or sell!) classic cars!

Activities during the day-long festivities include several for the kids in attendance. The always popular Trackless Train Ride will once again be at the Park. Mimzy the Clown will be joining us this year with face painting and balloon twisting. All ages will enjoy visiting the Boyertown Museum of Historic Vehicles. Included in Duryea Day admission is admission to the Museum, as well as the trolley ride to take you there! The trolley will be shuttling visitors all day between the Park and Museum. This will be a great opportunity to check out the new floor renovations at the Boyertown Museum and the new exhibit layout. Blacksmithing demonstrations will be taking place at the Museum's 1872

Jeremiah Sweinhart Carriage Factory between 10am and 2pm. And don't forget the ever-popular 1938 Reading Diner and 1921 Sunoco gas station are also on display at the Boyertown Museum.

Duryea Day would not be complete without good music and good food. Ken Meyle's Special Delivery is on hand to provide visitors with some great bluegrass and contemporary music. The Joe Soltysik Band will also be in the park playing classics from the 50s and 60s. And there's good food offered throughout the day. Moyer's Catering will be the main food vendor for the day, with breakfast and ice cream provided by the St. Joseph's Hill Lutheran Church Youth Group. So indulge—you'll be helping out a great cause. Stewart's Root Beer and M&N Funnel Cakes will return to the Park this year, as will Mister Softie. A new food vendor is also joining us this year—Ortino's.

Trophies will be awarded to eight Museum Choice Award recipients: Antique Pre War Car, Antique Post War Car, Antique Motorcycle, Antique Truck—Pickup, Antique Truck—Commercial, Street Machine, Street Rod, and Sports Car. See if your favorites get the award!

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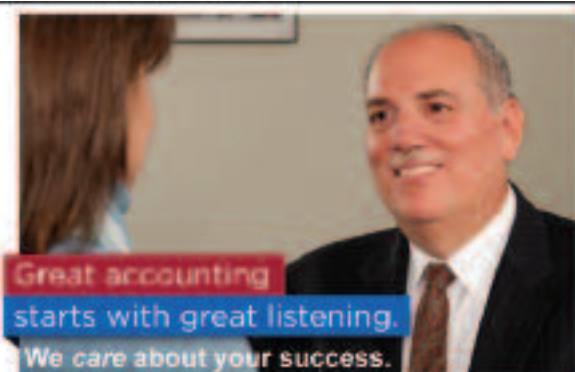
The Beatrice Landis Memorial Award, which honors a vehicle in original condition, also returns this year. And everyone can be a winner by saving a life and giving blood at the Miller-Keystone Blood Center.

Duryea Day is organized and run by the Boyertown Museum of Historic Vehicles and the Pottstown Region Antique Automobile Club of America. Proceeds benefit both organizations. Admission is \$7 for adults, children 12 and under are free. Spectator parking is available at Boyertown Junior High West, 380 South Madison Street, Boyertown, PA and at Boyertown Elementary School, 641 East Second Street, Boyertown, PA. For more information on Duryea Day, call the Boyertown Museum of Historic Vehicles at 610-367-2090.

The Boyertown Museum of Historic Vehicles is open seven days a week from 9:30 am -4:00 pm and is closed on major holidays. The Museum, located at 85 South Walnut Street in Boyertown, PA in a former factory building of the Boyertown Auto Body Works, preserves the transportation history of Pennsylvania and displays over eighty locally manufactured cars, trucks, carriages, motorcycles, sleighs, and other types of vehicles. Also on display are two examples of roadside architecture: a 1921 cottage style Sunoco gas station and a 1938 Jerry O'Mahony diner. Admission rates are \$8.00 for adults, \$7.00 for seniors and AAA, and ages 15 and under are free. For more information call 610.367.2090 or visit www.boyertownmuseum.org.

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(Continued from page 19)

Upcoming events to enjoy ... KOP Beerfest Royale produced by the King of Prussia District. Enjoy a tailored hotel package for this don't miss event on October 5th and 7th. Visit kopbeerfest.com for more information and to book your hotel reservation. Holidays are fast approaching too. The BW Plus has expanded all of their meeting and event space with full service

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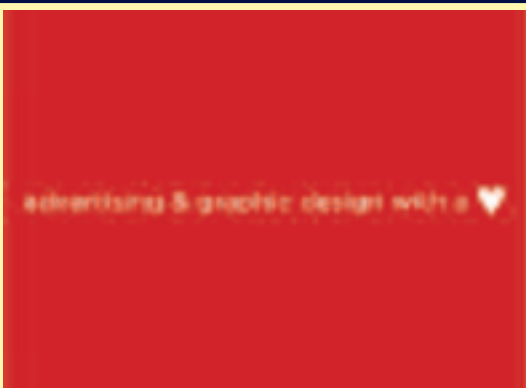
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When the Spring Ford Chamber of Commerce celebrated their 25th Anniversary this year, Chris James Hector received the 2017 Chamber Person of the Year Award. Chris has been a member for 25 years and has been actively involved in the Spring Ford Chamber community since its formation.



Agent Advice

Five reasons a property sells: 1) Location; 2) Price; 3) Terms; 4) Condition; and 5) The AGENT you choose. Whether buying or selling, you are in control of four of these five. The key is to "know your agent." Pick your agent with the same care you would exercise picking a new house to move into. The agent is just as important as the rest of the process.

Don't forget that market conditions do affect market value, so choose a realtor or lender who knows the difference between the two. The home buying process is one of the biggest decisions you will ever make, so be sure to get second opinions and do research. Get every "promise" in written contracts for your own protection.

Avoid the three biggest mistakes buyers can make:

Choosing the Wrong House: Perhaps the costliest mistake buyers can make when buying a home is choosing the wrong one. The house may end up being too big or too

small for the future of your family. It might need too many repairs, may be priced wrong or is too far from where you work.

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ROUTE 422 BUSINESS ADVISOR DINING GUIDE

Call 610.323.6253 to place your ad in the Dining Guide.



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Enjoy delicious, mouth-watering fare in a beautiful Victorian setting just minutes from Morgantown and Reading at Emily's Restaurant. You'll love the atmosphere in our 1827 building that's full of history, and you'll be treated to outstanding food and exceptional service from our experienced team.

Plan Your Event with Us

While our deck is open all year round for enjoyment for lunch or dinner, it can also be reserved for your special occasion, including banquets, and weddings.

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EMILY'S is located at 3790 Morgantown Road, Mohnton, PA 19540. Call today 610.856.7887 for more information, or stop in to dine for lunch or dinner, and visit: www.emilysberks.com.

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2613 Hampden Blvd., Reading, PA

www.readingcrabbarn.com

We have Outdoor Dining!

Business Hours

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Thursday - Saturday:
11:00 AM - 10:00 PM
Sun.: 11:00 AM - 9:00 PM

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3790 Morgantown Road
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We are well known for our traditionally made "Red Top" pizza and a white version with rich, creamy ricotta tucked beneath good mozzarella and sprinkled with salty, tasty sautéed garlic. At Penny's Pizza, we put a generous amount into every crust to give it our signature crispy crunch and a flavor that is out of this world!

We are open Thursday to Sunday from 11 AM to 8:30 PM. Everything is prepared to order just for you! You can pick up your order or we'll deliver it within a five-mile radius in the Limerick, Collegeville, Royersford & surrounding areas. Order online at pennypizza.com or call 610.489.3636.

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- Broasted Chicken
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- Soups
- Salads
- Sides
- Milkshakes
- Kid's meals
- Party Orders

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11 Robinson Street, Suite 100
Pottstown, PA 19464

(Note: hours are subject to change)

Hours of Operation — Monday: 8am-8pm
Tuesday-Thursday*: 8am-7pm
Friday**: 8am-5pm • Saturday: 8am-3pm
* Dental only closes at 5:00pm
**Dental only closes at 4:00pm

700 Heritage Drive, Suite 701
Hours of Operation — Monday: 8am-6pm
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Friday: 8am-5pm

Walk-ins are welcome (For existing patients)

800 Heritage Drive, Suite 802
(Dental)

Hours of Operation —
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Thursday: 8am-8pm • Friday: 8am-2pm

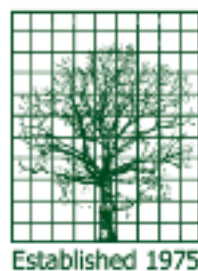
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CUSTOMIZED WORKFORCE SOLUTIONS — MATCHING EMPLOYERS' NEEDS WITH JOB SEEKERS' SKILLS

Customized Workforce Solutions (CWS) partners with the local business community to connect, recruit and train employees with disabilities. Committed to a productive, diversified workforce, Customized Workforce Solutions finds the right match between employers looking to grow their workforce and highly motivated employees eager to contribute as part of a team.

Job seekers who want to work, but face barriers to finding or maintaining employment, turn to CWS for support. CWS takes the job seeker through a highly individualized process to find employment that best aligns with the job seeker's abilities and long-term career goals. As part of the process, all CWS participants go through an extensive evaluation to identify personal career interests, aptitudes, strengths and limitations. The results are then used to develop their plan for employment success. CWS also works closely with business professionals to

identify potential job opportunities in the community. The ultimate goal is to match the job seeker's skills and interests to an employer's unmet needs.

Once a CWS job seeker is hired, the new employee receives professional, individualized, on-the-job training and long-term support from CWS employment specialists to ensure their performance, quality, productivity and professionalism consistently meet the employer's standards and expectations. Additionally, we work with on-site supervisors to develop internal supports required to create a successful outcome for both the employer and the employee.

As the employee gains work skills, the employment specialist decreases support — working toward independence in the workplace. For more information about Customized Workforce Solutions and opportunities for business partnerships, visit customizedworkforcesolutions.net or call 484.320.3240.

Sanatoga Animal Hospital

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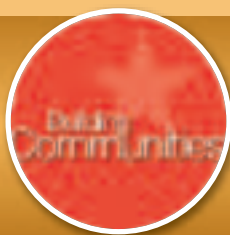
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TRICOUNTY AREA
CHAMBER OF COMMERCE

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

**2017-2018 TCACC
EXECUTIVE COMMITTEE
& BOARD OF DIRECTORS
EXECUTIVE COMMITTEE
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CHAIR ELECT

Baran Schultz, CEO, Schultz Technology

TREASURER

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Dr. Dave DiMattio, Montgomery County
Community College

Joe Fava, Clothes to Home Dry Cleaning

Twila Fisher, The Hill School

Peggy Lee-Clark, Pottstown Area
Industrial Development, Inc.

Rick Libra, Exelon

Frank Strunk, Tompkins VIST Bank



PRESIDENT'S MESSAGE

P.E.A.C.E. OF MIND FOR YOUR BUSINESS!

We offer our members **P.E.A.C.E.** of mind.

P is for PROBLEM SOLVING —

We are a resource for solving challenges and needs our members may have

E is for EDUCATION —

Our goal is to provide educational opportunities that make our businesses more informed and more prepared to address the challenges of the day!

A is for ADVOCACY —

Chambers fight for the interests of our members every day at the local, state and even federal levels and provide forums for you to voice your concerns and ideas to leaders at all levels of government.

C is for CONNECTION —

The Chamber can connect companies to those they want to do business with.

E is for EXPOSURE —

There are many ways the Chamber can help spread your message, including: online listing in our directory, sponsorship of programs/events, submitting press releases, tagging us in social media, and more!

PEACE of mind doesn't come easy; it takes a full team committed to core values to serve you. It's not just staff—the board of directors help steer the ship for our organization.

Chamber Boards are the principal governing and policymaking body of the organization and ours is integral to a our success. The board represents a variety of sectors within the economy and the community. They are committed to adding value to the business community through the Chamber's programs & advocacy efforts.

In an effort to create additional *P.E.A.C.E.* of mind for your business, the Chamber is currently going through a Strategic Planning process with the Board of Directors and Staff. We will be utilizing the Association of Chamber of Commerce Executives' *Horizons Initiative: Chambers 2025* as the backbone for the process. Please feel free to contact me if you would like to review the document.

The staff met on August 11 and the Board of Directors will be meeting on September 20 as part of the strategic planning process. Check upcoming issues of the *Route 422 Business Advisor* for progress on the Chamber's strategic plan.

*Article modified by TCACC - originally published by Pete Havel, President & CEO of Waxahachie Chamber of Commerce. Review the entire article by scanning this QR code:



**CONNECT WITH YOUR
TRICOUNTY AREA CHAMBER:**

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

Eileen Dautrich, President,
eileen@tricountyareachamber.com

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

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

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

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



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

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors on August 16.

*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!***

Combined Insurance
212 John Glenn Avenue
Reading, PA 19607
610.636.8797
www.combinedinsurance.com
Insurance Companies

Combined Insurance Company of America (Chicago, IL) is a leading provider of individual supplemental accident, disability, health and life insurance products and a Chubb company. With a tradition of more than 90 years of success, Combined Insurance is one of Ward's Top 50® Performing Life-Health Insurance Companies and was named the number one Military Friendly® Employer by G.I. Jobs magazine in 2015 and 2016. Combined Insurance is committed to making the world of supplemental insurance easy to understand.

Harleysville Bank
1889 East Ridge Pike
Royersford, PA 19468
610.454.0391
www.harleysvillebank.com
Banks/Credit Unions

A true, community bank that has been in the area for over 100 years. We are focused on building relationships with the people in the communities we serve.

House of India PA
6 Kugler Road, Suite 201
Royersford, PA 19468
610.200.5232
www.houseofindiapa.com
Restaurants/Clubs; Caterers/Banquet Services

House of India is an upscale Indian restaurant – elegant ambience, attentive waiting staff, extensive wine list, and a menu of haute Indian cuisine. A great-value buffet lunch features a lavish spread of regional Indian favorites, complete with live cooking stations, every day.
Referred by: Terese Brittingham, Keller Williams Realty Group

JV Business Solutions LLC
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Pottstown, PA 19464
484.942.6383
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We work with folks that are considering owning a Franchise. Our Franchise Matchup process helps them find the right fit. Over 350 of the top franchises in our inventory. Our service is free to our clients.

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THANK YOU

**August's Mini Newsmagazine
Insert Sponsor:**



5 Ways Your Customers Win with You as a Chamber Member

Did you know that **your customers receive multiple benefits from you being a chamber member** and those benefits can increase their loyalty? Here are 5 examples:

- 1. You're in the Know** - When you're a member of the chamber you know what's going on in the business community.
- 2. You Have Inside Knowledge (and Tickets) for Events** - As a member, you may be able to purchase tickets earlier or bring an interested guest - **you come off looking like a rock star to your customer or vendor.**
- 3. You Know About Legislative Initiatives** - The chamber is busy working behind the scenes for all businesses in your area.
- 4. You Become a Resource** - You become a connector in the community and someone they patronize to get the inside scoop.
- 5. You Hire the Best** - As a chamber member, you get to meet a wide variety of people and expand not only your sales networking but your career network as well.

CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

39+ YEARS
Universal Machine Co.

30 YEARS
Orlando Law Offices, P.C.

25 YEARS
Lower Pottsgrove Township

20 YEARS
Walnut Woods

14 YEARS
BCM Engineers
Pottstown Area Health & Wellness Foundation
Permabond, LLC

9 YEARS
ArtFusion 19464

5 YEARS
DeMedio's Building Maintenance, Inc.
Chris Rowe, State Farm Agent
Tri-County Emergency Physicians, LLC

1 YEAR

DaBrian Marketing Group
Innovative Coaching Services, LLC
The JT Dorsey Foundation
Keefer Photography

RBX Active – Philadelphia Premium Outlets
Stevens Electric LLC
TAB – The Alternative Board PA & Ohio Valley

Member Renewals

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

Barbara A. Akins, CPA
Avante Apartments
Bechtelsville Car Wash
CEI - Douglassville, Inc.
Ches-Mont Carpet One
Colorworks Graphic Services, Inc.
Coventry Mall
Creative Health Services, Inc.
Diamond Credit Union
Gage Personnel/Gage Professionals
Gatsby's at the Sunnybrook Ballroom
Jacquet Mid Atlantic, Inc.
Jesse Baro, Inc.

Koch Financial Group, LLC and Koch Insurance Brokers, LLC
Limerick Bowl
The Longacre Co.
Malvern Federal Savings Bank
MEMOR Coaching & Consulting
Occupational Health at CarePlex
Pottstown Regional Public Library
Precision Polymer Products, Inc.
Reflections Hair Designs
Sawchuk's Garage, Inc.
Specht Realty, Inc.
The Twin Turrets Inn
West-Mont Christian Academy, Inc.



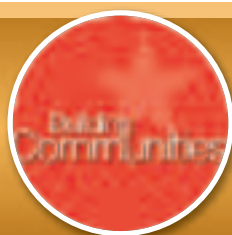
TRICOUNTY AREA
CHAMBER OF COMMERCE

Are you Celebrating 25, 50, 75 Years?

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

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

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., Sept. 7
7 – 9 AM

Membership Breakfast

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

Presented by DCED, Department of Community and Economic Development, the topic of this breakfast will be “**Workforce Development**”. The presentation will include an overview of PA Workforce Development Initiatives and the Introduction of Next Generation Sector Partnerships.

\$26 per Member (prepaid by 9/1); \$32 per Member (invoiced or after 9/1); \$50 per non-member

Sponsors: Foundation for Pottstown Education; Montgomery County Community College; TriCounty Community Network, Inc.

Coffee Sponsor: Creative Health Services, Inc.

Mon., Sept. 11

September Scramble Presented by Schultz Technology

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

10:30 AM
11 AM
12 PM
4:30 PM

Registration

Boxed Lunch

Shotgun Start

Dinner

\$155 per Member for Lunch, Golf and Clambake

\$600 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.

Presenting Sponsor: **Schultz Technology**

Clambake/Dinner Sponsor: **Pottstown Memorial Medical Center**

Lunch Sponsor: **Tompkins VIST Bank**

Goodie Bag Sponsor: **Creative Health Services**

Golf Cart Sponsor: **BB&T**

Trophy Sponsor: **Maillie LLP**

On Course Snack and Beverage Sponsor: **TriCounty Worksite Wellness Initiative**

Mon., Sept. 11

4:30 PM

Clambake

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

Network with the golfers after they complete the course! Food provided by **Moyer's Catering**. The Clambake is a great opportunity for non-golfers to enjoy the event, and a great meal!

\$45 per Chamber Member

Weds., Sept. 20

11:30 AM – 1 PM

Refresh Wednesday: Google

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

Digital marketing experts at **DaBrian Marketing Group**, will focus on how to turn business prospects into sales through effective digital marketing strategies with CRMs and marketing automation. The event includes an exclusive live-stream from Google – only available through participating official Google Partners, such as **DaBrian Marketing Group**.

Please feel free to brown bag a lunch. Beverages will be provided.

No Charge; Members Only; Registration Required

Fri. Sept. 22

8:30 – 10 AM

“Made in the Tri-County Area” Tour

Patrick J. Murphy & Associates, Inc. Organbuilders, 300 Old Reading Pike, Suite 1-D, Stowe 19464

With nearly 150 accumulative years of industry experience in design, construction, repair and maintenance of pipe organs, **Patrick J. Murphy & Associates, Inc. Organbuilders** is one of the few regularly known **pipe organ builders** that also routinely provide maintenance and tuning services to all makes and types of pipe organs in the local area. Within their 8,000 sq. ft. shop, they bring a unique, long-term perspective to pipe organ building; a relationship of stewardship and partnering with their clients for a sense of ownership over the lifetime of the instrument.

\$10 per Member; tour is limited to 25 attendees; Members Only; Reservations Appreciated

Sponsored by: **Patrick J. Murphy & Associates, Inc.**

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.**



Tues., Sept. 26
4 – 6 PM

Business Card Exchange

Santander Performing Arts Center, 136 N. 6th St., Reading 19601

A night of light refreshments, drinks, and conversation in the main lobby of the historic **Santander Performing Arts Center**. The event will feature hors d'oeuvres prepared by the Executive Chef of 15 years, Brian Berger and his team, drinks, and tours of the Santander Performing Arts Center's theatre and 3 ballrooms. Attendees will also get the opportunity to mingle with the Berks County Convention Center Authority Board Members and other prominent business owners/employees in the Greater Reading Community.

No Charge; Members Only; Reservation Appreciated

Sponsored by: **Santander Arena & Performing Arts Center**

Thurs. Sept. 28
11:30 AM – 1 PM

New Member Luncheon

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

This invitation-only event is for New Members of the Chamber. Grow your network, contacts, and learn the best way to maximize your Chamber Membership. This event is limited to **24 New Members**.

New Members Only; No Charge; Reservation Required

Sponsored by: **Reading Eagle Company**

SAVE THE DATES

Mon., Oct. 2
5:30 – 7:30 PM

College & Career Fair

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

Colleges and institutions 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

Member Business Registration Fee: \$125 (before 9/8); \$150 (after 9/8)

Sponsorship Opportunities Available

Tues., Oct. 3
11:30 AM – 1 PM

Membership Anniversary Luncheon

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

By invitation only! Take part in an Anniversary Luncheon held in your honor in recognition of your organization's membership renewal hosted by the TCACC Board of Directors. Network with fellow Chamber members, discuss the results of the renewal survey, and participate in the open forum expressing feedback and concerns regarding the Chamber.

No Charge; Members Only; Registration Required

Sponsored by: **Reading Eagle Company**

Weds., Oct. 11
11:30 AM – 1 PM

WOW Luncheon

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

Featuring guest speaker **Montgomery County Commissioner Valerie Arkoosh**. Commissioner Arkoosh will share her “Journey from Clinical Medicine to Elected Official.”

\$26 per Attendee (prepaid by 10/6); \$32 per Attendee (invoiced or after 10/6)

Sponsored by: **Diamond Credit Union**

Tues., Oct. 24
4 – 6 PM

Night of Celebrations Mixer/Expo

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

A unique opportunity to increase exposure and build and strengthen your business network with Chamber Members.

No Charge to attend mixer; \$50 to exhibit (table reservation required); Members Only

Co-Sponsor: **Pottstown Area Rapid Transit, Inc. (PART)**

Additional Business Development Opportunities Available

Fri., Oct. 27
8:30 – 10 AM

Refresh Friday: Public Speaking in Partnership with TCN

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

“**Persuasion is the Currency of Business Communication**”. If you aspire to effectively convey your ideas and influence others to take action, mastery of presentation skills is the key to your success. **Adrean Turner, Coach Adrean**, Career Fulfillment Expert, will focus on how to gain confidence for **public speaking!** Discover ways to prepare speeches, perfect your performance and deliver impactful presentations that enhance career opportunities.

No Charge; Members Only; Registration Required

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

TRICOUNTY AREA CHAMBER OF COMMERCE **WORKSITE** Wellness Initiative

There is more to health than losing weight, moving more and making sure your cholesterol is in the 'right' range.

On August 7, Worksite Wellness graduates shared tips and suggestions to new participating worksites and worksites interested in the pilot program. Graduates from the program are still very active in wellness activities.

1. Victory Bank participating in one of their Happy Hump Day.

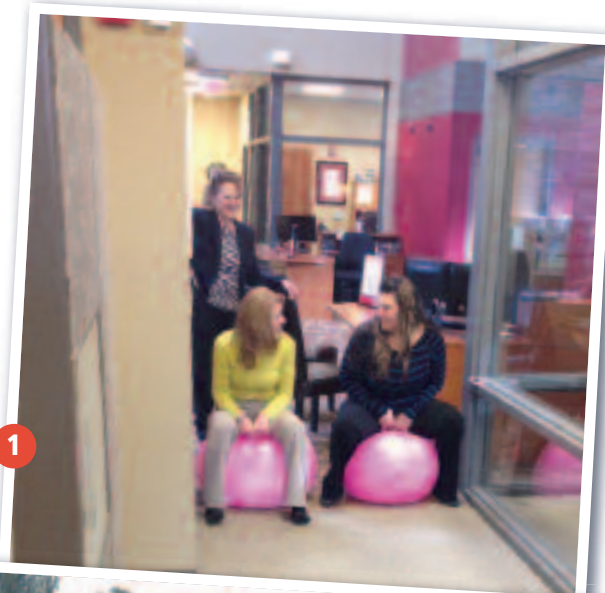
2. Sealstrip employees having fun at 'recess.'

3. Participating worksites who complete the 6-month pilot program, have the opportunity to spend an evening at the annual "Bowl Off".

This is a fun way for graduates to compete against each other and see who gets to take home the Wellness Bowling Trophy!

Another option just for our Members – a Sole Proprietor group has been created! Wellness is very personal and individual – however, it can be helpful to have the support of others. Please consider joining at any time, there is rolling admission for this group.

Contact Bunny at bunny@tricountyareachamber.com for any questions related to the Worksite Wellness Initiative.



2017 Student College & Career Fair

Monday October 2

5:30 - 7:30 PM

Coventry Mall 3911 W. Schuylkill Rd., Pottsville, PA 19465

Member Business Registration Fee: \$125

After Friday, Sept. 8, Registration fee: \$150

Attention:

Parents, Guardians, etc.

Save the date for this free, information-only expo showcasing career options and higher education opportunities

More information available by scanning the QR Code, visiting tricountyareachamber.com, or by calling 610.326.2900.



Member Businesses

Register to share information - your registration includes one 8' table with two chairs

- Provide information to students seeking employment upon graduation from high school
- Share information about your industry

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

Find the right fit for your company

Options that **fit** your budget, **fit** your ideal time frame, and give you exposure to an audience that **fits** your products & services!

Sponsorship Opportunities Still Available in the 2017-2018 Program Year



Because you want to **Advocate for the Region**

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

- **Economic Development Luncheon**
(\$1,000 - \$2,500) *October 2017*
- **Boyertown Area Progress Dinner**
(\$300 - \$1,500) *January 17, 2018*
- **Pottstown Progress Luncheon**
(\$300 - \$1,000) *Spring 2018*
- **Leadercast** (\$750 - \$1,500) *May 4, 2018*
- **Membership Breakfast** (\$300) *Nov, Jan, March, June – 3 per breakfast*
- **NEW: Breakfast Coffee Station**
(\$150) *Nov, Jan, March, June – 1 per breakfast*
- **Pro Business Sponsor**
(\$1,500) Annual Sponsorship –
One Breakfast; Legislative Events;
Website Page; 422 Articles;
“Made in the Tri-County Area” Tours



Because you want to **Build Relationships**

Help us expand the Chamber in its role as a
premier organization for connecting people,
business organizations, government,
and strategic partners.

- **September Scramble**
(\$150 - \$1,500) *September 11, 2017*
- **College and Career Fair**
(\$1,000) *October 2, 2017*
- **Annual Dinner**
(\$350 - \$5,000) *Spring 2018*
- **Tri-County Area Women's Roundtable**
(\$400) *Spring 2018*
- **WOW Luncheon**
(\$150) *Dec, Feb, April – 2 per luncheon*



Because you want to **Grow and Succeed**

Aid the Chamber in establishing our
organization as a means to enhance all
businesses in the tri-county region.

- **Night of Celebrations Mixer/Expo**
(\$50 - \$500) *October 24, 2017*
- **Reading Fightin Phils Night**
(\$650) *Spring 2018*
- **Business Card Exchanges**
(\$300) *Monthly* - contact Jennifer for availability
- **Website** (\$250 - \$500) *Annual*
 - **Coffee** (\$75) *Monthly*
 - **Email** (\$100) *Monthly*
- **Newsmagazine** (\$175 – Full Page) *Monthly*
 - **Mini-Newsmagazine**
(\$75 – mini 3.5"x8" opportunity) *Monthly*
- **NEW: Supporting Commerce Sponsor**
(\$1,500) Annual Sponsorship – Website Page;
Refresh Fridays; and 1 of each: Coffee, Email,
and Newsmagazine Insert

Interested in learning more? Contact **Kitty Papp** at 610.326.2900 or kitty@tricountyareachamber.com to find the **best fit** for your business!

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



Welcome Coffee

On Friday, August 4, the Chamber held a Welcome Coffee for our Members to create connections with new members of the community and reconnect with those who have accepted new positions. Over 70 Members joined us for this successful event.

Thank you to **Senator Bob Mensch** and **Representative David Maloney** for being in attendance that morning.

Our honored guests in attendance included:

- Bunny Boyle – TCACC, Worksite Wellness Initiative Director
- Scott Cusworth – Pottstown YMCA, Executive Director
- Dr. David DiMattio – Montgomery County Community College, VP of West Campus
- Valerie Jackson – PEAK Early Learning, Coordinator
- Michael Lane – Pottstown Area Regional Recreation Committee, Regional Recreational Coordinator
- Peggy Lee-Clark – Pottstown Area Industrial Development, Executive Director
- Michael Lessar – Borough of Pottstown, Fire Chief
- Nancy March – Pottstown Works, Program Director
- Joe Rusiewicz – Foundation for Pottstown Education, Executive Director
- Elaine Schaefer – Schuylkill River Heritage Area, Executive Director
- Dr. William Shirk – Pottsgrove School District, Superintendent
- Capt. Jeny Shurtleff – The Salvation Army of Pottstown, Director
- Frank Sturniolo – Exelon, Plant Manager



JULY BUSINESS CARD EXCHANGE

The Chamber welcomed over 60 Members to the office on Tuesday, July 25 for the "Taste of Summer" Mixer. The weather was beautiful and guests enjoy delicious bites from:

- Arnold's Family Fun Center – providing the signature drink for the evening
 - Cuisine India
- Gatsby's at The SunnyBrook Ballroom
 - JT's Gourmet Delivery, LLC
 - Lily's Grill
 - Lindt Chocolate
 - Beverly's Pastry Shop



Thank you to all who joined us and many thanks to our food and beverage vendors for their contributions!

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



Night of Celebrations Mixer/Expo

★ Tuesday, October 24 ★
4-6 PM

Sunnybrook Ballroom

50 Sunnybrook Rd., Pottstown 19464

Exposure for your business -

★ Exhibit: \$50

★ Co-host: \$500

No Charge for Members to attend -
this is a Member's Only Event!

Co-Hosted by:



Additional Business Development
Opportunities Available

For more information and to register: Scan the
QR Code, call 610.326.2900, visit
tricountyareachamber.com or email Kitty at
kitty@tricountyareachamber.com.



CONFERENCE ROOM AVAILABLE

No space to hold a seminar, meeting, or training?
Work out of your home and need a professional location to meet clients?

Save time, save money with conference room space!

The Chamber's conference room is free for our Members to use - we are located near local restaurants that deliver, have a small kitchen on site, and have many items available to help you set up for a presentation including:

- LCD Projector
- White Boards
- Wi-Fi
- Multiple Phone Jacks
- And more!

The Chamber will set up the layout and amount of space you need - use one room (approximately 8 people); two rooms (9-20); or all three conference rooms (20+).

We also have a rooftop deck available which is perfect for a lunch meeting in a relaxed setting

Contact Kitty at 610.326.2900 or kitty@tricountyareachamber.com for conference room/deck availability.

REFRESH FRIDAY

July Refresh

On July 21, the Chamber held the final Refresh Friday seminar of the 2016-2017 program year. Sam Iorio, Dale Carnegie, helped attendees strengthen their approach to sales and explored ideas that can be used to get known.



Refresh

**Next Refresh Seminar -
Wednesday, September 20,
11:30 AM - 1 PM, "B2B - Google"**

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

ROUTE 724

The Chamber hosted the **Rt. 724 Regional Initiative Committee Meeting** on August 22 with guest speaker **Tiffany O'Neill**, Executive Director of Montgomery County Development Corporation.

The Rt. 724 Initiative is a collaboration of the TriCounty Area Chamber of Commerce and the Chester County Economic Development Council.

The **Co-Chairs** of the Initiative are Alan Brink, Spring City Electrical (Private Sector); and Michelle Kichline, Chair of Chester County's Board of County Commissioners.

The group will be splitting into smaller groups to work on three key initiatives: **Quality of Place/Marketing; Infrastructure/Site Selection;** and **Municipal/Regional Planning & Vision.**

For more information on the initiative, please contact Eileen at 610.326.2900.



BUSINESS OF THE MONTH

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

Weitzenkorn's



If there is anything that can make an American small business great, even stand the test of time, it's one thing family. After 153 years in business through 5 generations Weitzenkorn's knows the importance of community and family. Abraham Weitzenkorn founded the store in 1864 under the presidency of Abraham Lincoln. Today we remain as the 2nd oldest men's clothing store in the country which is still family owned and operated. Our longevity is a testament to the loyal community which has supported our business for 153 years. Today Aaron & Adam Weitzenkorn are the stewards of the family business and tasked with guiding it into the future.

What Kind Of Store Are We?

Weitzenkorn's is a classic men's store. We offer quality better goods for men who care how they look and dress. We believe in the saying you get what you pay for. That's why we only carry merchandise we can personally stand behind. In our store, you can buy quality which means you will end up buying less over the years. We also have an e-commerce store where you can browse our inventory or make purchases. The addition of our e-commerce store has allowed us to carry a larger inventory and give our in-store customers an even greater selection to choose from.

What Do We Carry?

Twice a year our buyers attend markets in New York, Las Vegas and Chicago looking for the newest styles and brands that big department stores miss, so we can constantly offer our customers new and exciting items.

Over the years our store's offerings have changed just as men's clothing styles have changed. Today we still offer a great selection of men's suits and sport coats in a wide variety of sizes from well-respected makers such as; Jack Victor, Hugo Boss, Ted Baker, G. Manzone and more. If you want a suit or sport coat that is going to fit great and last wear after wearing you will want to check out what we have to offer.



As guys started to dress more casually over the years we expanded our inventory to cater to those needs. We now carry almost every category of men's apparel from t-shirts to jeans. Some of our best performing sportswear brands are 34 Heritage jeans, Peter Millar, Mizzen + Main, Hugo Boss, Tommy Bahama and Vineyard Vines.

We also carry a growing selection of shoes from dress to casual to meet whatever the need may be.

On-Site Tailor Shop

Our on-site tailor shop has been something that has set us apart for many years. We can offer our customers quick and personalized alterations in as little as a few hours if they need something done in a pinch. It also allows us to alter items like jeans and shirts which most other stores can't do.

Where Can You Shop?

You can visit our 5,200 sq. ft. store 6 days a week. Anyone of us on the sales floor will be happy to show you around and answer any questions you might have. We are in downtown Pottstown at 145 E. High St.

You can also shop with us online at Weitzenkorns.com. We offer free shipping and returns so you can try out items at home and send them back if need be free of charge with a pre-paid return shipping label.

Weitzenkorn's
610-323-8810
www.weitzenkorns.com

September Membership Breakfast

Thursday, September 7 - 7 to 9 AM
Copperfield Inn at Lakeside, Limerick

\$26 per Member (prepaid by 9/1); \$32 per Member (invoiced or after 9/1);
\$50 per non-member

WORKFORCE DEVELOPMENT



Sponsored By:



Scan QR to
register or
call
610.326.2900



Presentation by **PA** pennsylvania
DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT

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Look Out, it's a Bird, a Plane, No it's a Work Zone Ahead

By Mila Robinson

With summertime coming to an end, many people are making their final summer trips and vacations. Another popular summertime activity is roadway construction. The long days, and the pleasant weather means summer time is the right time to perform roadway maintenance. What this means to most drivers is backups and traffic.

A few ways to avoid the blood boiling experience of being stuck in roadway construction traffic is to know what roads are under construction. Check out GVF's website www.422improvements.com for up to date, reliable 422 construction reports. Also, www.Phillytraffic.com has live cameras that allow you to check real time traffic.

If you do find yourself on a road under construction follow these simple tips to avoid getting heated.

- Always slow down, and pass with extreme caution

- Leave extra distance between you and the vehicle in front

- If you must merge lanes, be courteous to other motorists, and allow the merge to happen smoothly. Follow any posted detour signs

- Beware at all hours of the day and night, many highway construction projects are done at night

With over 44,000 miles of road in Pennsylvania, you undoubtedly will pass by some roadway construction. Be safe, be courteous, and be patient because these improvements are meant to help you, the motorist.

Mila Robinson works as a TDM Manager with GVF. To reach Mila by email: mrobinson@gvftma.com, or by phone: (610).354.8899.



ECONOMIC DEVELOPMENT LUNCHEON

CHAMBER MEMBERS—SEE
ENCLOSED FLYER FOR MORE DETAILS
ON THE LARGEST NETWORKING
EVENT OF THE FALL!

HEALTHCARE DEBATE CONTINUES

By Alex Rahn

Since taking office, President Donald Trump has set the goal to repeal the Affordable Care Act and to implement his own healthcare policy. However, the President's initiatives and other plans have yet to garner the votes needed in Congress to change the current system, which in meantime remains as is.

In a new attempt to bring relief to business and individuals, some area Congressman, as part of the Problems Solvers Caucus, are advocating for legislation that is not a full repeal and is also different than some changes that recently failed in Congress.

Both Representatives Patrick Meehan (PA-07) and Ryan Costello (PA-06) are part of the Problem Solvers Caucus, which hopes to stabilize the insurance marketplace. The Problem Solvers Caucus offered a set of solutions to stabilize the deteriorating health insurance market. Indeed, the new plan offers a set of solutions to find a broad consensus to stabilize the deteriorating health insurance market, and also provide relief to individuals, families and small businesses.

Bring cost-sharing reduction (CSR) payments under the Congressional oversight and appropriations process, but ensure they have mandatory funding. CSR payments are an important part of helping households earning between 100% and 250% of the federal poverty level afford to participate in the individual market. Bringing CSR payments under the appropriations process ensures that Congress can provide proper oversight.

Create a dedicated stability fund that states can use to reduce premiums and limit losses for providing coverage—especially for those with pre-existing conditions.

Adjust the employer mandate by raising the threshold on the requirement for employers to provide insurance under the

employer mandate to businesses of 500 employees or more. The current employer mandate places a regulatory burden on smaller employers and acts as a disincentive for many small businesses to grow past 50 employees. Additionally, the definition of "full time" under the employer mandate should indicate that a full-time work week is 40 hours.

Repeal the medical device tax. This tax adds a 2.3% sales tax on medical device supplies. The costs of the tax are passed on to consumers and it should be repealed.

Provide technical changes and clear guidelines for states that want to innovate on the exchange or enter into regional compacts to improve coverage and create more options for consumers.

Section 1332 of the ACA allows states to innovate and share in health savings while offering strong plans with all essential health benefits. Some states have begun to experiment in this regard, with great potential for success. However, some technical legislative changes and/or revised HHS guidance may improve attractiveness to additional states.

Similarly, Section 1333 of the ACA allows states to enter into Health Care Choice Compacts, which allow insurers to sell across state lines in participating states. However, HHS has not yet released regulations on Section 1333. HHS should issue clear guidelines and work with states to spur innovation and bring more choice and competition to the market while protecting consumers.

The Chamber is excited to see this bipartisan approach and will continue to monitor the shifting debate while advocating for pragmatic, market-based health care reform that does not include new employer mandates, and higher taxes.

Alex Rahn, Senior Associate of Wanner Associates.

SAVE THE DATE!

Legislative Luncheon
Thursday, November 30

11:30 AM – 1:30 PM; Brookside Country Club, Pottstown

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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:

Pottstown



Eastwood: 263 Shoemaker Road, Pottstown, PA 19464; 610.323.9099; www.eastwood.com

- \$10% off any one item under \$100 including sale items (one coupon per customer, per day)



Gatsby's at the Sunnybrook Ballroom: 50 Sunnybrook Rd., Pottstown, PA 19464; 484.300.4681; www.thesunnybrook.com

- 5% off at Gatsby's (Not valid towards private parties or special events)

Pottstown

Grumpy's Handcarved Sandwiches:

137 E. High St., Pottstown, PA 19464; 610.323.1232;

www.grumpysandwiches.com

- Free drink with purchase of sandwich



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:



CONSTANT CONTACT

FEATURED MEMBER BENEFIT OF THE MONTH



The Chamber offers its Members exclusive pricing on Constant Contact services! Constant Contact brings you a great way to connect and engage with your customers. Their tools include: email marketing, social campaigns, event marketing, and online surveys.

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

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

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

THE NEXT BUSINESS CARD EXCHANGE

A night of light refreshments, drinks, and conversation in the main lobby of the historic Santander Performing Arts Center.

Members Only; No Charge; Reservations Appreciated

Sponsored by: **Santander Arena & Performing Arts Center**

- **Tuesday, September 26**
- **4 – 6 PM**
- **Santander Performing Arts Center, 136 N. 6th St., Reading 19601**

JOB POSTINGS

LOOKING TO FILL A POSITION?

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

How to Post Your Job Opening

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

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

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

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

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

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

LOOKING FOR QUALIFIED INDIVIDUALS?

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

Members: Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work. This month's resume includes: **Administration/Management**

KNOW SOMEONE LOOKING FOR A JOB?

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

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

Chamber Members with job openings:

- **A.D. Moyer Lumber & Hardware** – Inside Sales/Estimator – Millwork Division
- **House of India PA** – Servers/Kitchen Help
- **Jacquet Mid Atlantic, Inc.** – Machinist Maintenance Lead
- **MacKissic, Inc.** – Supervisor – Metal Fabrication/Welding
- **Schuylkill River National & State Heritage Area** – Trail Program Coordinator

Board on the Move!

The Chamber's Board of Directors recently visited the following Chamber Member for their monthly meeting in August.

Chamber Members interested in hosting the Board of Directors can contact Eileen at 610.326.2900 or eileen@tricityareachamber.com for more information. Board Members, should their schedule permit, may have an interest in touring your business after the meeting.



Sealstrip Corporation, 103 Industrial Dr., Gilbertsville 19525

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

Ask SCORE

Record Keeping 101: Information Your Small Business Needs to Maintain

One of the most important administrative responsibilities small business owners face is keeping accurate and current records. Not only is it critical for assessing opportunities and risks that can affect your company's profitability and potential for growth, it's also necessary for ensuring legal and regulatory compliance.

Regardless of the type of business you are running, record keeping comes with the territory. Some types of documentation and information are required for all businesses and others may or may not be necessary depending on your industry.

Here is a list of some commonly required records businesses need to maintain. While this list is not all-inclusive, it will give you a good idea of the basic items you need to track and keep in your possession.

- **Accounting records**
 - Expenses
 - Income
 - Invoices
 - Customer payments and transaction records
 - Tax filings (annual, quarterly, and monthly if applicable)
 - Bank and credit card statements

- **Contracts** (with clients, vendors, partners, etc.)
- **Purchase orders**
- **Licenses and permits**
- **Employment applications**
- **Vehicle mileage logs**
- **Articles of Incorporation or Certificate of Organization** (depending on your business's legal structure)
- **Operating Agreement**
- **Annual Meeting minutes**
- **Trademark, service mark, and patent registrations**
- **Inventory logs**

Without a doubt, there is a lot to stay on top of as a small business owner.

(Continued on page 41)

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Frank Strunk
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WORKERS' COMPENSATION FILE BASICS



By Diane Shepler, Integrity Services & Solutions

In the last two articles, we reviewed Personnel and Medical file basics including what should and should not be in these files, where and how they should be stored and who has access to them. Medical documents, including documents about workers' compensation, should not be kept in the personnel file. Instead, a separate filing system to manage the workers' compensation process and materials should be set up and maintained.

Let's look at a physical filing system option for managing the files:

The first step is to establish a separate hanging file for each year. Within the appropriate folder year, each case/incident is placed within a separate file folder. On the tab of each separate file folder, the case file is chronologically numbered. Within this file, the following forms should be completed and stored for five years:

- PA First Report for each instance in case file
- OSHA 301 for each instance in case file

Each case file number from the file folder should be transferred to the OSHA 300, and the information for each case logged onto the OSHA 300.

At the end of the calendar year, the OSHA 300A must be completed and posted February 1 through April 30 of the year following the time covered on the form. For instance, the form for 2017 would be posted from 2/1/18 through 4/30/18. A best practice is to keep the forms 300A and 300 filed at the beginning

of each year's folder and a copy in a separate folder.

Below is a summary of the forms used to record workplace injuries and illnesses:

- **Form 300** – Each case is registered on this form. The number in the log corresponds to the number on the individual case file. They are numbered chronologically: the first case of the year being 1, then 2, and so on.

- **Form 300A** – Is completed with the information from the Form 300. This form must be completed and posted February 1 through April 30 of the year following the time covered on the form. So the form for 2011 would be posted from 2/1/12 through 4/30/12. EVEN IF THE TOTALS ARE 0

- **Form 301** - is completed for each reportable incident and filed in the individual case file.

It is important to be certain that employees of different departments know to whom they are to report a work related accident/illness. Proper processes are critical in keeping compliant files.



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(Continued from page 39)

To help prevent important details from slipping through the cracks, you need to stay organized and educate yourself about what information and documentation you need to keep.

Software programs (such as accounting tools, sales and customer relationship databases, inventory software, etc.) alleviate some of the work, but remember they all require some manual attention to make sure information is logged and entered correctly. If information is missing or inaccurate, you (not your software) are ultimately responsible for the integrity of your records.

Also make sure you back up your digital data. Many cloud-based software applications provide backup of the data you have entered, but your computer files (Word documents, Excel files, etc.) should be backed up, too. Consider backing up your data on an external hard drive AND through a cloud-based data backup service such as Carbonite, CrashPlan, SugarSync, or one of the many others available.

Consulting with professionals who specialize in taxes, accounting, and business law can also help ensure you meet regula-

tions and requirements. If you find it difficult to dedicate time to maintaining good records, you might also consider transferring some routine record keeping tasks to a trusted and capable bookkeeper, virtual assistant, or a consultant. For help knowing where to look and what questions to ask when locating reputable professionals in your community, consider asking a SCORE mentor at SCORE TriCounty, your local chamber of commerce, or business colleagues for advice.

The SCORE TriCounty Learning Center is offering workshops focusing on Starting a Business for the month of September. Visit their website, <http://tricity.score.org>, for information about the workshops being conducted.

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PLAN YOUR SOCIAL MEDIA MARKETING CAMPAIGN



MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

One of the biggest issues I hear from business owners about being involved with social media and marketing as a whole is, "I don't have time." My answer is to take time to plan — which is three quarters of the work.

It's all about planning.

This year, in an effort to help our clients focus on planning, we created a Marketing Calendar. It includes marketing ideas for a variety of focus areas: marketing with your clients or employees; marketing through social media, your website, through print and outdoor signage; and finally through networking.

Each month has suggestions for special events, holidays, and fun days during the

month. We also have a planning page that emphasizes the need to focus on what must be done during that month as well as the next month.

Another favorite section of the calendar is the daily section to write down actual posts, ideas, or blogs. By planning ahead, you can be ready for columns such as this, which means that I will be ready much sooner with a column than I normally am.

(Continued on page 46)



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"We are thrilled to have Kristin bring her hospitality sales, catering, and banquet operations knowledge to our team as we continue to build our hotel partnerships while cultivating new sports tourism business opportunities for Montgomery County," said Lisa Karl, VFTCB Vice President of Sales and Strategic Partnerships.

Eichengreen earned her Bachelor's Degree in Hotel & Restaurant Management from Indiana University of Pennsylvania where she graduated with honors. She holds an Associate's Degree in Hospitality Management from Pennsylvania College of Technology. She also served as an adjunct faculty member at Temple University.





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MASTERING SOCIAL MEDIA

(Continued from page 44)

It's all about budgeting.

A part of planning should include budgeting for marketing as well. This is another area where, when asked whether you have a budget for marketing, most small business owners will say, "I don't really have a budget." When asked what a marketing budget should be, on the conservative side it should be anywhere from 20 to 30 percent of your budget. That may sound high for some but when you think about your expenses for networking and dinners with clients, you will probably be closer to 20 percent than you realize.

Looking at trends, it will be more necessary than ever to budget for social media advertising. As social media platforms tighten their algorithms to make necessary to reach your warm market as well as outreach to potential clients, it will be very crucial to include Facebook, LinkedIn, and Twitter advertising as part of your budget. A report from Forrester Research included information on the percentages of how you should slice your marketing budget into each sector of marketing. It wasn't a surprise to me that 29 percent of your marketing budget should be allocated for online

marketing. The other major area of spending was print advertising at 23 percent. I think you will find the article not only interesting but also helpful in planning how to budget and allocate your investments in marketing.

How to move forward with planning?

Now that you are motivated to plan your social media marketing campaign, here's what you can do to work on your own marketing calendar. A Google Calendar can be used to easily create a marketing calendar. By creating an excel spreadsheet with the following fields: Date, Subject, and Description. Complete the information for your posts, blogs, and events that are coming up. Create a Marketing Calendar in Google and import the excel spreadsheet as a CSV file to the calendar. It's that simple.

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

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LEGAL PERSPECTIVES

By Andrew J. Monastra, Wolf, Baldwin & Associates, P.C.

It's an exciting day. Your offer on the house that would be just perfect for you and your family has been accepted. Your children are going to go to school in Upper Merion School District, or you will be close to the great shopping or nightlife in Philadelphia, or you will finally have that little slice of heaven in Chester County for your horses, or perhaps just enough land to have a little garage to work on your Harley. You are beyond pumped for the future!

Now you have to move forward to the closing on that property. So many things to do and only so many hours in a day! Follow up on the mortgage application, go to the home inspection, get homeowner's coverage, get title insurance...wait, what the heck is that?

Well, title insurance is a necessary expense for every home that is purchased with mortgage financing. Lenders require it so that the loan could be saleable on the Secondary Mortgage Market. It insures that the property is free and clear of all mortgages and liens that would have priority over the mortgage which your friendly mortgage originator is helping you get. It also insures that the purchaser has clear title to the property, making title insurance a wise investment to protect the single most expensive purchase the vast majority of Americans will make. Gee whiz, another thing to do? Great...

Out of the blue, your realtor comes to the rescue. "I can take care of that," the realtor says. "I know a guy," the realtor continues. No matter how much you want to "let the realtor handle it," it is an expensive mistake. Probably a \$300 to \$500 mistake. Here's some background that the realtor won't tell you:

- Title insurance rates are governed by the Department of Insurance and prices are

based upon the loan amount or the purchase price, whichever is higher. The realtor cannot get you a better rate.

- Most title insurance agents charge additional "fees" which are not necessarily regulated by the Department of Insurance. Typically, the title agency will tack on "junk" fees such as a courier fee, electronic document fee, wire fee, e-mail fee, settlement fee and domestic relations search fee, all of which total between \$300 to \$500 additional cost to YOU. Only a very few independent title companies do not charge those fees.

Why would the realtor send you to a title agency that charges you "junk" fees and not an independent title agent which doesn't charge those fees? It's not likely experience since the independent agents have just as more if not more title insurance experience than the companies tacking on additional fees. So it's not experience. What is it then?

Did you know that realtors or their brokers can own interests in a title insurance company? If you are dealing with a large real estate agency, the realtor will probably try to steer you to her in-house title company, so this extra money you could use for your own needs goes to the realtor or her broker. Therefore, the realtor's title company is pocketing an extra \$300 to \$500 of your money. Great for them, not so good for you.

(Continued on page 48)



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LEGAL PERSPECTIVES

(Continued from page 47)

Another reason they could be steering you to a particular title company is that the title company is secretly giving them something of value in exchange for the implied promise that the Realtor/Broker will steer you to that agency. It could be some sort of "rental space" agreement, where the title agency rents space in the real estate broker's office, or pays for some "advertising" for the Realtor or buys and supplies the Broker/Realtor with marketing leads/services. All of these items of value are accepted by the realtor in exchange for bargaining your trust in them to steer you to a title agency where you will pay more money. Great for them, not too good for you.

Why does this go on? Because the parties involved are counting on your lack of knowledge. If you don't know, you will assume that they are acting in your best interest. They are not.

Well, I personally am tired of this "dirty little secret." Real estate buyers should be empowered to choose their own title insurance agents who do not have the buyers' best interests at heart. This "dirty little secret" has been accepted for years and it is a disservice to you, the home buyer to pay

more so the broker or realtor can get something additional of value from your transaction, such as profit sharing or "rental" income. It's your money and it's best kept with you.

It's time to expose this "dirty little secret." Think about it – if you multiply \$500 in extra costs you paid by the number of yearly real estate transactions, it is probably in the millions of dollars diverted away from your wallet into someone else's.

Consumers should be wary of simply letting their realtors handle their title insurance needs. Spread the word that you are entitled to choose your own title agent. Contact an independent title agency for your title insurance needs, and ask them to detail the fees they charge. Be an educated consumer, and don't spend money you don't have to.

Andrew J. Monastra, Esquire is an associate in the law firm of Wolf, Baldwin and Associates, P.C., which has offices in Pottstown, West Chester, and Reading. He has represented consumers and businesses in real estate transactions for over 23 years, and he is the owner of Heartland Abstract, Inc., an independent title agency located in Pottstown which does not charge junk fees. He may be reached by calling 610.323.7436, or by e-mail at amonastra@wolfbaldwin.com.

CHANGE IS IN YOUR MIND



CHANGE

By Barry Cassidy

I always try to broaden my horizons. I did not care too much for school when I was young. I also did not do well. Most of my attention was not geared toward academic achievement. Most of the kids in my New Jersey High School were hovering around 97 – 99 percent on whatever that test was that measured our intelligence, while others like me did not score as well.

This week, someone in Iowa came up with the idea of “cognitive privilege,” which points out that smart people have privilege in the United States, and seeks understanding and support for those less cognitively gifted. This was the first I had heard of this kind of privilege, and it made me kind of uneasy — much of my life is helping people who could be described as mostly average.

The advent of the information age has brought a change in the kind of job opportunity offered in the workforce. As people become closer through social media, it seems like everyone is trying to be on equal footing. All you have to do is look at comments sometime under news stories to know that some people use name calling and bullying practices as a substitute for knowledge.

Although people are born with different levels of intellect, it is no real indicator for success. There are very smart people sweeping floors and washing dishes. Look at the illegal immigrants who come to this country. Many of them are escaping persecution or some level of upheaval in their life, and their new life may not include an opportunity to use their intelligence. One could also look at someone who is smart, who took a chance socially or financially, maybe on a spouse or the stock market, that

rendered their intellect moot in the tale of their decline.

I disagree with intelligence premise on a more basic level. I believe that hard work and experience is the key to intellect. No one is immune to the fact that they need to work hard to get ahead. It involves working hard at your craft or profession, and gaining experience from failure or success in your endeavors. The problem is, people do not try, and then make excuses for failure as they compare themselves to others in the marketplace.

They say that 10,000 hours of experience will make you an expert in any given field. The 10,000-hours concept originated in a 1993 paper written by Anders Ericsson, called *The Role of Deliberate Practice in the Acquisition of Expert Performance*. I am not sure if the number is correct, but at a rounded number of 2,000 hours a year (52 weeks of 40 hour weeks), it will take five years of doing something every day to become an expert in that field.

I have been working in public administration for over 45 years, and that relates to about 90,000 hours of experience. I can say that although I am not a big intellect, I know what to do when it comes to revitalizing a downtown. Am I and expert?

(Continued on page 51)

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Barry Cassidy To Attend London School of Economics "Cities" Program

Philadelphia area economic development professional Barry Cassidy will attend the London School of Economics (LSE) in September. Cassidy will be part of the "Cities" program that meets for a week in London every three months, as students fly in from all over the world to attend the week-long sessions.

LSE describes the program as "The Executive MSc in Cities is designed for public, private and third sector leaders who want to deliver large-scale change in cities. Based at LSE Cities, a leading international center that has informed global urban practice for the last 16 years, we deploy the Centre's global network of city leaders and the School's leading urban specialty faculty to put the latest ground-breaking research into business and public action."

The program touches on issues that Cassidy has addressed for over forty years in the public sector including the area of Cities, Societal Changes, Social Cohesion and Urban Economic Development and

Finance. Cassidy seeks to keep his focus on some of the major drivers of urban inequality and poverty.



"I am currently working on a large Transit Oriented Development Project (TOD) and flood map revision in Castle Shannon PA as well as a Refugee Housing development in the City of Pittsburgh. I hope to conclude my work in the United States around the end of December 2019 and concentrate my economic

development practice more internationally," Cassidy said.

Cassidy, who was given Pennsylvania's Society of Tourism Keystone Laurette status as an Agent of Change, has had successful projects on South Street in Philadelphia and Phoenixville in Chester County. He also supervised the revitalization of Downingtown and in the City of Philadelphia had Kensington Avenue from Front Street to Lehigh Avenue. He is currently a resident of Downingtown where he lives with his wife Karen McMichael.

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CHANGE

(Continued from page 49)

Yeah probably, if there is such a thing. The point remains that there are smarter people who are working in revitalization, and they may or may not be an expert, or they may be an expert and cannot translate it to practical terms.

I think that the whole privilege thing is getting out of control. People are making excuses for their inability to succeed in the marketplace, and not accepting personal blame for either not trying hard enough, or maybe being in the wrong place at the wrong time to be competitive in their cohort group. I think the argument for "white privilege" holds less weight now than it did in the 1950s, when there was blatant racism. I think, if anything, there is misguided backlash toward normal white people that do normal things in a normal way. In addition, the cultural appropriation argument further operates as a separating mechanism, which will lead to less opportunity as it acts a race-based reaction view by minorities.

But the cognitive privilege is a little bit different. There is no visible difference between people when it comes to appearance. Cognitive Privilege could be illustrated by someone making a value judgement on a person in job opportunities or admission to a college. I understand that there are college board tests and the like, and maybe those do have sway, but there are a lot of people who do not score well on tests, and get into the college of their choice based upon their presentation.

I think that a more likely reason for what seems to be cognitive privilege is that people's parents have done well and pass on wealth and special access to their children. It is more like the achievement of previous generations, the favors they did for people, the contacts they made and the value they put on identifying the strengths of their children and their encouragement to follow your dreams.

To me... all of these privilege contexts act as an excuse for someone not to try as

hard, and demanding the same decisions on potential opportunities because they are human. Being human is a good thing, and all men are created equal, but all people are not given the same characteristics. Some people are more congenial, some are bigger, smaller or whatever, but it is those characteristics, and not so much that they exist, but more how the characteristics are developed and applied.

I believe that I achieved because my father made me go to college when I wanted to go to Viet Nam and serve my country. When I graduated from college, he found me a good job working in Washington DC. When that job ended, he found me two more jobs over the years that were well paying and important positions. I really did not change much, and I was still the guy in the top 75 percent of my class. Over the years, doing the same thing over and over again made me good at it, but I still am the guy who was in the top 75 percent (means I was in the bottom three-quarters) of my high school class.

When I go back to my high school reunions, I see kids who were much smarter than me, and they settled for less. Was it a lack of drive, a bad divorce or a drug or alcohol problem that caused them to not succeed like you would have thought they would have succeeded? Maybe it is a combination of factors, but maybe it was none of those. Maybe their cognitive advantage did not play out well for them, because they did not have the necessary interpersonal skills to advance.

I contend the more that people try to find reasons for not achieving, the less they will try and the less they will succeed, because they buy in to the excuse that it is someone else and not them making them not achieve.

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

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SCORE AND PCDFC HELP SMALL BUSINESSES EVOLVE

Berks/Schuylkill and Lehigh Valley SCORE chapters and The Pennsylvania Community Development and Finance Corp. (PCDFC) will present to Berks and surrounding communities a full day workshop for women-owned businesses called "Evolve Her," Thursday, September 21, 2017 8:30 a.m. to 2:30 p.m., at Folino Estate Vineyard & Winery, 340 Old Route 22, Kutztown, PA.

"Evolve Her" a workshop designed for Women entrepreneurs in Berks County, Lehigh County and surrounding communities. Small Business women-owners will be given the opportunity to network with other women entrepreneurs and gain knowledge through others' experiences.

The workshop will offer educational sessions and networking with other growth-oriented and innovative women entrepreneurs from across the region. Sessions will cover such topics as "Growing Your Small Business-Harvest Some New Ideas" and "Who Runs the World? Digitally Savvy Women Entrepreneurs." Roundtable discussions have been incorporated into the agenda with a focus on small business financing, health care, social media, and more. Registration is required, and a fee of \$40 includes breakfast and lunch. Networking will follow immediately after the workshop.

Space is limited. Registration is required by September 6, 2017. Register at <http://bit.ly/evolveher>. For questions, please contact Jo Lynn Entzminger, PCDFC at jolynnentzminger@pcdfc.com or 610.898.6151.

The SCORE Association is a resource partner of the U.S. Small Business administration made up of counselors to America's Small Business, with a mission to grow the economies and jobs in local communities by providing mentoring and education to small business owners. Providing services which span a business's entire life cycle from pre-startup through business maturity, and mentoring is always FREE.

Pennsylvania Community Development and Finance Corp. (PCDFC) is a nonprofit, Certified Development Company (CDC) which is licensed by the U.S. Small Business Administration (SBA) and partner with Lenders to provide financing to small businesses. PCDFC takes pride in helping small business owners navigate the steps to securing an SBA 504 loan. Visit www.pcdfc.com for more information.

Special thanks to our workshop sponsors: Tompkins Vist, Constant Contact, Riverview Bank, Fulton Bank, Greater Reading Chamber of Commerce & Industry and Northeast Berks Chamber of Commerce.

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REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 29-38 FOR THE TRICOUNTY AREA CHAMBER OF COMMERCE NEWS AND INFORMATION SECTION IN THIS ISSUE.

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

September Monthly Membership Meeting, Breakfast - Tuesday, Sept 12th

Join us to stay up to date with the Chamber, network with other Chamber members, and discuss new ideas for your business. There will be a municipal update from Jean Krack.

Register at our website www.phoenixvillechamber.org

2017 ANNUAL CHARITY GALA: A SEASON OF GIVING - Saturday, Nov 18th

The Chamber's Annual Gala has donated more than \$50,000 to local non-profits since 2005. This year's beneficiary is **The Phoenixville Area Senior Center**

HOW CAN YOU BE PART OF SUCH A GREAT CAUSE?

Plan to Attend—Donate a Ticket—Donate an Auction Item— Bid on Auction Items via Your Smartphone—Sponsor the Event

Phoenixville Country Club, 355 Country Club Road, Phoenixville- 5:30-9:00 PM



Phoenixville Food Truck Festival – October 7, 2017

The Food Truck Festival, taking place Saturday, October 7 between 12pm and 6pm, will feature more than 30 spectacular food trucks and a multitude of vendors to browse. Bridge Street will be closed to traffic between the 100 and 200 blocks and will feature food trucks and vendors. Seating and music will be in the Main and Bridge Parking Lot.

Chester County Chamber Alliance Presents: 2017 Annual Mega-Mixer & Business Expo October 12

Brought to you by the Chamber Alliance of Chester County, connect and network with over 700 attendees and over 80 vendors at this Annual Mega Mixer!

Free to attend, \$125 to set up a table top - \$150 if electricity is needed.

Church Farm School, 1001 Lincoln Highway, Exton, PA 19341, 5-7 PM

First Phoenixville Harvest Fest – November 2-5

On November 2nd, we kick off the first Harvest Fest celebration Phoenixville! This four-day event is designed to showcase our beautiful Borough parks through a variety of exciting events including a pet parade and expo in Reeves Park, the family-friendly Harvest Around the World celebration in Thornton Park, and a Saturday-morning Harvest Breakfast.

For more details, visit www.pvxharvestfest.com.

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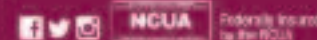


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REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 29-38 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!

- **The Logic Group – Greg Beese** - 505 2nd Avenue, Collegeville, PA 19426; (610) 293-2077 www.thelogicgroup.com
- **Peddler's Village – Kathleen Persing** - 54 A Peddler's Village, PO Box 218, Lahaska, PA 18931; (215) 794-4062 www.peddlersvillage.com/meetings-overview
- **CK Cares, Inc DBA Senior Helpers – Sherron Trio** - 1200 E High Street, Suite 301, Pottstown, PA 19464; (610) 323-0460 www.seniorhelpers.com/pottstown
- **PNC Bank – Bridget Sullivan** - 1823 West Chester Pike, Glen Mills, PA 19342; (215) 585-1010 www.pncbank.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, registration links and details.

September 7, 2017 - Mixer at Salter's

PV Chamber members and guests will enjoy great networking, and advance preview of Salter's Annual Sales Event which opens to public September 9th & 10th. Enter to win fabulous prizes, tour the new showroom and enjoy delicious food prepared on Salter's grills! **Salter's Fireplace, Patio and Grill, 3130 W. Ridge Pike, Eagleville**

Time: 4:00-6:00pm; Cost: FREE for members; \$10 non-member; Visit [PV chamber website](http://www.PVchamber.net) for registration/details www.PVchamber.net or contact the Chamber office at 610-489-6660 or info@PVchamber.net.

September 20, 2017 - Mixer at PMA Medical Specialists

PMA Medical will host a Mixer at the Cardiology Center, located at 410 W. Linfield Trappe Road, Suite #100, Limerick. Guests will enjoy networking, food, drinks, raffles and tour.

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

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

September 28, 2017 - Speed Networking with Phoenixville Chamber Members!

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

Location: Phoenix Village Apartments, 131 Bridge Street, Phoenixville

Cost: \$15/pp

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

October 19, 2017 - Mixer at The Victory Bank

Welcome to the Victory Bank...custom built to be different! Join us for an elegant business card exchange at the stunning Victory Bank. This mixer will feature musical entertainment, networking, and great food. There's always a large gathering at The Victory Bank Mixers...bring plenty of business cards to hand out and one for the raffle drawing!

The Victory Bank, 548 N. Lewis Road, Limerick

5:00-7:00p.m.; Members: FREE; Nonmembers \$10

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

October 25, 2017 - New Member Orientation

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Wednesday, October 25th,
8:30am – 9:30am at the
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Street, Collegeville.

All welcome to attend! **New members, prospects and members** are invited to an informational session to learn how to maximize your Chamber membership and meet Board and Ambassador representatives! FREE Event; Pre-registration is required. More details, contact Renee Blomstrom at 610-489-6660 or email renee@PVchamber.net. Register online www.PVchamber.net

B2B & B2C Business Expos!

Showcase your business to fellow Chamber members, Dow Employees and Pfizer community! **Register early...limited tables per industry...our Expos sell-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://perkiomenvalleychamber.org/event/annual-business-expo-and-community-fair-at-dow/>



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

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

December 13, 2017 - ANNUAL HOLIDAY PARTY



Join us in celebration and gratitude PVCC Honors our Community Leaders!

Two-Hour reception includes delicious stationed and butlered hors d'oeuvres, open bar (house wines/domestic beers & soda) and Dessert. **Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!**

Spring Ford Country Club , 48 Country Club Road, Royersford

December 13, 2017

5:00p.m. – 7:00p.m.

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

Sponsorship Levels from \$250 to \$1,100; visit www.PVchamber.net for details.

REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 29-38 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

- Platinum Plumbing & Heating, Inc.
- West-Mont United Soccer Association
- A.C. Miller Concrete Products, Inc
- Uehling Wealth Management of UBS Financial Services

UPCOMING EVENTS

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

September 12 - Chamber Mixer

Westfield 41
151 Holly Drive, Royersford
5:00 p.m. to 7:00 p.m.

September 14 - Membership Luncheon

Spring Hollow Golf Club
3350 Schuylkill Road, Spring City
11:30 a.m. to 1:30 p.m.

September 21 - Shark Think Tank

Copperfield Inn at Lakeside
594 W. Ridge Pike, Limerick
11:30 a.m. to 1:00 p.m.
Business owners only*

Chamber Mixer - Tri County Area Federal Credit Union

1550 Medical Drive, Pottstown
5:00 p.m. to 7:00 p.m.

October 3 - Network Before Work

Lindt Chocolate
18 Lightcap Road, Suite 1029, Limerick
8:00 a.m. to 9:30 a.m.

October 12 - Membership Luncheon

Western Montgomery Career & Technical Center
77 Graterford Road, Royersford
11:30 a.m. to 1:30 p.m.

October 19 - Shark Think Tank

Copperfield Inn at Lakeside
594 W. Ridge Pike, Limerick
11:30 a.m. to 1:00 p.m.
Business owners only*

SAVE THE DATE!

October 24 - Your Local Search Tune-Up

Social Media Lab Workshop
9:00 a.m. to 11:30 a.m.; \$25

Spring-Ford Notes

- Thank you to **Robb Holman, Agents of Efficiency** for speaking at our August membership luncheon featured speaker.
- Shark Think Tank will be coming back in September for our Business Owners. This is a business owner only round table discussion led by business coach, Todd
- Our 2018 calendar is already shaping up with some great events. If you are interested in sponsoring a luncheon, hosting a mixer or Network Before Work please give Carla a call at 610-489-7200.
- Save the date for our Holiday Mixer on Wednesday, December 20, 2017 at Cutillo's from 5pm – 7pm, Join us for some holiday cheer.

COMMUNITY DAY 2017

The Spring-Ford Chamber of Commerce and the Limerick Township would like to thank the sponsors of the 2017 Community Day.

- Exelon Generation/Limerick Generating Station
- Philadelphia Premium Outlets
- Oehlert Brothers Home Heating and Cooling
- Kriebel Security, Inc.
- Physicians Care Surgical Hospital

- Rotheman Institute
- 101.1 More FM
- Northpointe Community Church

We will be sharing photos from this great event in our October Edition



SPEAKER ROBB HOLMAN ADDRESSED THE SPRING-FORD CHAMBER IN AUGUST



On Thursday, August 10th Inspirational Speaker and Co-Founder of Agents of Efficiency Robb Holman addressed the Spring-Ford Chamber of Commerce at the Sunnybrook Ballroom. 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. His new book **LEAD THE WAY** will be out this fall. If you would like a sneak peek at Robb's book you can check out his website at leadthewaybook.com. This well attended August's luncheon was dynamic and full of participation. Everyone got involved as we discussed **INSIDE OUT, LEADERSHIP!**



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