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Lomax Carpet & Tile Mart, while new to the Pottstown area, is a 3rd generation, family-owned and operated business, built on a proud heritage of ensuring that its customers always receive a unique combination of unprecedented "off-price" value, massive in-stock ready-to-go selection, the latest flooring trends and styles, and a full service experience – "from our stores to your floors"!

With the Grand Opening of its newest 40,000 sq. ft. Flooring Superstore in the Coventry Square Shopping Center beside the Coventry Mall in Pottstown this past summer, the company now operates 12 big-box flooring outlets serving Pennsylvania, Delaware, Maryland and South Jersey; in addition to a fast-growing e-commerce division: www.Carpetmart.com, that puts the Carpet & Tile Mart value proposition within reach of flooring customers everywhere.

The company was established in 1967, by company founder Sam Longwill, who opened the chain's first store as Airbase Carpet Mart in a Quonset hut adjacent to the Air National Guard Base in New Castle, Delaware. Sam was able to stock and sell broadloom carpet, Orientals and Area Rugs at deep discounts by buying mill overstocks, factory leftovers and remnants from dozens of manufacturers; allowing customers to get the same quality and fashion of high-end carpeting at a fraction of the cost of other carpet stores.

Carpet Mart's in stock, direct from the mill, warehouse-style approach allowed customers to save money AND take their new carpet with them – or have it professionally installed within days. This unique combination of value, convenience and professional service has been the hallmark of the business ever since.

From the late 1960's to today the company continued to expand its product offering and evolve its services to best meet the needs of flooring customers. Opening additional stores in Delaware and Southeastern Pennsylvania – including the acquisition of legendary Lomax Rug Company in Philadelphia, which had operated since 1892 as a nationally known rug manufacturing and retail brand.

Today, with over 350 employees, Carpet & Tile Mart operates on the same strong family-oriented traditions and values as it did when Sam Longwill founded the company in 1967; and remains the leading independent floor covering store chain in the nation offering the same exceptional values, unsurpassed selection and superior customer service as it did on opening 50 years ago.

What's their secret? Lomax carpet & Tile Mart buys direct from mills and manufacturers for all flooring categories, eliminating middleman and mark-ups that are normally associated with flooring franchise stores, big-box home center flooring departments and floor covering buying group operations. Working closely with the mills and flooring suppliers for decades, the company has also been able to maintain a superior product-quality level that other "flooring liquidators" cannot match. Lomax's long-standing history with its vendors, and a unique liquid position in the marketplace,



Dr. Michael Lambo, Founder of Stretch the Ride and medical director of radiation oncology at Pottstown Memorial Medical Center, visits Lomax Carpet & Tile Mart's Coventry Square store to accept a charitable donation to support the good work of his charitable organization. Left to Right: Steve Colianni, Lomax/Pottstown store manager; Dr. Michael Lambo and Michael Longwill, 3rd generation Owner / Operator of the family owned Carpet & Tile Mart store chain.

allows their flooring buyers to negotiate and buy at deep discounts, and obtain goods or special limited deals not readily available to other retailers. Combined, this cost and pricing advantage has allowed Lomax to pass all those savings on to its customers with products and prices you can't find anywhere else.

The new Coventry Square Flooring Superstore in Pottstown, joins with existing Lomax locations in Montgomeryville, Reading and Exton, PA to fully service the Tri-County area from four convenient, state of the art Flooring, Carpet & Rug showrooms, the area's largest in-stock ready-to-go flooring selection, a full array of services from in-store flooring consultants, and on-site binding, fringing and serging services... to in-home measuring technicians, and professional carpet, tile, hardwood, laminate, LVT/LVP and sheet vinyl installation.

As part of the Grand Opening campaign for Lomax Carpet & Tile Mart's Pottstown store, the company committed a portion of its' sales for the first 45 days of operations to a Pottstown-based non-profit organization called "Stretch The Ride", that is committed to helping patients and families affected by the burden of cancer.

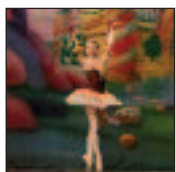
We believe in the positive message and efforts of this organization", said Michael Longwill, Carpet & Tile Mart President, and 3rd generation Owner/Operator of the family owned company "And are committed to giving back to the local community through organizations like "Stretch the Ride", which in turn directly serves and supports our local community."

(Continued on page 14)





Cover Story: *"We know we bring value to all businesses, but it's finding that right piece that matches that particular member. And so many people associate us with networking, which isn't a bad thing but there are also intangibles that we would love people to be aware of and be proud of."* – Eileen Dautrich, President, TriCounty Area Chamber of Commerce



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BUSINESS SPOTLIGHT



Bellco Federal Credit Union may be the second oldest of its kind in Berks County, but its spirit is young and bursting with energy and enthusiasm. "Our vision is to be the credit union people love," said Lori Anderson, Bellco's director of marketing and public relations. It's a vision backed up by a serious commitment. Bellco went through an extensive revitalization of business and formulated a plan to achieve its goals and follow through on it. "We've heightened everything we do to pursue excellence, for Bellco members, that means convenience and lifetime value," Anderson said.

One way it has done this is by embracing the power of technology. "Almost everything we do can be done on our mobile app," she said. Via smartphone, Bellco members can manage their accounts, checking on balances, reviewing recent history, transferring funds, receiving alerts and even depositing checks. Anderson pointed out that convenience is more valuable than money. It means that customers save time, which is ultimately their most precious resource. But the benefits aren't confined to the borders of Berks County, or to its two locations. The credit union also offers shared branching at some 5,000 credit unions and 30,000 ATMs nationwide. A Bellco member can go into any of those participating institutions or ATMs and do business just as if he or she were at a Bellco location or ATM.

Other benefits for members include up to \$20 monthly in ATM fee reimbursements, reward checking accounts, free ATMs, business accounts and commercial loans. She added that Bellco can do basically whatever a big bank can do. "We're just doing it better," Anderson said. An important part of that advantage is Bellco's unwavering commitment to personal service. "Our members are more than just a credit score. We listen to you. We listen to your story. "As you move through the stages of life we're making sure we offer the opportunities for you to expand your business, purchase a car, a house — whatever you need." As in the beginning, Bellco remains committed to helping its members and to the greater good. "Our goal is to help your businesses grow, support our local community and foster additional jobs in our county," Anderson said. "That's our bottom line. We invest in our local community."



Thomas Gosling, CEO of Bellco Federal Credit Union.



Bellco has hired Josh Oswald as Credit Union Relationship Manager to coordinate the commercial business lending efforts. With more than 10 years of commercial lending experience in the Greater Reading area, Oswald will oversee the business development and commercial lending needs for Bellco Federal Credit Union while assisting their small business members.

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TRICOUNTY AREA CHAMBER OF COMMERCE

Building on the Past — Focusing on the Future



Nineteen-twenty-seven was a notable year — Charles Lindbergh made the first successful solo, non-stop transatlantic flight in 1927. (Six prior attempts by others failed). Today, we take for granted our ability to travel to almost anywhere on the face of earth in a matter of hours — or to be *virtually* anywhere, anytime, *via* Skype.

It was also in 1927 that Philo Farnsworth transmitted his first experimental electronic TV motion pictures, ushering in the age of television. Today we share information, interact, and do business using computers, tablets, phones, wristwatches, and even digital eyeglasses.

In our region, in 1927, another event occurred that has reverberated in the business community and continues to have a positive impact even today — The Pottstown Chamber of Commerce was formed by a small group of business leaders seeking to support one another and promote economic growth and vitality within the borough. Much like the industries spawned by the efforts of Lindbergh and Farnsworth, the Chamber has evolved and expanded its role during its 90-year history.

Today the TriCounty Area Chamber of Commerce — the name was changed to reflect the expansion of businesses out into the surrounding areas — is a tech-savvy, dynamic, vital regional business advocacy organization, firmly focused on serving the present and future needs of its members in an ever-changing business landscape along the Route 422 and 100 corridors in western Montgomery, eastern Berks, and northern Chester counties. The TriCounty Area Chamber of Commerce is an events-driven organization that views itself as a connector; to community, future customers, resources for members to take advantage of, tools for members' employees to benefit from, and advocacy on behalf of businesses in the region.

TCACC President Eileen Dautrich has seen the organization go through a variety of changes and overcome numerous challenges during her 18-year tenure with the organization, most notably, the Great Recession that began in 2008, when she served as vice president of operations. Today, Dautrich manages a chamber that is financially fit and growing in terms of membership numbers (currently 460) and participation.



*Eileen Dautrich,
President*

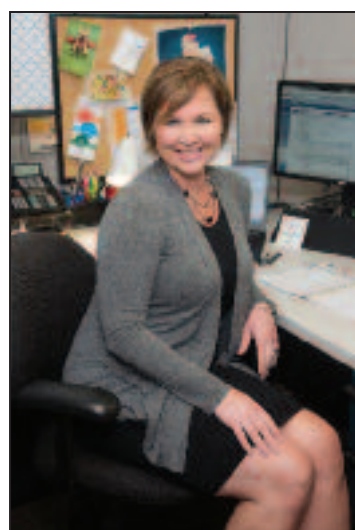


When Dautrich took on the mantle as president in November 2010, that was not exactly the case. "When the transition happened, we really were just focusing internally on keeping the doors open," she said. The Chamber staff had been reduced from six to three. The primary challenge was to get lean and mean and do more with less.

"On the outside, nobody knew there were only three people working here," Dautrich said. "We didn't stop doing anything we had done previously. Every event on the calendar stayed on the calendar."

With the support and guidance of her board of directors, Dautrich and her dedicated staff continue to weather the storm, and as the local economy has rebounded, the Chamber has maintained its priority of servicing members. "We became much more focused on the membership than we ever had been before," she recalls. "We started to change the mentality of the membership organization, and focus more on our role as being a support system for the business community and putting that message out there. We're all going through tough times. Let's support each other. That's where the ABCs came from (Always Buy Chamber). You're paying dues to be a member of this organization. Let's have it support itself and each other."

(Continued on page 9)



*Jennifer O'Donnell,
Member Relations*



*Melissa Shainline,
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COVER STORY

(Continued from page 7)

That message of supporting other member businesses was expanded and has evolved into the Chamber's current message focusing on three pillars — "building communities," "creating connections" through events and educational opportunities, and "supporting commerce."

That message emerged from the Chamber's bi-annual board retreat in 2013. "That was the last piece that we used to mold where we were, because we could just take everything we were doing and fold it into one of those three focus areas," Dautrich said. "We've continued to build on that over the last few years."

The 2017 retreat was about to take place as this article was being prepared. Dautrich expressed great optimism regarding her expectations for the upcoming retreat. "We're in an interesting transition," she said. "At some prior retreats, our focus was on our financial stability and the board's direct support of the Chamber. The board has been very hands on as far as making sure we stay here and the employees stay here, and where events are being held, and where can they do sponsorships to support us and send their employees if they couldn't be there themselves." She also shared, "we are in a stronger

place as an organization, and in a better position to be able to really look at the future of the Chamber. I have a lot of weight placed on this retreat. I look forward to the Chamber benefitting from the business acumen and skill sets of our board members, helping us take the Chamber to the next level dedicating resources to make sure we remain a relevant business asset for many years to come."

In preparation for the retreat, Dautrich presented the board with a set of forward thinking ideas offered by the Association of Chamber Executives in the form of a series webinars, and in a report titled, *Horizon Initiative: Chamber 2025 — Eight Influences Shaping the Next Decade for Chambers of Commerce*.

The report looks at the potential impact on chambers in terms of societal trends like: Belonging and Gathering; Communications and Technology; Political and Social Fragmentation; Resource Alignment; Population Shift; and other relevant factors.

"The conversation (at the board retreat) will really focus on the future," Dautrich said. "Horizon Initiative: Chamber 2025 will help us look at where we, as a chamber of commerce, can and should be by the year 2025. People have changed the way they do business, and as a business organization that's had an impact on us. Our current model will not sustain us forever. It will eventually fade out.

(Continued on page 10)

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When Rich Krumrine enrolled his son at The Hill School, he knew he would visit Pottstown a little more often. What he didn't know was that he and his partner Barb Nissel would end up moving their business headquarters there as well. After hearing about the Hobart's Run initiative in a Philly.com article, the SOS Group explored the option of moving from Malvern to Pottstown. By June 1, 2017, they were in their new home at 555 E. High St., just a block and a half away from The Hill School. Mr. Krumrine says, "As a business with over 380 employees spread throughout eastern PA, we found Pottstown to be a terrific geographic location for our company headquarters. We're thrilled to be a part of the community".

SOS Group is a stellar example of how business expansion can work to grow a company — even in a post-industrial town. It also makes a bold statement to future investors considering relocation that says, "If I did it, you can do it too."



RICH KRUMRINE,
Founder/Vice President
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COVER STORY

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We will examine where we need to make strategic changes within the organization that will alter the model of what people are used to seeing as a chamber of commerce, in order to focus on areas where we provide the greatest value to our members. We will talk about advocacy," she continued. "Where could we be doing more? Is there some sort of component where we should be doing more on the municipal level? But those things are going to take some more time. Resources will have to shift."

"My hope is to come out of the board retreat with a clear direction of where we are going, at least for another year or two," she continued. "We are going to focus on the people we think will be passionate about the direction we are going. Then Jen (Jennifer O'Donnell, Member Relations Director) has more of a strategy to go and seek out new members in that particular focus area that we think could benefit from membership, and who wants to be involved in what we have going on," she said, adding, "I want this to be the board's legacy piece. When you walk away from this board of directors and your time on it, I want you to say we helped put that in place. This is where I took the organization, and I feel good about that."

One thing that won't change is the Chamber staff's accessibility and personal attention to the needs of members. One or all of the Chamber staff — Dautrich, O'Donnell, Melissa Shainline, Marketing and Administrative Director, or Kitty Papp, Special Events Director — are always in attendance at the Chamber's frequent networking and special events, which the Chamber is best known for.

"People appreciate the fact that I'm out at events," Dautrich said. "If they want to talk to me, I will talk to them. I know their name. My accessibility, and the staff's accessibility has meant something to our membership. As we grow we don't want to lose our customer service reputation that we are complimented on."

As always, the challenge remains on how to best communicate the direct and indirect value of membership to both members and potential members. Every bit of publicity helps. October is officially Chamber of Commerce month in Pennsylvania. This month also marks the 18th anniversary of TCACC's unique partnership with *Route 422 Business Advisor*, the official publication of the TriCounty Area Chamber of Commerce, which provides the Chamber with a ten-page spread in each issue to disseminate its message to members and to thousands of non-member businesses throughout the region.

(Continued on page 12)

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COVER STORY

(Continued from page 10)

"The challenge for us is how to best explain the value of membership," Dautrich said. "We know we bring value to all businesses, but it's finding that right piece that matches that particular member. And so many people associate us with networking, which isn't a bad thing, but there are also intangibles that we would love people to be aware of and be proud of," Dautrich said. "We just did two marketing pieces. One is about chambers being a "Peace of Mind" for your business. It just so happens that peace has five letters, and we have five stars in our logo, so we have each star stand for: Problem Solving; Education; Advocacy; Connections; and Exposure — All important business development services the Chamber provides."

The second marketing piece is *Be the Bridge*. "You (a member) are the bridge between your membership investment, and what you can do for others because of your membership," Dautrich explains. "We share this message and explain it in making use out of our email newsletter that includes community events, job postings, and articles from elected officials or community organizations. We put a networking tip in there as well. It takes five minutes to glance through that newsletter, and then you become the

resource, based on the knowledge that we've been able to provide you. You need to take that information and use it to your benefit in dealing with other people," she said. "An employee whose spouse got laid off, or you have a customer who is looking for something to do this weekend with out of town guests, now you know some of the people who are hiring and know what is happening in the region, because you took five minutes and read this email, and you can say, hey, you should check out the chamber's website. They post jobs and have a community calendar."

Speaking of bridges, or alternatives to bridges, the Holland Tunnel opened in 1927. Yes, some notable events occurred in 1927 — Lindbergh's flight, Farnsworth's invention, the first Academy Awards, Babe Ruth's record setting 60th home run off Tom Zachary — and the Pottstown Chamber of Commerce was formed, evolving into a business organization that still benefits its members and contributes to economic vitality in the region it serves, and looks forward to doing so for at least another 90 years!

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LOMAX CARPET & TILE MART

(Continued from page 3)

In September, Lomax was privileged to have Stretch The Ride Founder, Dr. Michael Lambo, medical director of radiation oncology at Pottstown Memorial Medical Center, visit its Coventry Square store to participate in a check presentation and receive Lomax Carpet & Tile Mart's donation.

While the company was founded as a "Carpet Mart" today the company has broadened and expanded its assortment of flooring products to include:

- The area's largest in-stock Carpet Roll goods selection, where customers can choose their carpet right from the full roll and either have it bound to take home today – or schedule full-service, professional in-home measuring and installation services.
- An extensive in-stock Oriental & Area Rug department with all shapes and sizes, from scatter rug sizes to mansion room sizes, displayed on easy to browse hanging arms that are also motorized, so the rug can easily be dropped to the floor for viewing.
- The area's largest hard-surface flooring selection featuring hundreds of in-stock domestic and imported hardwoods, laminates, waterproof luxury vinyl tile and plank flooring, Ceramic Tile and Natural Stone floors displayed on a-frame racks and pallets, with product ready to be taken home today, or installed right away.
- An Armstrong Elite Flooring Showroom, with large format sample display.
- A Daltile Statements Gallery – from the world's largest manufacturer of tile.
- An exclusive Nubrisa Flooring Gallery – With products uniquely sourced for Quality, Fashion & Value.

- A Soft Surface Carpet Design Center - Featuring brands like Mohawk Smartstrand, Karastan, Masland, Stainmaster, Dreamweaver, Nourison the latest carpet innovations from DuPont Sorona Ultra and Sorona Silk.

"We're thrilled to have been able to expand in the Tri-County area" said Mike Longwill, "and to have successfully converted an old, empty, former super market into a big, bright, beautiful, new flooring superstore from which we hope to serve customers from throughout the region for years to come."

ABOUT CARPET & TILE MART: Carpet & Tile Mart is a 12-store chain of big-box, Flooring Superstores headquartered in New Castle, Delaware. The chain, founded in 1967 as Airbase Carpet Mart, today serves markets in Delaware, Pennsylvania, Maryland, New Jersey and South Carolina, from huge warehouse-showrooms that carry the Airbase, Lomax and Carpet & Tile Mart brand names. For additional information visit: www.carpetmart.com

ABOUT STRETCH THE RIDE FOUNDATION: Stretch the ride is a charitable organization whose mission is to help patients, families, and caregivers by assisting with the emotional and financial challenges of managing cancer treatment.

To proactively reach out in support of those who are facing cancer treatment and may benefit from foundation assistance. "Stretch the Ride Foundation" was founded by Michael Lambo, MD, Sam Nalbene, and Sherri Wunderlich, RN in loving memory of William Smaltz who was passionate about developing this foundation to support the basic needs of local cancer patients and their family members; and to relieve the financially devastating impact cancer can have on the stability of every day life. For additional information visit: www.stroppottstown.com

Ask SCORE

EIGHT WAYS TO MANAGE YOUR TIME AND MULTIPLE PROJECTS

As a small business owner, you must have fallen into the trap of having to juggle many tasks in a limited time. While there is no magic formula to hitting the right balance and managing your time seamlessly, you can improve your time-handling skills to accomplish more tasks on your to-do list. Here are some ways to help you keep everything in check when working on multiple projects at the same time.

1. Make a to-do list before you start your day: We get so preoccupied while working on multiple tasks, that we usually tend to undervalue the importance of a to-do list. Although most things in the business world are highly unpredictable in nature, and things can change every second, developing a to-do list can help you clearly define your ideas, visualize your thoughts and work towards your ultimate goal.

Keep in mind that you may have to modify your to-do list as the day progresses. You can also jot down all the important assignments the night before, wake up with a fresh start, and focus on delivering the best results.

2. Determine urgent VS. important: As unusual as it may sound, once the deadlines start approaching, it may be difficult to see the wood from the trees. We get so overwhelmed with everyday tasks that we sometimes fail to see which tasks require immediate attention. By immediate attention, we mean the tasks that will have a detrimental impact on the entire project if not completed and possibly lead to failure.

Prioritize, prioritize, prioritize. Determine the urgent tasks, and handle the burning issues before answering an endless list of emails and returning less timely calls.

Also, don't try to avoid dealing with urgent problems because you want to run from an uncomfortable situation. For

example, if one of your clients is complaining about your service because he has an issue with the application, you need to deal with the problem immediately and suggest a possible satisfying solution. You don't want to keep your client waiting as they will easily become upset and maybe even decide to stop using your services.

These kinds of issues aren't going to solve themselves and will often eat at you. Then, you won't be able to concentrate on critical tasks.

3. Schedule time for interruptions: From endless notifications coming from either social media, your cell or people, there are many interruptions that can break your focus. While it is necessary to prioritize your daily tasks, it's also important to allocate some time for the concerns that interrupt your creative workflow.

Plan some time, an hour or even two, and name it "office hours." During the office hours, leave all the communication channels open, and start handling the information coming from the outside world. This way, you can focus your attention on the real work, and minimize the time wasted doing less relevant things.

4. Create an email-free time of the day: Julie Morgensen, the author of the book "Never check email in the morning," suggests setting aside at least one hour a day when you won't be checking your emails. She also claims that the best time to do it is early in the morning when we are energized and enthusiastic enough to work on the high priority tasks instead of randomly answering our emails.

5. Time-box your tasks: The easiest way to fight the panic that results from looming deadlines is to create fixed time slots, and adhere to them. This is called time-boxing.

(Continued on page 17)

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IDENTITY THEFT



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

On Thursday, September 7th, Equifax, one of the largest credit-reporting companies in the US, said 143 million people could be affected by a recent data breach, involving credit card companies, banks, retailers, and lenders.

In 2017, data stored by hospitals, cell phone companies, health insurance and government agencies is being targeted more than ever. And the reality is, no matter how safe we are with our information, we can't control the security of these databases. So, it's only a matter of time before we're personally affected by a serious company or government breach.

While most people figure ID theft is about someone getting into our bank account or credit card... it turns out that's actually the least of our concerns, since most banks have zero liability on unauthorized charges. We've found there are five types of real ID theft — such as someone in another state filing taxes or working a job under our social security number, obtaining medical treatment or prescriptions in our name, or using a fake ID to open new

accounts or commit crimes in our name. This is real ID theft, which takes an average of 600 business hours to prove our innocence and get our records straightened out — so this is the biggest risk we need to manage.

The IDShield provides powerful 24/7 proactive monitoring, and is the only provider where a simple phone call puts you in touch with a dedicated licensed fraud investigator from KROLL, who will provide complete identity restoration services, all backed by a \$5 Million Service Guarantee. The most comprehensive ID Theft solution to protect your household is also surprisingly affordable — at \$9.95 a month for an individual, or \$19.95 per month for the whole family. For more information, call Greg at Koch Insurance Brokers 610.370.7268.

TYPES OF ID THEFT

- **Database ID Theft** — Info at risk is your name, SSN, address, prior addresses, credit card #s, driver license #, birthdate. The info is then used to rent, apply for a mortgage, car loans, cell phone purchases, and more.
- **Synthetic ID Theft** — taking pieces of information from multiple sources and combining it with new info, basically creating a fake person
- **Employment ID Theft**
- **Tax Refund ID Theft** — when stolen personal information is used to file a fraudulent tax return to have a refund sent to an unknown address
- **Child ID Theft** — when a child's SSN is used
- **Medical ID Theft** — when medical identity is sold for profit to uninsured patients
- **Criminal ID Theft** — when identity is stolen to commit crimes
- **Health Reform ID Theft**
- **Social Security ID Theft**



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Ask SCORE

(Continued from page 15)

Time-boxing helps you to get the work done in time and prevent your tasks from dragging on and on. No matter whether your deadline is in a day or in a month, the time you will need to accomplish your task depends on the time you give yourself. Naturally, make sure you set a time that is achievable, and strive towards successfully meeting your deadlines.

6. Upgrade your skillset: If you want to increase your output, consider investing in your and your team's knowledge and skills.

By upgrading your skills, you will be able to manage your tasks more efficiently and effortlessly, boost the overall productivity and get the most of your team. For example, if you wish to produce more pieces of good quality content per day, you should read about new writing techniques, and keep up with trends by reading A-list personal development blogs.

7. Invest in time management tools: With the rise of technology, it's almost unimaginable to handle multiple tasks without using some time management or communication tools, such as Slack or Hubstaff. Also, if you want to minimize your time organizing files and documents, consider using tools like Dropbox and OneDrive.

You should do an extensive research, review the best project management tools,

and choose the one that fits your workflow. If you're working on a weekend project, something like Trello will suffice. However, if your projects last for several months or even longer, then you should look more at tools like Active Collab and Basecamp.

A project management tool can help you and your team save a noticeable amount of time every day by creating a more efficient workflow. It will allow you not only to communicate but also share images and brainstorm ideas in a matter of seconds. It can also help you and your team stay on the same page, focusing on meaningful work.

You shouldn't limit yourself only to PM and communication tools. Identify the repetitive tasks that take a notable amount of your time, and look for apps that can help you work more efficiently.

8. Be realistic: Know your limitations. Taking the ever-increasing demand of the market into account, it's very hard to escape the harsh reality of having to multitask on a daily basis. As much as you would like to be able to complete all your daily tasks, you must be aware that our productivity levels are not always the same. After creating your list of priorities, determine how productive you are and how many tasks you can handle on that particular day. Instead of overextending yourself, focus your efforts on doing your best on the tasks at hand.



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FOCUS ON KING OF PRUSSIA

King of Prussia Shopping and Dining: Savor the Selection

Widely hailed as one of the greatest shopping destinations in the world, King of Prussia is truly a shopper's paradise! Whether you are one of the 20+ million people who visited the King of Prussia Mall last year, or you're drawn to the indoor/outdoor ambiance of the new King of Prussia Town Center, there's something here for everyone.

With more than 6.9 million square feet of space, King of Prussia is the largest retail center in suburban Philadelphia. As impressive as that is, the area shows no signs of slowing down! In 2016 alone, King of Prussia added more than 500,000 square feet of retail and dining space. The expansion at the King of Prussia Mall combined the former 'Court' and 'Plaza' into one shopping mecca, featuring dozens of first-to-market luxury retailers and restaurants. A state-of-the-art parking garage with



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space location technology and valet service provides close and convenient access to the new shops and restaurants. When your packages get too heavy, guests can visit Simon Concierge and Guest Services for complimentary coat and package checks.

The new King of Prussia Town Center gave King of Prussia its first Main Street and features a unique outdoor lifestyle center, complete with a pavilion for special



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events. The open green space invites shoppers to relax and enjoy the moment while sitting by the custom 60-foot firewall, or dine al fresco at the Town Center's many restaurants.

In addition to these two developments, retailers and restaurants flocked to other King of Prussia retail corridors, like the Valley Forge Shopping Center, home to the largest Target on the East Coast and the King of Prussia Shopping Center, home to the first Duluth Trading Company store on the East Coast. In fact, 31 (more than half) of the new openings in King of Prussia during the past year were the first to open in the U.S., the East Coast, or Pennsylvania.

When you've worked up an appetite while shopping, there's certainly no shortage of dining options in King of Prussia. From top-notch steakhouses and seasonal favorites, to locally-owned originals, King of Prussia's dining scene is diverse and continually growing.

For more information about King of Prussia's vibrant retail and dining scene, visit www.visitkop.com. 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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(Continued on page 20)



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(Continued from page 19)

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Ask SCORE “SUCCESS THINKING” — IT’S ALL ABOUT ATTITUDE

As a small business owner, you’re not just “the boss.” You’re also the leader, the person employees, vendors, customers, and prospects look to for guidance, support, and confidence. And being a leader is easier than you think. It begins with a positive, “can-do” attitude that your business delivers what it promises, and can achieve any goal.

This is called “success thinking,” and it’s found across all successful enterprises because the entrepreneurs made it contagious among their teams. They emphasize long-term potential over short-term thinking. They learn to innovate rather than hesitate, and shun the status quo as they seek to spark new interest and enthusiasm inside the business.

When you focus on the collective success of your business as a whole—not an individual person, project or product—you can accelerate success by identifying a few profitable activities and making them happen ever more flawlessly and quickly.

One way to spread success thinking is by encouraging communication across your team. Generally, those around you need more information in order to feel successful. Let them know where you think the business needs to go, the problems it faces and what keeps you up at night. Ask their advice about what you are doing right, what hurts and what needs fixing. That way, everyone has a bigger stake in your success. What’s more they become more inspired to find new, better ways of doing things as well.

Positive thinking breeds confidence, which should always be encouraged. But don’t become blinded by it. Writing in American Express’s OPEN Forum, entrepreneurial consultant and author Mike Michalowicz says small businesses often set goals, then fail to adjust them when the

dynamics of the environment change because they see their thinking as infallible.

“Being positive isn’t a bad thing, it is simply being overdone,” Michalowicz notes. “Being negative isn’t bad either; its value is just being ignored. So start getting a little more negative in business. It will positively help you.”

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ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

This year's guide focuses on a wide variety of great gift, dining, and service providers to help make your holiday party planning, shopping and preparations unique and special. From jewelry, clothing and accesories, unusual gifts, delicious food and specialty services, this year's guide offers something for everyone on your gift list.

Does Your Image Reflect Your Profession?



**By Debbie Werner,
Owner, Reflections
Hair Designs**

You are ready. Education, degree or license that declares you have the knowledge to proceed or advance in your chosen career is in your tool box. You have taken all the necessary steps to move forward into that career path. But have you taken *every* step?

Look in the mirror. Is that reflection the reflection of that particular profession?

Remember you only have 60 seconds to make an impression. Some say even less. Some contacts will assess you in seven seconds. So how important is you're appearance? Does that reflection say, 'I am confident and knowledgeable and you can trust me'? What does your employer, client or potential client see?

In the seven seconds you have to impress, what details does the other person observe? Your clothing needs to be appropriate for the career or activity you attend. It should fit your body type — no dragging pant legs or



excessively tight clothing. It should be pressed, not wrinkled. It should be clean, not dirty. Hair needs to be clean and fashionable, but reflect your profession. If you are an attorney and need to be taken seriously, you might want to re-think the purple spiky style. If you want fun color, try clip in extensions that can be removed when in the office. Fun colors and dramatic or edgy styles are great if you are in a creative profession, like a hairstylist or designer.

What does your make up look like? Or do you wear any? Make up completes the look, and ties the whole package together. If you are averse to wearing make-up, please re-think your position. It is designed to enhance your good features and diminish the bad. The professional woman pays attention to the details. It doesn't have to be a lot — A foundation used to even out your skin tone, eyebrows to frame your eyes, some mascara to create more focus and a little lip gloss for color. Easy five minutes in the morning to complete your style.

I had a client, years ago, who dealt with the glass ceiling in corporations. She headed human resources in a large corporation, and when forced to retire at age 65, she started a personnel agency. She said she was never the prettiest girl in class, but she was the

smartest. She realized that the pretty girls got more attention, so she decided to enhance what she had. She was always impeccably dressed. Hair always perfectly in place. And she wore some make up. She created a picture.

For additional information, please call Debbie Werner at 610.323.2030 or email: reflections@verizon.net.

Pottstown Dance Theatre Brings Back a Favorite Christmas Classic

The Pottstown Dance Theatre Repertory Ensemble will be doing a full version of the family classic "The Nutcracker" at the Hill School Center for the Arts on Saturday December 2 at 7pm as well as Sunday December 3 at 3pm. Under the direction of Michelle Jones Wurtz, the performance will include the party scene with young dancers showing off their strong ballet technique, "Waltz of the Snowflakes", the beloved



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"Waltz of the Flowers", and the other works with new lighting design, a brand new snow- scene backdrop, and other amazing stage effects.

Ms. Wurtz will be the main choreographer but she will be getting assistance from long term instructor Ms. Diane Alex-Brody and recent Eastern University graduate Megan Schultz. Ms. Schultz is an alumnus of Pottstown Dance Theatre and then majored in Dance at Eastern U. She will be performing as the Snow Queen and designing brand new choreography for various pieces throughout the performance. Lizzie Rasmussen and Ashley Reicher will be performing the coveted "Clara" roles as well as "The Sugar Plum Fairy". They have been

Intensive students at the Theatre for years and performed at the Lincoln Center and Carnegie Hall so they are both seasoned performers ready to take on solo works.

Adult tickets are \$20 in advance (\$23 at the box office upon arrival), and \$15 for students and seniors in advance (\$18 at the box office upon arrival). They are available at Pottstown Dance Theatre, by calling 610.323.2569, or online at www.pottstowndance.com. This show is a family favorite and will delight children of all ages! For information on group rates please call the Theatre at 610.323.2569. You will absolutely fall in love with this classic, family favorite!

(Continued on page 24)

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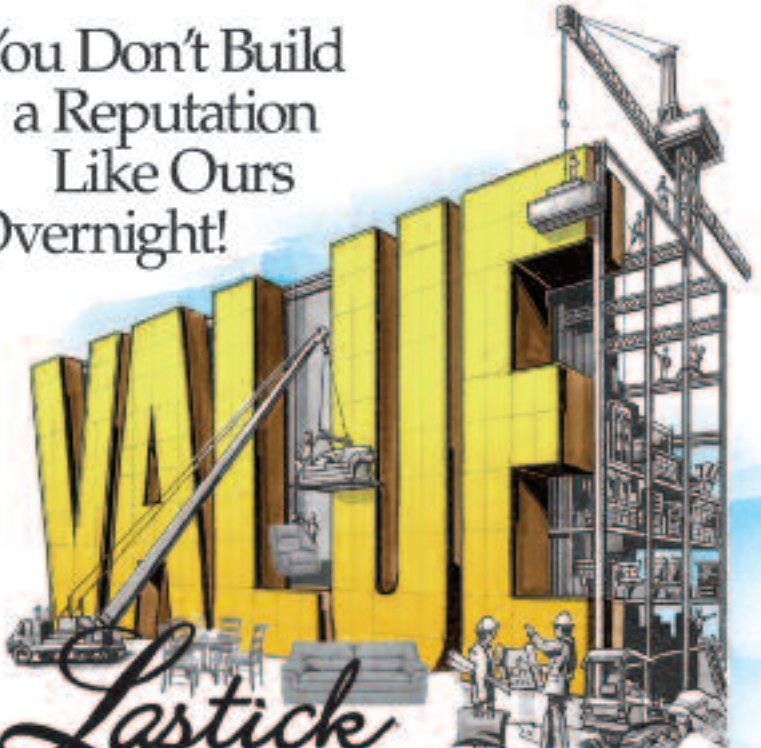
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ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

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(Continued from page 23)

Weaver's Orchard Fall Family Fun Days!

Weaver's Orchard invites families to experience their farm in the rolling hills of Berks County through apple picking and their *Fall Family Fun Days*. Each of these festivals are full of wholesome, kid-centered fun in the great outdoors. They run every Saturday now through October 28, from 10 AM to 5 PM, and Columbus Day, Monday, from 10 AM to 4 PM. *Fall Family Fun Days* feature activities for the whole family including hayrides, pick-your-own apples and pumpkins, live music, pumpkin painting, face painting, obstacle courses, a barrel train, fresh-pressed apple cider and cider donuts, caramel apples and other great homemade festival foods. Families and individuals who photograph their orchard fun this fall are invited to submit photos to Weaver's annual photo contest for a chance to win a \$50 Weaver's Orchard gift card!

For the holidays, consider ordering a freshly baked pie or picking up a gallon of apple cider to bring to your family gathering. Customers can also order fruit baskets



in a variety of sizes and even ship boxes of crisp, homegrown apples to friends and family far away. These can be purchased in-store, online or by calling the number below.

Weaver's Orchard is located less than 15 miles south of Reading and five miles north of Morgantown. Visit year-round for festivals, events, pick-your-own fruit and their farm market, which features many local foods, a deli, bakery, produce, dairy and sustainably-raised meats. Shop online and find out more information by visiting www.weaversorchard.com or calling 610.856.7300.

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ROUTE 422 BUSINESS TAX PLANNING AND PREPARATION SERVICES

FIVE TAX DEDUCTIONS YOU MAY BE OVERLOOKING

Provided by Ryder & Company CPA

It's no secret that everyone is looking for legitimate tax deductions to help reduce their tax burden each year. Here are five commonly overlooked deductions:

1. Costs to file your taxes: Any money you spend on filing your taxes - whether it is the fee you pay your CPA, the cost of filing through an online service, or even the stamps to mail your taxes - can all be used as tax deductions.

2. Safe Deposit Box Fee: Do you rent a safe deposit box to store taxable income producing items such as: stocks, bonds, or other investment-related paperwork and documents? If so, you may be able to deduct the fee you pay to rent the box. Keep in mind though, if you use it only to hold personal items like jewelry, then you are unable to deduct the fee.

3. Mileage: You may already be aware that mileage can be deductible. If not, check out our past blog about mileage (link blog). But there is some additional deductible mileage that you may not be aware of. Do you sometimes work between two offices? If so, you may be able to deduct the mileage representing travel between the offices.

This also holds true for individuals with two jobs. If you leave one job and immediately head to your second job, you may be able to deduct that mileage. So be sure to keep track of it!

4. Work Uniform: If you are required to wear a certain type of attire for your job and you have to purchase those items, you may be able to take a tax deduction. Be sure to hold onto all receipts when you make a purchase so you have the proper support for your deduction.

5. Bake Sale Baked Goods: If you make baked goods for a bake sale for your church or a non-profit organization the cost of the ingredients you use to make those yummy goodies can be deducted as a charitable contribution, as long as you itemize. Likewise, the cost of items you purchase and donate to a food bank may be deductible. As always, hold onto the receipts to support your donation deductions.

There you have it! I hope some of these deductions will help you this coming tax season, and if you ever have any questions about potential tax deductions, give us a call at 610.670.6170 and check out our website at www.ryderco.com!



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Jeff Fisher has worked in the commercial printing industry for over 30 years. He has extensive experience in production management, bindery, direct mail fulfillment and inventory management. Thanks to Jeff's focus on making the customer experience second-to-none, while at the same time providing top quality products and service while keeping prices at a minimum, A-Lex has become a well-diversified printing, promotional and creative services company that clients continue to use time and time again.

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SUCCESSFUL WOMEN IN BUSINESS

Audrey Faust, Controller onDemand

I love numbers. Really. And that love of numbers lead me down a path of starting my own business - not once, but twice – in order to help small business owners learn to love their numbers, too.

Born to Fill a Need

Fifteen years ago, I was working for a local bookkeeping service when it was sold. I enjoyed the work and it offered the flexibility I needed with my 3 young children. That sale was the catalyst to starting my own bookkeeping service. As it turned out, there was a widespread need for reliable bookkeeping and my client base grew rapidly through word of mouth. Before



position as a controller. Over the next five years, the company grew from 6 to 22 employees and revenues tripled. I created the accounting department, all the reporting and procedures to run it, and eventually hired additional accounting staff to support the growth.

I also earned a role as part of the management team that was made up of the President, General

Manager and myself. As an integral part of the company's strategic planning process, I assisted in the development and implementation of new programs. One of those strategic decisions moved the headquarters about an hour away to be part of an industry-specific building that would lend itself to additional growth opportunities for the company. Although I felt this was an excellent opportunity for the company, after a few months, I found myself not enjoying the 1-hour commute each way and feeling the need for a new challenge.

The long commute gave me the "kick in the butt" I needed. I began to think about the experience I had gained as a controller and how I could take this knowledge in a new direction.

Controller onDemand

With a new vision, I decided to go back out on my own again. I wanted to create a different accounting consulting company – one that filled a void for business owners that was needed. Far too many small businesses have an admin or bookkeeper doing data entry on a daily or weekly basis, and then a CPA looking at their numbers just once a year to do their taxes. But in between, there is a piece missing - a critical piece. If a business wants to be successful, business owners need to have someone who can pull together the right reports, analyze them with



a fresh set of eyes, and review the numbers throughout the year to assess the financial health of the company.

With this in mind, on June 1, 2017, I launched Controller onDemand to fill that void.

Know Your Numbers

One of my favorite catch phrases is "know your numbers". If you are looking to grow your business, knowing your numbers is just as important as hiring the right people and marketing your services. As astounding as it may sound, many owners do not have a good handle on the business' financial health or how much they may owe in taxes until the CPA comes in and reviews their information right before tax time.

Every month, my Controller onDemand clients know:

- What their numbers should be to sustain their business
- How much they are actually making and spending
- What their greatest expenses are and if they are trending up or down
- Who their profitable clients are and why
- Which months are high- or low-revenue months so we can manage cash flow

Working with CEOs, I streamline their accounting process, implement efficient solutions that help them know their numbers and recommend monthly and yearly revenue goals for the company. It is critical for a small business owner to have a financial partner they trust to manage the numbers, so

they can stay focused on the business they are so passionate about.

Bottom line

Small business owners are the backbone of our economy and I am excited to be launching a niche consulting firm to help them achieve their dreams of success.

As for my own future plans, I am pursuing my MBA at Penn State University and expect to complete it May 2018. Adding this next level of education, beyond my 4-year Accounting degree, will give me new insights on how to guide my clients. I also have plans of employing several Controllers in the years to come, to achieve my goal of building a business that supports other women who are looking to strike a balance between fulfilling work and being present "on demand" for their family.

"When we rely on someone else to make our dreams come true, we actually give up our dreams."

— Nely Galan



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Clermont Wealth Strategies Names SVP, Relationship Manager



Marlene M. Troxell, of Pine Grove, PA, was named senior vice president and relationship manager for Clermont Wealth Strategies, a division of Fulton Bank, N.A. In this position, she will be responsible for working with the client to provide wealth management solutions.

Troxell comes to Clermont Wealth Strategies from BB&T where she held the position of personal trust specialist. Troxell holds a Bachelor of Science degree in Business Administration with a focus in Accounting from Shippensburg University.

Clermont Wealth Strategies operates through Fulton Bank, N.A. and other subsidiaries of Fulton Financial Corporation.

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G Lodge Restaurant, featuring extraordinary food at reasonable prices, is one of the oldest, continuously running restaurants in the Phoenixville area. G Lodge Restaurant offers unique specialties like Banana Walnut French Toast and Filet Mignon and eggs, and has been voted one of the top ten breakfast spots in Chester County Online. "I have breakfast that no one can rival," said Dennis Dreibelbis, owner/operator of G Lodge Restaurant since 1984. "We have fresh fruit every day, with raspberries and blackberries and other things people wouldn't even think of," he said, adding "We feel our food is the best in the county and the price is fair for the amount of food you are served." Breakfast is

served at G Lodge every day until 1:30 PM, "And that makes everybody happy," Dennis Dreibelbis said.

The G Lodge is celebrating its 33rd anniversary in business, having prospered through good times and bad — such as having a major motion picture "The Happening" filmed on site; and surviving countless storms, and making it through PENNDOT's seven-month closure of Route 23 to replace a bridge. Dennis Dreibelbis was out of commission with a broken leg at the time and his wife Terri and the staff managed to keep the business going. How? Why? Dedicated loyal customers, who found their way to the G Lodge despite the detours, and came back in droves when the road was reopened.

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



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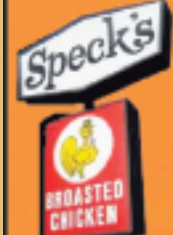
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By Christine Messmer, M.S.F., CFP®

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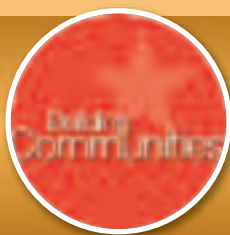
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TCACC Mission: As the primary business advocate, the TriCounty Area Chamber of Commerce provides relevant membership services and proactive leadership to enhance economic opportunity and quality of life within our region.

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COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR
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THE GOVERNOR

GREETINGS:

It is my pleasure to join with the Pennsylvania Chamber of Business and Industry to support October 2017 as *Local Chamber of Commerce Month* in Pennsylvania.

Since its inception, the Pennsylvania Chamber of Business and Industry has served and advocated for Pennsylvania businesses. By helping its members understand federal and state workplace regulations, the Pennsylvania Chamber of Business and Industry helps to create a more prosperous future for the commonwealth and its citizens. Our local chambers of commerce play a critical role in supporting the needs of our vibrant business community, and are essential to the commonwealth's continued economic growth and advancement. As my administration works hard to retain current and create new family sustaining jobs by supporting business and industry throughout the commonwealth, I am grateful for our local chambers of commerce for providing the invaluable role that they play in ensuring that businesses new and old can continue to prosper in Pennsylvania. I commend Pennsylvania's local chambers of commerce for representing thousands of businesses, and I am certain their efforts to enhance our communities will serve as an inspiration across the commonwealth for years to come.

As Governor, and on behalf of all citizens of the Commonwealth of Pennsylvania, I am honored to support October 2017 as *Local Chamber of Commerce Month*. Please accept my best wishes for continued success.



Tom Wolf
TOM WOLF
Governor
October 2017

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 September 20.

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Referred by: Lori Keefer, Keefer Photography

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TRICOUNTY AREA
CHAMBER OF COMMERCE

Are you Celebrating 25, 50, 75 Years?

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

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

THANK YOU

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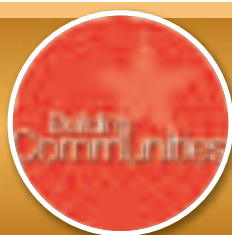


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September's Newsmagazine Mini Insert Sponsor:





TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Weds., Oct. 11

11:30 AM – 1 PM

WOW Luncheon

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

Guest speaker **Montgomery County Commissioner Valerie 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

Join us for a night celebrating:

- **Kitty Papp** before she retires this December

- **You** – our Members

- The Chamber's 90th Anniversary

- Chamber of Commerce Month

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

Co-Hosts: **Gatsby's at the Sunnybrook Ballroom; Pottstown Area Rapid Transit, Inc. (PART); Wyndcroft School**

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. As we continue our "Refresh Fridays", **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

SAVE THE DATES

Thurs., Nov. 2

7 – 9 AM

Membership Breakfast

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

This breakfast will feature a legislative theme – more details to come.

\$26 per Member (prepaid by 10/27); \$32 per Member (invoiced or after 10/27); \$50 per non-member

Sponsored by: **Arnold's Family Fun Center; Visiting Angels**

Additional Business Development Opportunities Available

Fri., Nov. 10

8:30 – 10 AM

"Sustainability and Innovation Hub" Tour

Sustainability and Innovation Hub, 140 College Drive, Pottstown 19464

The **Sustainability and Innovation Hub** is a two partner structure along the Schuylkill River in Pottstown. **Montgomery County Community College** runs a student lead research and development space for aquaponics and hydroponics technology while the **Schuylkill River Heritage Area** has offices and a River of Revolutions Interpretive Center. Tours of both resources will follow a short presentation.

This tour is limited to 25 Members.

\$10 per Member; Members Only; Reservation Required

Sponsored by: **Montgomery County Community College; Schuylkill River National & State Heritage Area**

Tues., Nov. 14

4 – 6 PM

Business Card Exchange

Pottstown Regional Public Library, 500 E. High St., Pottstown 19464

Join us for networking and refreshments with fellow Members!

Members Only; No Charge; Reservation Appreciated

Sponsored by: **Pottstown Regional Public Library**

Fri., Nov. 17

8:30 – 10 AM

Refresh Friday: Networking

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

Are you Tired Of Networking? ...or is your Networking Tired? Refresh your marketing efforts with Award Winning Networker and "Super Connector" **David Green, Sound Marketing Resources/Hold Time Advantage**. This interactive session will bring new perspectives and suggest ways to **Increase Your Success**. Dave will focus on what to do **before, during and after your networking event** and what to do with your **Elevator Speech**. Bring along 2 or 3 of your best tips to share.

No Charge; Members Only; Registration Required

Thurs., Nov. 30

11:30 AM – 1:30 PM

Economic Development Luncheon

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

We are in the midst of a digital revolution that is radically transforming the way we live, work, move, and interact with the world. This digital revolution has the potential to make winners of some cities, and to leave others behind. Cities that embrace the shift to a digital economy by supporting tech startups and innovation will reap the rewards of economic vibrancy and improved quality of life. **J.D. Harrison, Senior Director, Strategic Communications at the U.S. Chamber of Commerce**, will discuss the newly released *Innovation that Matters* study, which examines the health of the startup communities in 25 American cities and assesses their readiness to capitalize on the shift to an increasingly digital economy.

\$55 per Member; \$70 per non-member; \$400 per Member table of 8

Platinum Sponsors: **Montgomery County Community College; O'Donnell, Weiss & Mattei, P.C.**

Additional Business Development Opportunities Available

Weds., Dec. 6

11:30 AM – 1 PM

WOW Luncheon

Sunnybrook Ballroom, 50 Sunnybrook Road, Pottstown 19464

G.I.R.L. Power – Grit, Inspiration, Rebellion & Leadership for Career Success. **Adrean Turner, Coach Adrean, Career Fulfillment Expert**, will focus on ways to activate your G.I.R.L. power to propel your career and discover ways to excel with excitement to achieve your full potential.

\$26 per Attendee (prepaid by 12/1); \$32 per Attendee (invoiced or after 12/1)

Sponsor: **Citadel Federal Credit Union**

Additional Business Development Opportunity Available

Fri., Dec. 15

8:30 – 10 AM

Refresh Friday: Wellness

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

Irene (Bunny) Boyle, Worksite Wellness Initiative Director, TriCounty Area Chamber of Commerce, will focus on the **Dimensions of Wellness and Balancing Your Health for the New Year**. There is more to health than losing weight, moving more and making sure your cholesterol is in the 'right' range. You will learn how to restore balance in your life by understanding and integrating all "Dimensions of Wellness". Attend this session and get motivated with some fun interactive activities. Also enter your Business Card for some door prize drawings.

No Charge; Members Only; Registration Required

Next Pro Business Council is **Monday, October 16, 10 – 11 AM** at the **Chamber Office**: Guest speaker is **Lara Flynn, Regional Representative for Senator Bob Casey**.

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

610.326.2900



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



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



Night of Celebrations Mixer & Expo

Tuesday, October 24

4 - 6 PM

Sunnybrook Ballroom

50 Sunnybrook Road, Pottstown 19464

Celebrating:

- ★ Kitty Papp before she retires this December
- ★ YOU - Our Members
- ★ The Chamber's 90th Anniversary
- ★ Chamber of Commerce Month

*Exposure for your
Business*

- ★ Exhibit: \$50
- ★ Co-Host: \$500

To Register:

Scan the QR Code; call 610.326.2900; visit tricountyareachamber.com; or email jennifer@tricountyareachamber.com



Additional Business Development Opportunities Available



Co-Hosts:



THE
Wyndcroft
SCHOOL

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

Leadership

TRI-COUNTY

KICKS OFF IN SEPTEMBER

The Leadership Tri-County Class of 2018 started with a one and one-half day session on September 7 and 8.

On September 7, class members began their first session at the Chamber's Membership Breakfast at Copperfield Inn at Lakeside. Afterwards, the class traveled to the Chamber Office where they heard presentations from **Rich Newell**, CEO of Pottstown Memorial Medical Center, and **Robin McMonagle**, Director of Rehabilitation and Occupational Health at Pottstown Memorial Medical Center and Leadership Tri-County Class of 2016 Alumni.

After participating in ice breaker activities and enjoying lunch, the class ended their first day's session at Althouse Arboretum. The class enjoyed the Excellence in Leadership Program featuring teambuilding exercises!

On September 8, the class met at the Chamber Office for an energetic goal setting presentation by **Adrean Turner**, Turner Coaching Training & Consulting, LLC

After the session, the class ended their half-day at the Chamber Office where 6 Chamber Member non-profits presented project proposals.

Introducing the Leadership Tri-County Class of 2018!

Lori Bernhard, Boyertown Area Multi-Service, Inc.

Bunny Boyle, TriCounty Worksite Wellness Initiative

Aaron Briggs, Exelon

Jeff Cardwell, Pottsgrove School District

Ashley Faison, YWCA Tri-County Area

Kelly Kozik, HealthSouth Reading Rehabilitation Hospital

Anthony Lauletta, CEDARVILLE Engineering Group, LLC

Joanna Lew, Exelon

Diana Liriano, The Victory Bank

Siva Mahalingam, Cube Info Solutions

Marie McGinnis, Pottstown Memorial Medical Center

Karen Owens, Borough of Pottstown

Lisa Stratton-Harvitz, Schultz Technology



A few of the team building activities the Class Members participated in at the Althouse Arboretum.



The Leadership Tri-County Class of 2018 with Adrean Turner (far left) (not pictured Bunny Boyle, Anthony Lauletta, & Siva Mahalingam)

The Leadership Tri-County Class of 2018 is sponsored by:

Co-SPONSOR



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



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2017 SEPTEMBER SCRAMBLE & Clambake/Awards Dinner



1st Place: (L to R) Aaron Weitzenkorn, A. Weitzenkorn Sons, Inc.; Clark Dhein and Richard Dhein, MacKissic, Inc.; and Gregg Weitzenkorn, A. Weitzenkorn Sons, Inc.



2nd Place: (L to R) Greg Thornton and Rick Wise, Dana Incorporated. Not pictured: Dale Fagley and Scott Goffice, Dana Incorporated.

3rd Place: (L to R) Kevin Ember, McCarthy Engineering Associates, Inc. and Ryan McCallum, Tompkins Financial Advisors; Not pictured: Drew Bell, McCarthy Engineering Associates, Inc. and Chuck Gulati, Sunnybrook Ballroom



ALSO AWARDED:
Straightest Drive at Hole #3:
Bob Potter, Pearl Exhibit Group

Longest Drive at Hole #14:
Nick Nocero, The Body-Borneman Companies

The September Scramble presented by Schultz Technology & TCACC, was held on September 11, at Hickory Valley Golf Club in Gilbertsville. It was a beautiful day, and the golfers enjoyed the event.

After attendees finished their golfing, they networked during the Social Hour/ Clambake portion of the event. The program at dinner featured the announcement and trophy presentation to the first, second, and third place foursomes as well as the newly added Chamber Cup Competition.

We also thanked our sponsors because the golf outing would not be a success without their support!

Each attendee left with a goodie bag filled with items from our Members: a commemorative 90th Anniversary TCACC gift, and a photo of their foursome taken by Dennis Kintzer, DMKintzer Productions.



Ben Major, The Victory Bank, was the winner of the first annual Chamber Cup Competition!

Thank you to the following companies who golfed:

Amatex/Norfab Corp.	McCarthy Engineering Associates, Inc.
Berks Fire Water Restorations, Inc.	Meridian Bank
The Body-Borneman Companies	John Middleton, an Altria Co.
Canteen Berks County	Oppenheimer and Company
Casey Services	Our Place Restaurant
CEDARVILLE Engineering Group, LLC	Pearl Exhibit Group
Citadel Federal Credit Union	Pottstown Memorial Medical Center
Dana Incorporated	Sealstrip Corporation
C. Raymond Davis & Sons, Inc.	Seidel Planning and Design
Edwards Business Systems	SEO 4 Pros dba Hureka Technologies
EverStaff Recruiting	Sigel Insurance Group
Exelon Nuclear	Sunnybrook Ballroom
Herbein + Company	Tompkins Financial
Indian Valley Bulk Carriers	Tompkins VIST Bank
Krug Architecture	Translogistics, Inc.
The Lewis Group	The Victory Bank
MacKissic, Inc.	A. Weitzenkorn's Sons, Inc.
Maillie LLP	
Martin Stone Quarries, Inc.	
MARC Consulting	

Special Appreciation To Our Volunteers For The Day:

Joe Rusiewicz, Foundation for Pottstown Education
Debra Werner, Reflections Hair Designs
Nicole Martinez and Lisa Stratton-Harvitz, Schultz Technology
Elizabeth Peters, Tri County Area Federal Credit Union

Thank you to the 2017 September Scramble Hole Sponsors:

Catagnus Funeral Home & Cremation Center, Inc.
CEDARVILLE Engineering Group, LLC
Cisick Nester Insurance & Financial Services
Citadel Federal Credit Union
Diamond Credit Union
First Priority Bank
Fraser Advanced Information Systems
Herbein + Company
Martin Stone Quarries, Inc.
McCarthy Engineering Associates, Inc.
McCormick Chiropractic
O'Donnell, Weiss & Mattei, P.C.
Pearl Exhibit Group
Pottstown Memorial Medical Center
Schultz Technology
The Body-Borneman Companies
The Victory Bank
Tri County Area Federal Credit Union
Valley Forge Tourism & Convention Board

Thank You For Your Contribution To This Event:

Advanced Disposal	Patient First
Arnold's Family Fun Center	Philadelphia Premium Outlets
Canteen Berks County	Pottstown Area Rapid Transit (PART)
Community Health & Dental Care	Pottstown Memorial Medical Center
Diamond Credit Union	Pottstown Parks & Recreation
Glass Slipper Concierge	Reflections Hair Designs
Hickory Valley Golf Club	Ron Black Agency/The Laskey Group
McCormick Chiropractic	Tri County Area Federal Credit Union
Office Technologies	Tri County Toyota

A SPECIAL THANK YOU TO THE SPONSORS OF THIS EVENT

Presenting:



Dinner:



Lunch:



Goodie Bag:



Cart:



Trophy:



On Course Snack & Beverage:



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SEPTEMBER MEMBERSHIP BREAKFAST

On September 7, Chamber Members heard an update on Workforce Development Initiatives at our Membership Breakfast at Copperfield Inn at Lakeside.

Breakfast began with **Chairman of the Board, Rich Graver**, presentation of the 2016-2017 Annual Report. If you would like to view a copy of the report, please visit the Chamber's website. It is located in the 'About Us' section under 'Your Chamber'. Chamber President Eileen Dautrich also presented new initiatives for the 2017-2018 program year.

The following **New Members** were introduced: Berks-Mont Camping Center, Inc.; Combined Insurance Company; EverStaff Recruiting; Harleysville Bank; Helping People Get Homes; HealthSouth Reading Rehabilitation Hospital; House of India, PA; JV Business Solutions; Keystone Waste Disposal LLC; Marc Consulting, LLC; PSA, Incorporated; Turner Coaching Training & Consulting; and Ursinus College.

Thank you to our sponsors

Breakfast:



Montgomery County
Community College



Breakfast Coffee:



September's guest speakers, Gwen Ross (Left), and Michael Leister (at podium).

The members of the **Leadership Tri-County Class of 2018** were presented to the Membership by the Director of the Leadership Tri-County Program, Jennifer O'Donnell. Check out page 37 for a recap of their first session that started at the Membership Breakfast!

The guest speakers for the morning were **Michael Leister**, Director of Partnership Development, **PA Department of Labor & Industry**; and **Gwen Ross**, MPA, Director of Workforce Development Initiatives, **PA Department of Community & Economic Development**. They focused on Next Generation Sector Partnerships – "regional partnerships of business leaders within one industry, who work together with public partners from economic development, workforce development, education and training, and other community organizations, to address the shared workforce and broader competitiveness needs of their industry".



L to R: Hank Shellenberger, Berks-Mont Camping Center, Inc.; Jean Wilder & Brian Murphy, Harleysville Bank; and Stephanie Yerger, Combined Insurance Company.



From left to right: Carmen Italia, Marc Consulting, LLC; Dianne Orrison & Terrence Lumley, HealthSouth Reading Rehabilitation Hospital; Jay Bauer, Keystone Waste Disposal LLC; and John Henning, JV Business Solutions. Not pictured Maureen Crowley, Ursinus College.



From left to right: Kelly Kosik, HealthSouth Reading Rehabilitation Hospital; Robert Meilahn, Helping People Get Homes; and Jeff Anderton, EverStaff Recruiting.

**Next
Membership
Breakfast –
Thursday,
November 2
from 7 – 9 AM
at Brookside
Country Club.
Legislative
Theme.**

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INFRASTRUCTURE SPENDING

By Alex Rahn, Wanner Associates

Safe and efficient roads, bridges, public transportation and freight rail are a national priority, and are essential to the region's economic vitality and livability. The American Society of Engineers (ASCE) recently came out with a report in March that gave our bridges, roads, dams and schools a whopping D+. ASCE calculates that 32% of America's roads are in poor or mediocre condition and 25% of its bridges are structurally deficient or obsolete.

Due to this, comprehensive transportation policy should prioritize the restoration of aging infrastructure, improving capacity on existing assets and new construction where conditions warrant. The Chamber will work with our members, stakeholders and state and federal legislative delegations to preserve Act 89 and FAST Act investment – that is having such a positive impact in communities throughout the region.

Infrastructure planning is as an opportunity for bipartisan agreement to invest wisely and carefully in our most critical needs such

as our roads, bridges, mass transit systems, air and sea ports, and water infrastructure. All of these are national assets that drive growth, jobs, safety, and global competitiveness.

The ASCE has come up with ways to fund our infrastructure spending, one way would be through a public infrastructure trust fund that will be sourced by the local, state and federal government. We could also raise the motor fuel tax, to which they say 25 cents a gallon and tie it to inflation for purchasing power. We should also let existing programs to work on specific areas of faulty infrastructure and improve and fund them in their own means. Whatever way you think we should fund our infrastructure, the bottom line is that something now needs to happen. We should start passing legislation now, not when it's too late when our bridges are collapsing. Without good infrastructure we look bad as a country and laughing-stock as a competitor.

To reach Alex Rahn, call 717.236.2050 or email arahn@wannerassoc.com

RIBBON CUTTING



House of India PA, 6 Kugler Road, Suite 201, Royersford, PA 19468

Congratulations to Our TDM Advocates

2017 Transportation Demand Management Awards

Founded in 1990, GVF is a not-for-profit organization created to advocate and promote a viable transportation network for the region's economic vitality. GVF's mission is to achieve a desirable quality of life and a healthy, competitive economic environment by developing multi-faceted transportation strategies. GVF collaborates with public and private organizations to develop and implement Transportation Demand Management (TDM), feasible strategies that promote walking, biking, public transportation, carpooling, vanpooling and final mile shuttle services.

There is a great need for TDM in our region. GVF's service area encompasses 36 municipalities between Chester and Montgomery Counties. GVF's daytime population (number of people in the area during normal business hours) is 660,000 that is larger than in Pittsburgh, Kansas City, and Miami. GVF's employment population (number of people currently employed in the area) is 440,050 people, which is greater than in District of Columbia. This is the number of people who potentially drive daily contributing to traffic congestion on federal, state, and local roadways, including U.S. 422 (Pottstown to King of Prussia), U.S. 724 (North Coventry to Phoenixville), U.S. 23 (East Vincent to Lower Merion), and major Interstate Highways, such as I-276, I-476 and I-76. TDM helps reduce congestion, and save commuters time and money. TDM educates commuters to use all transportation options to optimize all modes in the system – and to counterbalance the incentives to drive that are so prevalent in subsidies of parking and roads.

Every year, we recognize organizations for their leadership and outstanding achievements in promoting TDM and providing commuting alternatives for employees and communities. In September, GVF hosted its Annual TDM Awards Breakfast welcoming over 100 attendees. Tamala Edwards, 6abc Action News anchor, served as the master of ceremonies, distributing 2017 TDM awards to 36 organizations. They included Main Line Health, GlaxoSmithKline, and Vanguard as well as local municipalities that represent over 55,000 employees.

Private sector award recipients excelled several categories, including offering com-



(left to right) Rob Henry (GVF Executive Director), Tamala Edwards (6abc News), and Susan Guler (Pottstown Borough Assistant Township Manager)

muter benefits to employees, installing bike racks, showers, and lockers for bicyclists, providing shuttle services between train service and job sites, organizing Bike to Work challenges, Commuter Expos, Car Free Days, and other educational events, and assisting their employees with ridesharing. The public-sector award recipients also had some challenging criteria to meet, including building new trail connections, adopting zoning that allows for mixed-use development and shared parking, providing community public transit services, and implementing a comprehensive plan that includes TDM initiatives.

In summary, this year has been remarkable: 100% of recipients installed and/or maintained bike racks or other storage for bicycles, 58% provided preferential parking for alternative fuel vehicles, vanpoolers and/or carpoolers, and 58% offered commuter benefit programs to their employees. Each year, we are encouraged to work with new companies that see a value in TDM and in supporting employees, and companies that aim to achieve a higher recognition level by implementing more TDM strategies.

For more information, list of TDM Award recipients and how to participate in 2018 TDM awards, visit www.goftma.com or contact Stacey Henrich at shenrich@goftma.com.

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

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

WOW - WOMEN OF THE WORKFORCE WOW LUNCHEON – THIS MONTH!



- **Wednesday, October 11**
- **11:30 AM – 1 PM**
- **Brookside Country Club**, Prospect & Adams Sts., Pottstown 19464



Montgomery County Commissioner Valerie Arkoosh will present 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

2017 ECONOMIC DEVELOPMENT LUNCHEON

Thursday, November 30
11:30 AM—1:30 PM
SunnyBrook Ballroom, Pottstown

90th Anniversary 1917-2017

\$55 per Member; \$70 per non-member; \$400 per Member table of 8

Innovation That Matters

Featuring:

J.D. Harrison, Senior Director,
Strategic Communications,
U.S. Chamber of Commerce

Platinum Sponsors:

Additional Business Development Opportunities Available

TO REGISTER FOR THIS EVENT:

Scan the QR code, go to tricityareachamber.com, call 610.326.2900, or email kitty@tricityareachamber.com.



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

JUAN CARLOS

Juan Carlos Fine Mexican Cuisine:
235 E. High St., Pottstown, PA 19464;
484.624.4931; www.jcmexicanfood.com
• \$10% off entire check



Lily's Grill: 115 E. High St., Pottstown, PA 19464; 484.945.1008;
www.lilysgrill.com
• 10% off sandwiches

Pottstown



Reflections Hair Designs:
939 E. Schuylkill Rd., Pottstown, PA 19465; 610.323.2030;
www.reflectionshairdesigns.com
• 15% off Surface products

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:



JOB POSTINGS

LOOKING TO FILL A POSITION?

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

How to Post Your Job Opening

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

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

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

LOOKING FOR QUALIFIED INDIVIDUALS?

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

Members: Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work. This month's resumes include: **Administrative Assistant - focus on Patient Care; Journalist**

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:

- **Pottstown Area Industrial Development, Inc.**
– Administrative Assistant (*this posting is on behalf of a Pottstown Investment Group*)
- **Dan Albert – State Farm Insurance and Financial Services** – Sales Team Member

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



AUGUST BUSINESS CARD EXCHANGE

On August 29, Chamber Members gathered at Productivity Pointe, LLC in Pottstown for a special morning mixer. Productivity Pointe LLC celebrated living, working, and playing in Pottstown. Attendees learned about all that Productivity Pointe has to offer sole proprietors, entrepreneurs, or anyone who is looking for professional space to hold meetings. Food was provided by Beverly's Pastry Shop and a 'Dinner & a Show' door prize was donated by Lily's Grill and Steel River Playhouse.

Sponsored by: **Productivity Pointe**

NEXT BUSINESS CARD EXCHANGE

- **Tuesday, October 24**
- **4 – 6 PM**
- **Sunnybrook Ballroom,**

50 Sunnybrook Road,
Pottstown 19464

A celebration of our Members and so much more! Check out page 36 for more details.

Co-Hosts: Gatsby's at the Sunnybrook Ballroom;
Pottstown Area Rapid Transit, Inc.; Wyndcroft School

No Charge to attend; Members Only; Reservations Appreciated



Members networking at the August Morning Mixer

BROCHURE RACK



FEATURED MEMBER BENEFIT OF THE MONTH

Members – did you know that the Chamber has two brochure racks? The Chamber manages the Visitor's Center brochure rack in the lobby of 152 High Street as well as an Always Buy Chamber brochure rack directly outside of the Chamber's Office on the 3rd floor!

• **Visitor's Center** – This brochure rack is dedicated to providing information on the tri-county area to visitors. If you provide community-oriented events and services, this is the perfect spot for you to highlight your organization!

• **Always Buy Chamber** – This is a Members Only brochure rack for all of our Chamber Members. We have room for flyers, brochures, and any printed marketing materials you may have. Check it out the next time you are visiting our office.

You can drop off or mail your brochures to the Chamber Office and we will place them in our brochure rack(s)!

REFRESH FRIDAY

August Refresh

On August 15, the Chamber held a Refresh Friday seminar focused on 'Image'. Lori & Jerry Keefer, Keefer Photography and TCACC's Jennifer O'Donnell shared tips on how to put forth one's best self in all facets of business – from head shots to social media images as well as which events, programs and services to help make the right connections!

Next Refresh Seminar –
Friday, October 27,
8:30 – 10 AM,
"Public Speaking" in
Partnership with TriCounty
Community Network

Refresh



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.

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

TIME-SAVING TAX SAVING TECH TOOLS



THE GOOD LIFE

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

In this month's article, I'll be sharing some of the tech tools that I have found that make my life easier and faster, so that I can spend my time making my business more profitable. These tools are easy to use, and often free or inexpensive.

Dragon Naturally Speaking — with Dragon you can talk and it will convert what you say to text. I'm using it right now to write this article. I used it several years ago, but was dissatisfied with the accuracy of the conversion; it seemed to make a lot of mistakes. But my typing is so bad and I need to make a lot of notes, so I thought I would try again. I'm happy to say Dragon has improved substantially, and I find I go to turn it on whenever I need to write anything that's more than a couple sentences.

Mile IQ — for anyone who needs to keep the mileage log for mileage reimbursement or tax deduction, this nifty little app is a go to. It connects with your GPS and senses that your car is moving and automatically tracks the mileage of each trip. Choose the type of mileage, whether it's business, personal, medical, charity or even make up your own category type. You can also add notes about what type of meeting and who you are meeting with to satisfy tax purposes.

Evernote — I, for one, abhor writing notes on little pieces of paper, because they nefariously get lost. I generally use a spiral notebook. Since sometimes I work out of my house, and other times in my office, and often make phone calls while driving (hands-free, of course), I needed something that would work on a laptop and an office workstation and iPhone and iPad. Evernote works great. I have lots of categories of notes from my gardening list,

house projects, people to call and many more. Oh, and by the way, it works with Dragon.

Scanbot — It's easy to scan in receipts with your cellphone using scanbot. No need to shove them in envelope or shoebox or wait till you are at your desk where there's a scanner.

Hootsuite — If you have more than one social media account, Hootsuite lets you schedule your posts in advance. It can schedule posts on Facebook, LinkedIn, Twitter, YouTube, Pinterest and several others. You can repost across several locations, planning your posts in advance. Although, admittedly my web gurus at Interlace Communications manage my postings, their use of Hootsuite on my social media sites helps them be efficient and cost effective. By the way, it's free if you are using three or less accounts.

I welcome your feedback; if you have nifty tools or apps that you use to make your business life easier, please let me know.

Merra Lee Moffitt, AWMA, CMFC, CFP, a small business wealth strategist for Good Life Financial Group, spends all day, every day, guiding business owners, capturing their financial dreams and goals from their small business profits. Okay, a shameless plug. I help busy small business owners get results like these every day. We find the time; we get creative; we make profits happen. Call, click or contact me at 610.488.7353, www.MerraLee.net or merralee.moffitt@lpl.com.

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

Berks Mont Camping Center recently held its "Show-Goer's Open House" in September featuring 2017 closeout sales at rock bottom prices, and will extend those open house prices to readers who bring this article in.

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



Visit Berks-Mont Camping Center at 890 Sweinhart Road, Boyertown, PA 19512 to check out their wide selection of new and used recreational vehicles and accessories. 2018 units are arriving daily, including all new Palomino Truck Campers and Midwest Auto Design Van Campers.

For additional information, please call 610.369.9533; and visit: www.berksmontcamping.com.



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Gerhart, Hartman & Ritner Staff Announcements

Gerhart, Hartman & Ritner, Ltd., a long-established insurance firm with offices in Boyertown and Red Hill, has made major announcements regarding three of their professional staff members.

GHR owners/partners **Robert Ritner**, **Mark Fluharty** and **Don Hausknecht** announced that **James "Jim" Davidheiser** has joined the company as a Senior Products Advisor and Marketing Director. Davidheiser, a Colebrookdale Township resident, is well-known throughout the region via his newspaper affiliations and his community involvements.



In his new Senior Products Advisor position, Davidheiser will be specializing in Medicare Supplement and Prescription Drug plans, Dental-Vision-Hearing insurance options, Final Expense Life Insurance and related segments.

On the Marketing side, Davidheiser will be taking steps to enhance the branding and visibility of the Gerhart, Hartman & Ritner firm, a community-minded company that actually began in 1910. One example: thousands of persons attending the September 21-22-23 Oley Valley Community Fair had an opportunity to visit with GHR associates, at the GHR booth inside the Oley Fair's popular Commercial Building.

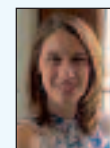
"Our goal is to reach out to folks throughout the greater Tri-County region," Davidheiser said. "Our Personal Lines, Health Insurance, Business Insurance and Life & Financial Services divisions are staffed with trained and personable associates who are focused on 'what is best' for our friends and neighbors. You will be seeing an increased presence of Gerhart, Hartman & Ritner throughout our communities. And we welcome ongoing comments and inquiries regarding our extensive insurance offerings," he added.

On the community/civic front, Davidheiser is an active volunteer with the J-Walkers team, a segment of the Relay for Life of Boyertown /

American Cancer Society. He also serves on the boards of Helping Hands and the Berks-Mont Business Association. His past board affiliations include the Oley Valley Business Association, Boyertown Salvation Army, TriCounty Area Chamber of Commerce, Friends of the Daniel Boone Homestead, Morgantown Area Business Association and Boyertown Area YMCA.



Deb Favinger, a GHR Commercial Lines Agent, recently received the designation of a CISR Elite agent. (The Society of Certified Insurance Representatives authorizes the CISR Elite status after the completion of nine separate segments of insurance training.) A Boyertown area resident, Favinger has been affiliated with Gerhart, Hartman & Ritner for 27 years.



Courtney Winchester, a GHR Personal Lines Agent, recently completed five separate insurance courses to earn her CISR designation. Winchester resides in the Bechtelsville area, and she first joined the GHR firm in 2015.

GHR owner/partner Mark Fluharty commented, "Both Deb Favinger and Courtney Winchester represent so much of what our GHR team stands for. Their commitment to ongoing training and improvement allows for us to better serve our current and prospective clients throughout the tri-county area and beyond."

Gerhart, Hartman & Ritner, Ltd. is headquartered at 138 South Reading Avenue, Boyertown, PA (Berks County). The firm maintains branch offices at 262 Main Street, Red Hill, PA (Montgomery County). Davidheiser can be reached at 484.706.3262 or via email at jdavidheiser@coveragenow.com. To contact the GHR offices: Boyertown – 610.367.2544; Red Hill – 215.679.7345. The GHR email address is GHRboyertown@coveragenow.com; the website: www.CoverageNow.com.



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Iezzi's on Third

Building a Better Boyertown is delighted to celebrate the grand reopening of Iezzi's on Third. A ribbon cutting was hosted by Building a Better Boyertown and the TriCounty Area Chamber on August 25. The public was invited, and the neighborhood bar was well attended.

Iezzi's on Third, previously known as simply "Iezzi's", has been a familiar Boyertown business since 1935. This community mainstay has had a complete facelift, including a new logo. This is in part thanks to Building a Better Boyertown's participation in the Façade Grant program provided by the Department of Community and Economic Development. Inside, the bar has seen a wall to wall interior renovation. They have added 28 new seats, flat screen televisions, new HVAC, and a fully refinished and revamped bar. The management has also introduced a new menu, still honoring the Italian-American flavors that Iezzi's has provided for 80 years.

Building a Better Boyertown and the community are so excited for this new chapter for the management and staff of Iezzi's on Third, as they embrace their new identity. If you would like to visit Iezzi's on Third, and try out their new menu or enjoy the bar, they are located at 61 South Reading Avenue, in Boyertown.

For more information about this event and other Boyertown activities please visit www.boyertownnpa.org or you may contact Adrienne Blank, the Main Street Manager for Building A Better Boyertown at manager@boyertownnpa.org 610.369.3054 or contact Emily Jones, Assistant Main Street Manager at assistant@boyertownnpa.org.

Boyertown Museum to Hold Reunion for Former Body Works Employees

The Boyertown Museum of Historic Vehicles is housed at 85 South Walnut Street, in the former Boyertown Auto Body Works factory building, where truck bodies were manufactured for nearly 70 years. Visitors to the museum galleries walk in the footsteps of the dedicated workers who built many of the trucks on display. It is surely a unique experience for all who come.

In an effort to honor those many workers who built those magnificent trucks, the Boyertown Museum will hold a reunion of former Boyertown Auto Body Works

employees in the spring of 2018. The Museum is currently collecting names and contact information of former employees. If you or someone you know worked at the Boyertown Auto Body Works, please contact the Museum either by calling 610.367.2090 or sending an email to mail@boyertownmuseum.org. Former employees are also welcome to stop in the lobby and submit their information. When a date for the reunion is chosen, reminders will be mailed or emailed to any former Body Works employees the Museum has on record.

On display in the Boyertown Museum of Historic Vehicles is a selection of trucks built by the Body Works ranging in years from 1932 to 1976. Also on display are several photographs and signs from the Body Works, as well as other assorted memorabilia from the factory's heyday. The Boyertown Museum owes much to the legacy and contributions of the Body Works employees who created history right here in Boyertown.

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.

About Building a Better Boyertown: About BBB is a non-profit Main Street Revitalization Organization that is dedicated solely to the revitalization of the designated Downtown Boyertown community. We provide Outreach, Business Retention Assistance, Business Recruitment for vacant properties, Visual Merchandising Assistance, Façade Grant Assistance, Promotional Activities and Events, and more, per the National Main Street's Four Point Approach to communities. BBB is a strong advocate for the Boyertown Community initiative and is active in many strategic partnerships which promote revitalization and reinvestment in the community.

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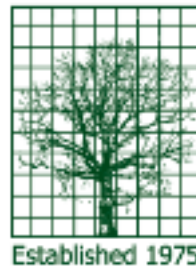
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PROCESSING WORKPLACE INCIDENTS

By Diane Shepler; Integrity Services & Solutions



In the last article, we reviewed Workers' Compensation file basics. In this article, we are looking at processing workplace incidents. Workplace incidents include workplace accidents and "close-calls."

There were approximately 2.9 million non-fatal workplace injuries and illnesses reported by private industry employers in 2015, which occurred at a rate of 3.0 cases per 100 equivalent full-time workers, the U.S. Bureau of Labor Statistics reported. The Bureau of Labor Statistics also reports that more than a dozen workers died every day in American workplaces in 2013. Understanding the cause of these incidents can aid employers in the prevention of future events, saving lives, reducing costs and improving morale.

All workplace incidents should follow a pre-determined process. The first step in determining a company's process is to choose an appropriate individual to oversee the process. This person is responsible for ensuring that all other persons involved in the process complete their respective duties. In larger companies, the process could involve several individuals, while in a smaller business the process could consist of one individual who is responsible for the entire process. All people chosen to be part of the process must understand the

confidential nature of the information they will have access to. Details are not to be shared with anyone other than those required to know for the sake of processing the incident.

The next step is to develop the incident investigation process. OSHA recommends a four-step approach. 1 - Preserve and document the scene. 2 - Collect information. 3 - Determine Root Causes. 4 - Implement Corrective Actions. Today we will look at step 1 - Preserve and document the scene. It is important to inspect the accident site before any changes. The investigator should use cones, tape or other marking tools to protect the site from being altered. Video recording, photographs or sketches of the incident site can be taken to document the scene. Pertinent information must be gathered such as the employee's name, injury description and the date and location of the incident. An investigation form should be developed and used for each incident to ensure consistency in processing workplace incidents.

In the next article, we will look at another step of the process.

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PRACTICAL ADVICE FOR A THRIVING TECHNICAL CAREER

By Charlie Albitz, Pottstown Rotary Club

Since most people who have worked with me on Secure Telemetry, Tracking & Command have run away screaming, I won't bother trying to supply technical advice on that subject. Instead I would like to give some general advice on how to have a long and reasonable prosperous technical career in a big company such as Lockheed Martin. I cannot make anyone smarter, but there are skills that can be learned and practiced that are helpful in a career.

Be trustworthy — this is more than just "Be Accountable." In this business, there are a lot of technical negotiations with the customers and with management. The conversational languages are not good at defining technical requirements and there tends to be lots of debate on technical requirements. You need to be an honest broker in interpreting requirements. You build respect by being honest on what the design can deliver and what is normally expected by the community. You also need to be honest with yourself on what you can deliver and to what schedule. One of the best managers I ever worked for had the skills or instincts to get people help before they knew they needed help. He also monitored the effort at least once a day to make sure the team wasn't stuck. If you are stuck on a particularly tough problem, remember to routinely take some time to realistically assess your progress and do not be ashamed to ask for help. In the long run, you are much more trustworthy if you know when you need help and ask for help before the problem becomes a panic.

There is an unspoken sub-bullet to being trustworthy — you need to be right. This is

an issue that no amount of training can solve. What it does take is the knowledge of how the system is supposed to work. You need to put the effort in to understand expectations and to really understand what the present design can supply. You may need to talk to some experts. You will need to listen to what the customer's experts expect. You need to do your homework. You need to understand what is really expected. Otherwise you risk that you meet the technical requirements but the system fails to meet the objectives. Nobody wins in that case. If you don't fully understand how the system works, then it is difficult to make great suggestions on how to change a faulty design to make it acceptable to the customer.

Listen well. Another of the best managers I have worked with was the best listener I have ever known. At the end of a long technical discussion, the manager said, "I listened to this discussion and three times you [the lowest ranked engineer, but the technical expert] said we had to do this, so that is what we will do."

(Continued on page 49)

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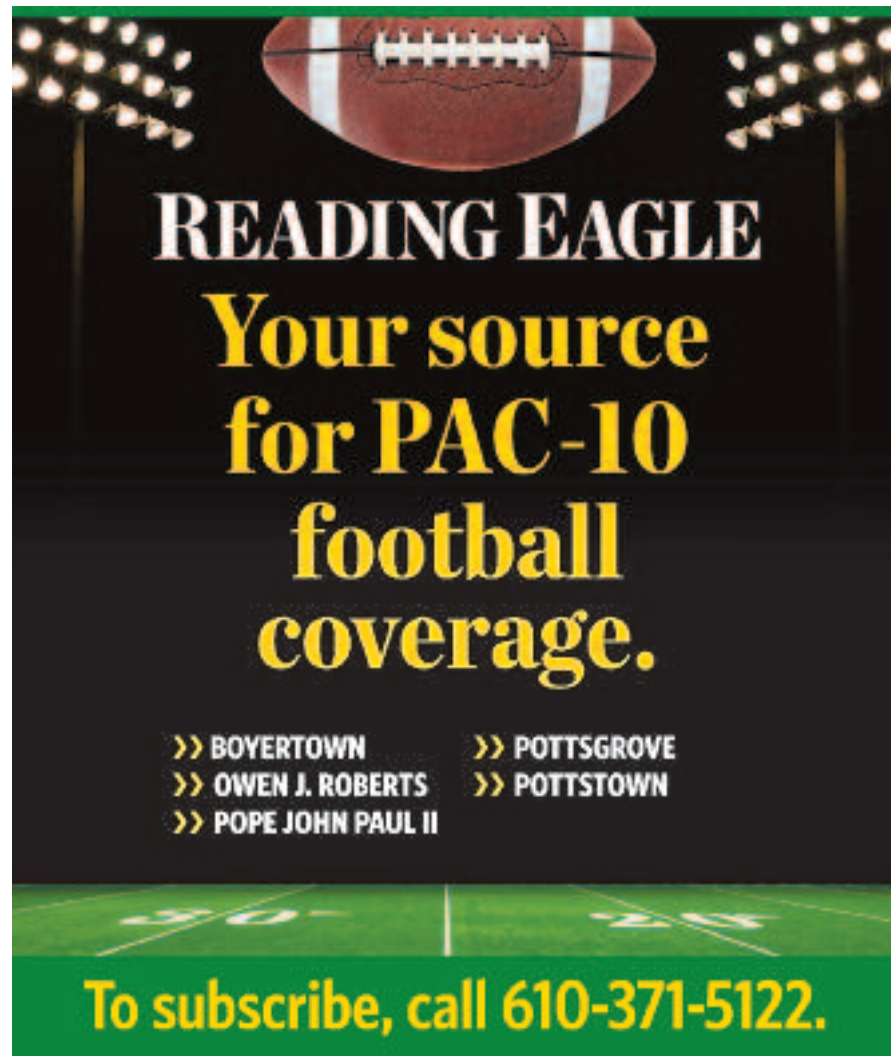
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To learn more about Limerick Generating Station visit www.exeloncorp.com/limerick. Join us on [Twitter](#) and [YouTube](#).

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GRCEDC Hires Sarah Hunter-Lascoskie to Lead Communications & Marketing

The Greater Reading Chamber & Economic Development Corporation (GRCEDC) is pleased to announce the appointment of Sarah Hunter-Lascoskie as Director of Communications & Marketing. "Strategic communications is one of the leading priorities of the newly formed GRCEDC and our affiliate organizations. Our ability to tell the big-picture economic story of Berks County, and the individual stories of our business members, is one of the most important aspects of our work. We are pleased to welcome Sarah to this important leadership role. Her experience in both marketing & communications, and her extensive knowledge of Berks County, will enable her to take our external communications to a higher level," said GRCEDC President & CEO Randy Peers.



to Berks to focus on producing cohesive branding, language, and excitement for local nonprofits.

"I am honored to be part of such a committed, impactful group of people. Great things are currently happening in our region and I look forward to telling the story of our county's economy and business community in a way that resonates with audiences both locally and regionally," said Sarah Hunter-Lascoskie.

Ms. Hunter-Lascoskie is a graduate of the University of Pennsylvania and Temple University. She is also a 2017 graduate of Leadership Berks and serves on the Leadership Berks Alumni Council. She has previously served on the Giving Tuesday Berks steering committee.

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PRACTICAL ADVICE FOR A THRIVING TECHNICAL CAREER

(Continued from page 47)

Being a good listener is very difficult for most top engineers because they are always thinking on the next problem. You really need to hone the listening skills. It is easy to dismiss an idea that seems silly, but most of the time the person isn't explaining the idea well enough. If you try to really understand what the person is proposing, you may find a nugget that leads to an even better solution. There is not much higher praise than to be remembered 30+ years later as the person who made correct decisions because they listened extremely well and respected the opinions of everyone.

Treat everyone with respect. As a person advances in their career there will be times when they have to work with people less talented, less motivated and less knowledgeable. You will need their support to get your job done. If you don't show them respect, they will know and they will be less motivated to help you succeed. This also just a common courtesy since everyone deserves respect (at least until proven otherwise).

Summary — So if you know what you are talking about, are technically honest and in general honest, listen well and treat everyone with respect then you most likely

will progress to the extent of your technical skills and your ability to put in the effort.

Technical Tips

There are skills that can be learned to be a better troubleshooter. The general advice is to think through the fault signature and figure out what can and cannot generate the specific fault signature. This alone will save a lot of wasted time. The second piece of advice is to look for a generic fault and then narrow it down because it is too hard to make your mind open up to different possibilities once it has concentrated on a narrow fault first. Keep a log to document why you eliminated a fault location. Start in the middle — anyone can debug by starting at the front or the back, but it can take forever. The creative people know how to zero in on the circuit in question. Try not to get distracted when you are making progress during debugging because the creative process is fleeting and not easily recaptured. If you know that you are not that talented at troubleshooting, then start at the front or the end and keep excellent notes since you will really, really need them. Really know the design and study it before you start troubleshooting.

(Continued on page 51)



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PRACTICAL ADVICE FOR A THRIVING TECHNICAL CAREER

(Continued from page 49)

If you don't have a well-crafted troubleshooting plan, it usually leads to a long and frustrating debug.

All feedback circuits fail because there is not enough gain or not enough gain at the frequency. Every feedback circuit I have seen with a really tricky problem always came down to not enough gain. Too much gain has probably already been corrected because it is typically easy to find. So for the last 40+ years all the feedback problems I have seen at FRB really came down to not enough gain at the proper frequency. Not enough gain sometime hides as too much gain because it has a long overshoot and recovery. This is because there isn't enough gain to immediately kill the overshoot, so it continues way too long.

Home Life

Living with an engineer is not easy. They tend to work long hours, get shipped out of town over holidays and worst of all, they are almost always right. They don't tend to be humble, either. So be generous toward your immediate family with what resources you can; most likely it will not be time. So you probably will need to compensate by spending more on gifts, per-

haps vacations or outward signs of affection (something else most engineers are not good at). Do not forget to tell them that you love them. Be compassionate and show tolerance toward your non-immediate family who are not as gifted or fortunate as you. These people may have much more difficult lives than you.

Giving Back

Many technocrats have an unmet need to serve. Most people understand that working at Lockheed Martin puts them in a position where they have much more than other people throughout the world. Being involved with your religion or with a service organization, or with a local civic organization can bring more meaning to your life. Find an activity where you share common interests with the other members. Almost all of my closest friends are from my local Rotary club. It is an excellent match for me. My life would have been much less rewarding without Rotary. Find something where you and your family can share the experiences of helping others, while really enjoying the fellowship.

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Ask SCORE SELF-EMPLOYMENT TAX BASICS

Going from “employee” to being your own boss brings some significant changes, professionally and personally. One of the most significant to become accustomed to is no longer having certain taxes neatly taken from your paycheck by your employer.

As a self-employed individual, not only are you responsible for directly submitting the income tax you owe to the federal, state, and local governments, you are also responsible for paying self-employment tax.

According to IRS.gov, “Self-employment tax is a tax consisting of Social Security and Medicare taxes primarily for individuals who work for themselves. It is similar to the Social Security and Medicare taxes withheld from the pay of most wage earners.”

Similar to the FICA tax that wage earners working for employers pay, the self-employment tax rate for 2017 is 15.3 percent on your first \$127,200 of net income and then 2.9 percent on net income

beyond that. The rate consists of two parts: 12.4 percent for social security and 2.9 percent for Medicare. While employees only have 6.2 percent of the social security portion of FICA tax deducted from their paychecks (their employers pay the other half), self-employed individuals must remit the full 12.4 percent of the social security tax in addition to the full Medicare tax amount.

Most self-employed individuals, because their tax is not withheld from paychecks, must estimate their self-employment and income tax amounts due and pay them on a quarterly basis. Not paying the taxes on time or not paying enough could result in financial penalties.

According to SCORE certified mentor Tim Frees, “It is important to keep your accounting records current so you know the amount of income (or loss) at any point in time.

(Continued on page 54)



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Ask SCORE

(Continued from page 52)

The actual self-employment results should be compared to your budget to identify shortfalls in revenue and/or overspending. Monitoring actual results compared to your budget aids in identifying overspending and/or revenue shortfalls where corrective action and/or adjustments may be necessary.”

Adjusting to planning for and paying self-employment tax does not come easily for all small business owners. It takes discipline and the ability to forecast revenue and expenses with some degree of accuracy.

“Having accurate and up-to-date accounting records is essential to project your self-employment quarterly income tax liability,” shares Frees. “A local accountant and/or CPA can assist you with income tax projections and the correct amount of quarterly income tax payments.”

You can find more information about self-employment tax on the IRS.gov website ([https://www.irs.gov/businesses/small-businesses-self-employed/self-employment-tax-social-security-and-medicare-](https://www.irs.gov/businesses/small-businesses-self-employed/self-employment-tax-social-security-and-medicare-taxes)

taxes). Also, be sure to check with your state and local governments about income tax requirements and due dates so you do not find yourself falling behind on those obligations. For more resources, also check www.score.org.

The SCORE TriCounty Learning Center is offering workshops focusing on Business Accounting Basics for the month of October. Visit their website, <http://tricounty.score.org>, for information about these workshops.

Since 1964, SCORE “Mentors to America’s Small Business” has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business contact SCORE TriCounty. You can call 610.327.2673, email tricounty@scorevolunteer.org or visit the website at www.tricounty.score.org.





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Greater Pottstown SHRM Receives Prestigious SHRM Award for Advancing the HR Profession

The Society for Human Resource Management (SHRM) recently awarded the Greater Pottstown SHRM its prestigious EXCEL SILVER Award for the Greater Pottstown SHRM's accomplishments in 2016.

The award aligns individual chapters and state councils' activities with SHRM's aspirations for the HR profession. The award recognizes the accomplishments and the strategic activities and initiatives that enhance the human resources profession.

"Advancing the human resources profession is a daily mission at SHRM and this Greater Pottstown SHRM group's outstanding work this year contributed significantly to that goal," said Henry G. (Hank) Jackson, president and CEO of SHRM. "Recipients of this prestigious award are those who show a strong commitment to advancing the HR profession through service to the community, local networking, and professional development activities."

The EXCEL award can be earned at four levels: bronze, silver, gold and platinum, and each level has a prescribed set of requirements and accomplishments that must be met. The Greater Pottstown SHRM will receive recognition in SHRM publications and at conferences, a logo to display on

their website, and information to share with their members about the significance of this award.

Greater Pottstown SHRM holds monthly meetings focused on educating local professionals involved in the field of Human Resources. They have special guest speakers who are experts in the published topic, and most meetings are approved for SHRM and/or HRCI continuing education credits. They also allow attendees to ask questions to the group who have a wide variety of experience. The group typically meets the 3rd Thursday of the month at Brookside Country Club in Pottstown PA from September through May.

For more information about the Greater Pottstown SHRM visit: <http://gtrpottstown.shrm.org/>

About the Society for Human Resource Management: The Society for Human Resource Management (SHRM) is the world's largest HR professional society, representing 285,000 members in more than 165 countries. For nearly seven decades, the Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates. Visit us at shrm.org and follow us on Twitter and Instagram @SHRMPress.



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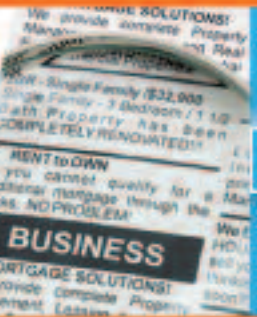
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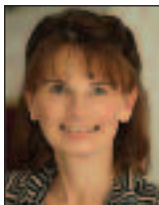
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CAN SOCIAL MEDIA RUIN YOUR BUSINESS?



MARKETING SOLUTIONS

By Maria Novak, Marketing Solutions

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

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

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

Social media: the value of building a tribe.

We as businesspeople understand the value of the connection economy. What we need to focus on is making sure that those connections endure over the years and decades. We do that by providing value

and by not cheapening the relationship. We also do it by maintaining connections, and most importantly, by not having a middle-man.

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

(Continued on page 59)

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PRIMER: What Attorneys Wish Employers Knew About Personnel Files



LEGAL PERSPECTIVES

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

An employee's personnel file can be a crucial piece of evidence in employment litigation. What information is or is not contained in a personnel file, and sometimes how and where that information is stored, can dramatically alter a party's case in a lawsuit. For example, a lack of time records will aid an employee's wage claim pursuant to the Fair Labor Standards Act, but an employee's well documented disciplinary issues will aid an employer's defense against a wrongful termination suit.

Interestingly, while various laws require employers to maintain certain records (e.g., records related to workplace injuries, immigration status forms, and records of time worked), there is no explicit requirement that an employer maintain a general personnel file for each employee. Nevertheless, employers should maintain employee personnel files, and establish clear protocols for creating and maintaining the files.

It is recommended that personnel files be segregated from general business records. Ideally, personnel files should be kept in a secure location such as a locked filing cabinet, if in paper form, or password-protected folders, if in digital form. Businesses should also adopt record retention policies which govern the length of time employee records are maintained. The policy, however, must be consistent with the record retention requirements of various federal and state employment related laws. Only the business's record management officer should be authorized to dispose of records contained in personnel files, and only consistent with the retention policy.

Generally speaking, access to personnel files should be limited to those who genuinely require access to the information

therein, such as human resource managers. Individual employees, however, do have the right to access their own personnel file to determine "his or her own qualifications for employment, promotion, additional compensation, termination or disciplinary action," pursuant to 43 P.S. § 1322. Nevertheless, employers can restrict employees' access to their personnel files to once per year, and establish other reasonable requirements for accessing personnel files such as no right to remove the documents contained therein from the premises, that inspection occur in the presence of a designated official, and that records only be made available during business hours, pursuant to 43 P.S. § 1324.

Personnel files should contain documents arising during the hiring process including but not limited to an employee's contact and emergency contact information; employment application; resume; letters of reference; and offer letter or employment contract. Each employee's personnel file should also include information related to his or her wage rate and job description. The job description should note whether the employee is classified exempt or non-exempt with respect to overtime pay.

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MARKETING SOLUTIONS

(Continued from page 57)

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

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

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

Email is enduring.

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

Social media services are a fantastic way to "spread the word" and share information, but relying primarily on a

publishing platform you do not control can hurt your marketing efforts. While there's value in social likes, follows, shares, and retweets, those are worth far less, in the big picture, than passionate email subscribers.

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

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

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LEGAL PERSPECTIVES

(Continued from page 58)

Personnel files should also contain documents arising during the employment relationship including but not limited to performance reviews; acknowledgements of new employer policies; records showing trainings and certifications; and time records. Documentation of employee discipline must also be in a personnel file. These types of documents will include warnings and documentation of other disciplinary actions, as well as counseling or performance plans. An employer also wants to document and maintain records showing any changes in an employee's salary; reporting structure; title; and exemption status. Likewise, the personnel file should include the tracking of leave usage such as vacation and sick time.

Lastly, personnel files should contain documents related to the termination of an employee's employment including but not limited to a letter of resignation or notice of termination; documentation of reasons for the termination or layoff; COBRA benefit continuation notices required by law; and severance or separation and release agreements.

Certain employee documents, however, should be maintained by the employer but

kept separately from the "personnel file." These types of documents are often sensitive and access to the document should be strictly limited because they contain personal and potentially harmful information if improperly disseminated. Examples of these types of documents are investigation files such as those arising from sexual harassment claims or whistleblower complaints; employees' medical information such as requests for FMLA leave or requests for accommodation pursuant to the ADA; and documents which contain employees' genetic information. Permitting improper access to these documents could violate specific laws, but also bolster an employee's discrimination claim.

If you have any questions regarding personnel files generally, record retention policies, or legal requirements for maintaining employment documentation, you should contact an experienced and knowledgeable attorney for a consultation.

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

GLOBALIZATION AND CHANGE



CHANGE

By Barry Cassidy

There has been an effort on behalf of some to initiate a global agenda in the United States. After all, we are part of the world, and we are all brothers and sisters. Global barriers are breaking down, and there is an effort for people to consider themselves citizens of the world, rather than a particular nation.

I believe the term is economics of agglomeration (linkages), as we are all linked together through any number of avenues — transportation, international trade, development activities, real estate, and relationships of economy. One big happy global family. People of the world unite!

In practice, this is a little tricky, as there are levels of tension that arise. The introduction of change, in this case, could sometimes can be brutal. Think about how sitting in your house in Downingtown or Pottstown, and somehow globalization swoops down to touch you.

I believe the biggest tension arises from the fact that different nations have different values, and sometimes there are conflicts with established norms in a particular country. Different nations with long established norms tend to show repulsion to collective norms, which are defused internationally in a homogenized form. People have lived a certain way they lived for years, and now need help from the rest of the world to define their new norms and customs.

Recently, in Texas, there has been an attempt to try to convince Muslims in the area to not seek help in the courts, but rather turn to the mosque for the solution to their culture-related problems. Sharia law would be used to rectify an issue that would come about between Muslims. It is common in the Middle East to have the issues settled in a religious context, if everyone is of the same religion. I was watching as a Muslim woman was on TV urged people in the audience to not assimilate.

Since America is one big melting pot and a living laboratory of human relations, it is hard to understand the kind of reasoning that preaches to “not fit in.” It is the peer pressure that causes many people to abandon foreign ways, unless it is an improvement to society. Then Americans embrace and improvise and the practice becomes “americanized.”

(Continued on page 62)

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CHANGE

(Continued from page 61)

I remember in *The Godfather* movie, there is a scene in the beginning where people are asking for the Don's help. He asks one guy, "Why have you never come to me before?" and the answer was not too startling. He said he "did not want to get in trouble," and wanted to "fit in."

With the ongoing process of globalization, many newcomers gravitate to cities and bring their attitudes and customs with them. In Germany, they are having problems with people utilizing the public restroom facilities in a manner that others in Germany are unaccustomed to. The result is a health dilemma. Some of the companies cleaning the rest facilities have had to hire Germans to clean up, because others find nothing wrong with the mess that is created. That is extreme but I wanted to make a point.

I believe that the constant exposure to the new ways have made cities more accustomed to different practices, because everyone is closer. Out in the rural areas, the customs and these thoughts seem out of place. Globalization is the driver of this divide. People in the rural areas have become increasingly aware of the issue, as they surf the internet. Somehow the traditional ways of America are under attack as

being representative of a "white supremacy" nation, when in actuality it is a something foreign to people, because they are not exposed to a particular practice.

Cities, with a higher per capita income strata, in most cases comprise the top one fifth of the wage-earning population which has become known as the costal elite. Cities in California, New York and Pennsylvania etc. have been more liberal in their thinking than the rural areas. This can be seen in the results of the last election, where the rural areas voted approximately 85percent one way and the cities voted 85 percent the other way.

I believe there is a tendency in the news media to embrace new realities that might not be in sync with the rural areas. It appears that the people in the rural areas are unwilling to vocalize what they want, because of fear of being labeled white supremacists or racists. Recently, I myself have been branded as a racist on social media... which I feel is kind of a stretch because of my history of civil rights work and the fact that I am married to an Afro-American woman. This accounts for the skewed polling numbers in the past elections and recently taken polls. Much of this reminds me of the Nixon's silent majority.

(Continued on page 64)

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DIAMOND CREDIT UNION HURRICANE HARVEY CAR WASH

On Monday, September 4, Diamond Credit Union volunteers, led by their Debt Counseling Manager Paul Schwab, held a car wash fundraiser to support the American Red Cross, Hurricane Harvey Relief. This event was located at Diamond's Exeter Branch.

Over 25 Diamond Credit Union staff members along with their friends and family came out to help raise money for this cause. After a very successful vehicle turnout and even a motorcycle, Diamond was able to raise over \$1,500.

"The volunteers and donations for our car wash were absolutely tremendous. It feels great to be able to help out the people that have been affected by the disastrous Hurricane Harvey," stated Paul Schwab. Bringing opportunity to every member of our community...That's younity.

Diamond Credit Union is the 12th largest credit union in Pennsylvania and is



Diamond Credit Union volunteers, along with their friends and family.

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



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CHANGE

(Continued from page 62)

In rural communities, for the most part, globalization represents the American worker competing with global workers who do not have the same work and wage rules as the United States. This represents a decrease in the standard living for the blue-collar workers, as well as an intractable proposition to change the nature of culture in America.

Can America adapt to a global standardization of culture? Is a nationalist economic and cultural policy good for America, versus the Globalization universal standard? Because we are a nation of immigrants, and were never a colonial empire, it is hard to say how this will turn out. Every immigrant grouping has gone through prejudices, and discrimination, whether it was the cross burnings on my grandparents' farm, or having my other grandfather being made to feel awkward because he was an illegal alien. The one thing they all had in common was their desire to assimilate... this no longer seems the case. It is the resident population that is asked to take less, and asked to change their ways, which represents a significant change for the past.

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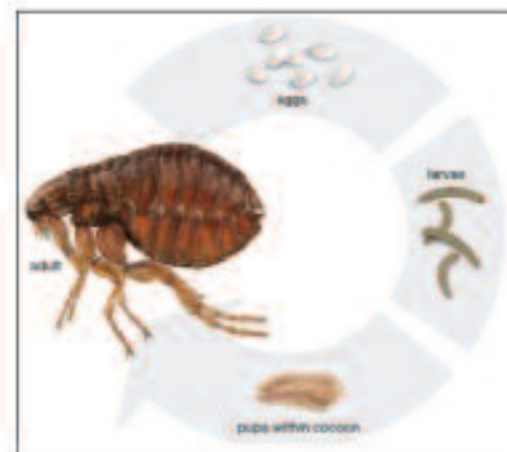
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REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 33-42 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



PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

UPCOMING EVENTS

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – October 3 –

The Phoenixville Chamber and the Jaycees formed a Young Professional Networking Group in the Phoenixville Area. This event series is for business minded people aged 21 to 40 to gather in a relaxed atmosphere with like-minded individuals. YPN meets the first Tuesday of every month.

Join us to network with other young professionals. Refreshments will be provided with a Cash Bar!

Bring plenty of business cards.

Time: 6:00 – 9:00 PM Cost: Free

Location: **PJ Ryan's Pub**, 231-233 Bridge Street, Phoenixville, PA 19460



Phoenixville Food Truck Festival – October 10, 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.



October Monthly Membership Meeting, Luncheon - Tuesday, Oct 12th

Join us to stay up to date with the Chamber, network with other Chamber members, and discuss new ideas for your business.

Register at our website
www.phoenixvillechamber.org

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.pxvharvestfest.com.



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



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REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 33-42 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!



CCreating 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: 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!

- **Club Pilates of Collegeville** – Carla Olivia - 222 East Main Street, Collegeville, PA 19426; (484) 284-8004 www.clubpilates.com
- **Rick Sheppard Realtor** – Rick Sheppard - 1425 S. Collegeville Road, Collegeville, PA 19426; (610) 864-9872 www.searchsephomes.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.

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

sponsored by:



Wednesday, October 25th,
8:30am – 9:30am at the
PVCC office, 351 E. Main
 Street, Collegeville.

New members, prospects and members... join us for 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

October 25, 2017 - PV MEN Networking Happy Hour

Gentlemen...join Committee Chair, Kip Bilo and fellow members and guests at PV MEN Networking Night at **DaVinci's Pub**! Unwind, network, and share in good company! Cost: \$15 pre-registered, \$20 at-door covers cost of appetizers. Cash bar. RSVP: 610-489-6660 or email info@pvchamber.net renee@PVchamber.net. Register online www.PVchamber.net

October 26, 2017 - Business Owner Roundtable

The PV Chamber welcomes **business owners and key decision makers** to participate Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue.

Limited to 18 attendees, PVCC members-only. Cost: \$25.

Spring Ford Country Club, 48 Country Club Road, Royersford. Time: **11:30 a.m. - 1 p.m.**



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

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



The 2017 Online Savings Book will be unveiled at our Annual Pfizer Business Expo on October 11th. The book can be viewed on www.PVChamber.net beginning October 12th. For more information contact the Chamber office at 610-489-6660.

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.

PV Stars 2018 - Nominate Today!

The 4th Annual PV Stars Gala will honor outstanding businesses and community stewards for their commitment to enhancing the Perkiomen Valley Region. This event brings together leaders from Montgomery, North East Chester and Southern Berks Counties for an evening of celebration and acknowledgement. Nominate your favorite Business, Individual or Non-Profit today! Winners will be recognized in the below categories at RiverCrest Golf Club & Preserve in February 2018!

Categories to be awarded: Local Business of the Year • Large Business of the Year • Business Star of the Year • Emerging Business of the Year • Non-Profit of the Year Chamber • Member of the Year • Humanitarian of the Year

Nomination form can be found at: www.PVChamber.net



POST EVENT

September 14, 2017 – Business Expo at Dow showcases PV Chamber businesses and Dow Networks

Special thanks to our event volunteers: Dave Maris, Marco Motors; Scott Haley, Route 422 Business Advisor; Warren Levy, Jr, Lazer Limo; Kim Knoll, Daily Bread Community Food Pantry; Betty Jane Kutz, BJ Custom Interiors; Joe Bergquist, Harleysville Bank and Bob Clark, Interface Financial Group



REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 33-42 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

• Anytime Fitness, Collegeville • Center for Nutritional Healing, LLC

UPCOMING EVENTS

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

October 3 - Network Before Work

Lindt Chocolate

Philadelphia Premium Outlets
18 Lightcap Road Suite 1029, Pottstown
8:00 a.m. to 9:30 a.m.

October 12 - Chamber Luncheon: State of Local Education

Western Montgomery Career & Technical
Center

77 Gratersford Road, Royersford
11:30 a.m. to 1:00 p.m.
\$25 for Members/\$35 for Non-Members

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*

October 24 - Chamber Workshop: Your Local Search Tune Up

In this hands-on lab, you'll get a chance to evaluate your organization's online presence. Are customers finding you when they ask questions, are looking for a local resource, or are ready to buy? Find out how you stack up against best practices and take immediate steps to improve your online presence.

Productivity Pointe

152 East High Street Suite 440, Pottstown
9:00 a.m. to 11:30 a.m.
\$25

November 2 - Chamber Mixer and Grand Opening

Center for Nutritional Healing

567 Church St., Royersford
5:00 p.m. to 7:00 p.m.

November 7 - Chamber Mixer

Pinot's Palette

121 Market Street Suite 5a, Collegeville
5:00 p.m. to 7:00 p.m.

November 9 - Chamber Luncheon: Business Insurance

Spring-Ford Country Club

48 Country Club Road, Royersford
11:30 a.m. to 1:00 p.m.
\$25 for Members/\$35 for Non-Members

November 14 - Network Before Work

Harleysville Bank

1889 East Ridge Pike, Royersford
8:00 a.m. to 9:30 a.m.

November 16 - Shark Think Tank

Copperfield Inn at Lakeside

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

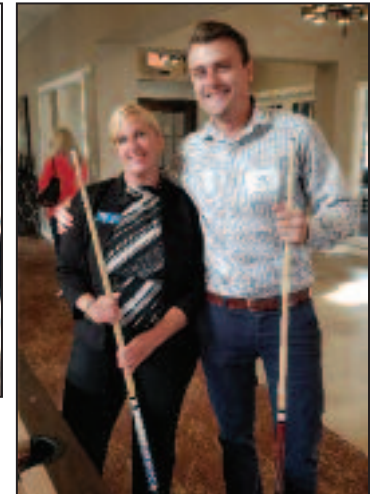
NEW Hands-On Workshop Tuesday, October 24th 9am – 11:30am

Delos Incorporated and the Spring-Ford Chamber will be collaboratively hosting a hands-on workshop intitled Your Local Search Tune Up. Bring your laptops and and be ready to put those best practices into use. Workshop attendees will work out with an improved online presence. The cost of the workshop is \$25.00 per person for chamber members and \$35.00 for non-members and will be hosted by Productivity Pointe, 152 East High Street, Suite 440, Pottstown. Registration can be found on the Spring-Ford Chamber website.

Spring-Ford Notes



- Thank you to Westfield 41 for hosting a mixer on September 12th. The mixer was well attended and a good time was had by all who came.



- A big thank you to all the lovely ladies that came out to Painting with a Twist in late August for our WIN Ladies Night Out



- Thank you to Tim Elbertson, Montgomery County Emergency Services Outreach Coordinator for addressing the Spring-Ford Chamber on Thursday, September 14th. This timely topic helped the chamber members make adjustments to their emergency plans.
- Same the date for our holiday mixer on Wednesday, December 20th, hosted by Cutillo's Restaurant from 5pm – 7pm, free food and cash bar.
- The Spring-Ford Chamber of Commerce and the Limerick Fire Department will be hosting a blood drive in November. Dates will be shortly. Check the Spring-Ford Chamber website for the most up to date information.

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

Congratulations to TCACC on your 90th Anniversary!

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