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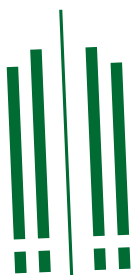
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By dividing areas of focus, and providing mutual support and encouragement, the partners cultivated a reputation for superior service and grew organically, largely on referrals from satisfied clients. With an ever-growing client list, the partners have just opened a second office at 313 West Ridge Pike, 2nd Floor, in Limerick.

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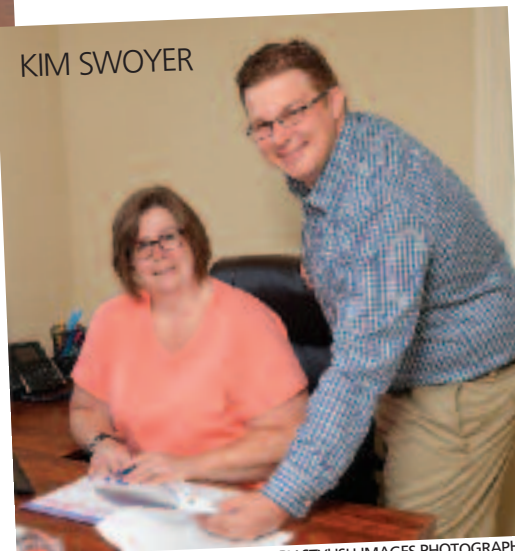
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Cover Story: *The doctors at Yucha Medical Pain Management & Chiropractic Rehabilitation of Pottstown offer relief from pain associated with headaches, neck and back pain, Osteoarthritic knees, carpal tunnel and sciatica along with sinus and allergy problems, fatigue, irritability and many other stress-related conditions.*



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Contents

- 14** | Tax Planning & Preparation Guide
- 18** | Focus On King Of Prussia
- 28** | Advertised Services Directory
What You Are Looking For — At Your Fingertips
- 28** | Route 422 Dining Guide
- 31** | TriCounty Area Chamber Of Commerce
News & Events
- 42** | Focus On IT / Technology
- 45** | The Good Life
Business Owners: What's Your Plan?
- 47** | Legal Tips
Importance Of Discovery In Arbitration
- 48** | Automotive Services Guide
- 53** | Ask SCORE
How Creating Buyer Personas Can Help Small
Businesses In Their Marketing Efforts
- 54** | Legal Perspectives
Eliminating Cursive Writing From Public Schools
- 57** | Change
Change In The Small Town
- 61** | Regional Chamber Roundup
... AND MORE!

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With the recent establishment of William P. Brogley Law Offices in the Pottstown Historic District, Bill Brogley is returning to his roots and bringing his law practice to his community. Bill grew up in Pottstown with his sisters, and spent K through 12 in the Pottsgrove School District. "It's genuinely exciting to have opened an office here, where the boys and I live, down the street from their schools, in the middle of the community that matters most to me," Brogley explains. "There is something about practicing where I live that is far more organic and satisfying. It is much easier to see where your client places value, and how I can bring value to the client, when you live and work in the same small community."

After twelve years of general practice litigation and criminal defense in Philadelphia and Valley Forge, Bill moved into his 18 South Charlotte Street office in April of this year. "I literally always wanted a solo

practice where I could be in charge of all the value considerations," Brogley said. "As some professors will tell you in law school, you are not a bus. It allows me to be more selective about the cases I take on, and be blunt with the client about where I think the facts will lead, how much it is going to cost, financially and emotionally. Not everything is worth litigating over. But you'd better be fully prepared to litigate, or you will get run over. Just because you are rational and can make calculated business decisions, does not mean your business partner, or your family member, share those qualities.

People fight. I understand that, as lawyers, we are supposed to be zealous advocates and unwavering in our pursuit of victory. But there are real costs involved that are not all financial. There exists a responsibility to fully explain these costs before jumping into the ring."



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- **Education Law**
- **Workplace & Personal Injury**



Though Bill's practice involves a large amount of litigation, he prefers to focus on plans for avoiding litigation and plans for the success of your business and family. This entails detailed preparation of business formations, stock agreements, employment agreements and succession planning. It involves explaining the real reasons for following detailed business procedures. Handshakes are great, until they no longer work, or are just not legal. And disputes do not just arise out of business transactions and employment issues. His practice includes civil rights, estate disputes, land use disputes and all manner of failed transactions.

"It's better if people come to me sooner, before the dispute," he said. "But sometimes the dispute arises out of a deed that is one hundred and twenty years old, a shared driveway and a snow plow. Sometimes there are differences between your contracts and the parties' course of conduct. Then you need a map that includes the facts, the law and an equation for determining value, all sorts of values."

You can make appointments with Bill through his website at www.williambrogley.com, by calling him directly at the office at 484.624.5458. Or you can stop by the office.

YUCHA MEDICAL PAIN MANAGEMENT & CHIROPRACTIC REHABILITATION

Dr. Randy E. Yucha, DC



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

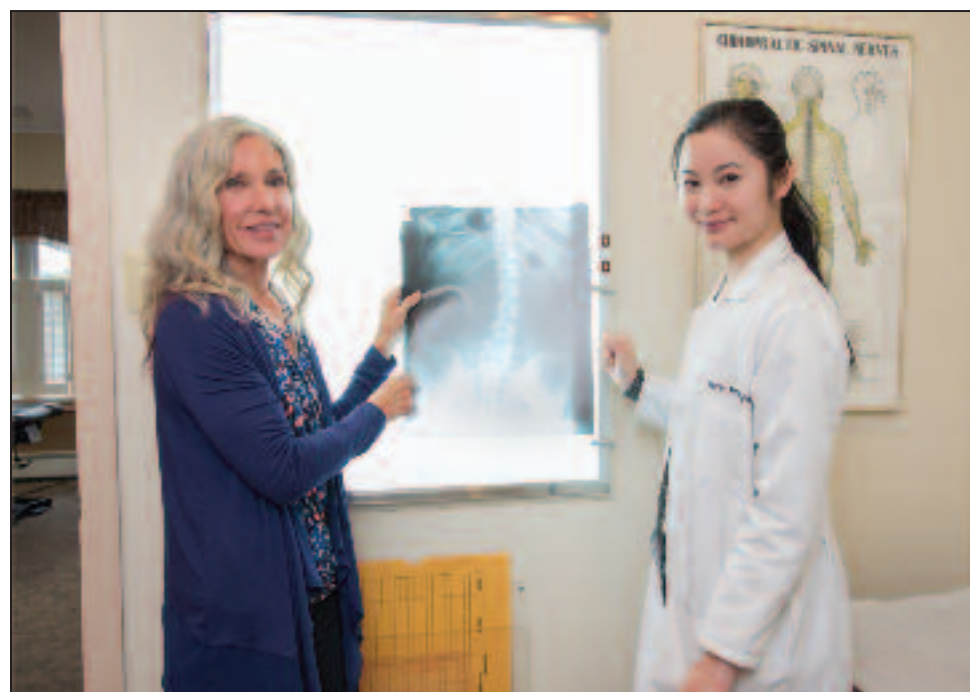
When it comes to applying a “cutting-edge” approach to helping individuals achieve optimal health, physical rehabilitation and pain management, Yucha Medical Pain Management & Chiropractic Rehabilitation “wrote the book,” so to speak.

Randy E. Yucha, DC, and Rod Gabel, DC, authors of *A Unique Approach to Your Health — Putting the Whole Team Behind You!*, are partners in Yucha Medical Pain Management & Chiropractic Rehabilitation, located at 435 West Cedarville Road in North Coventry Township.

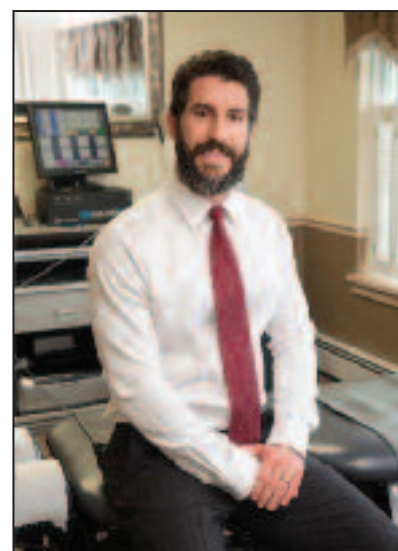
Two years ago, the partners transitioned the practice to reflect a new, medically integrated approach, offering effective ways to combine conservative chiropractic treatments and physical therapy with medical pain management. The medical integration includes pain injections, topical anti-inflammatory prescriptions filled in-house, bracing for low backs, necks and knees, blood analysis for food sensitivities, medical weight loss, as well as cutting-edge procedures such as PRP and Stem Cell treatments. These treatments, along with conservative modalities including massage therapy, spinal decompression, electric muscle stimulation, ultrasound therapy and exercise rehabilitation, provide relief from pain associated with headaches, migraines, neck and back pain, disc problems, osteoarthritic knees, carpal tunnel and sciatica, along with sinus and allergy problems, fatigue, irritability and many other stress-related conditions.

The multitude of services allow them to treat muscle, joint, disc and nerve problems that cause pain in most cases. This strongly distinguishes Yucha Medical Pain Management & Chiropractic Rehabilitation from many of the other chiropractic offices in the area, as they are more comprehensive in their approach to healing the body.

“Chiropractic is just a small portion of what we do and what we offer,” explains Dr. Gabel. “We don’t even consider ourselves a chiropractic facility. We really are a physical medicine or medical pain management clinic. We have a medical doctor (Dr. Mary Kashurba, MD) overseeing the pain management side, and we also have a physician assistant (Hanh Pham, PA-C) who is trained in orthopedics and pain management as well. This allows us to combine modern medical procedures and chiropractic, to get people better faster, and that’s our intention. People now have more options, and they have all of these resources at their disposal all under one roof.



Dr. Mary Kashurba, MD, ABIHM and Hanh Pham, PA-C.



Dr. Justin DiPhillippo, DC, DACNB



*Yucha Medical Pain Management & Chiropractic Rehabilitation is located at
435 West Cedarville Road, Pottstown, PA 19465.*

"Meeting in the middle and integrating medicine and chiropractic gives our patients the best of both worlds," Dr. Gabel said. "Our transition into a physical medicine practice and adding medical pain management providers to our team has greatly expanded our scope of practice and has allowed us to be very successful in treating our patients."

"There are definitely differences between chiropractic offices," Dr. Yucha points out. "We've been able to utilize everything under our license to help people. The chiropractic adjustment is just one way to help people get out of pain. Most chiropractic offices only offer this treatment, but our office has historically offered so much more, and that's why we've been so successful over the last 25 years. We use the most advanced technology, specialized tables and equipment, and many other offices have not incorporated this, and it's usually because of the price," he said.

Yucha Medical Pain Management & Chiropractic Rehabilitation is the only office in the Tri-County Area to offer the **Pro-Adjuster** technology, which is a low-force adjusting instrument to prevent the twisting, cracking and popping sensations that can keep people from seeking the help they need. "Now everyone can benefit from the chiropractic adjustment... from elderly patients suffering from osteoporosis to children to people who just don't like the 'popping' sound. We have two Pro Adjuster machines, along with specialized tables that we use for different types of problems, as well as very specific disc issues or radiating pain symptoms," Dr. Yucha said. "In our therapy room, we offer many active and passive modalities in order to aid in the healing process or to help rehabilitate a patient following an injury. We incorporate all these things (as opposed to a lot of other chiropractors in the area)."

(Continued on page 8)



Dr. Rod Gabel, DC, ICCSP

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COVER STORY

(Continued from page 7)



The staff of Yucha Medical Pain Management & Chiropractic Rehabilitation.

“There are a lot of things that people can do conservatively,” adds Dr. Gabel. “Our care is still extremely conservative. We can prescribe different types of at-home equipment that’s covered by insurance, like low-back supports and cervical collars that people can use at home to feel better for longer. Now people have the opportunity to use something at home instead of taking a pain medication or rushing in for an appointment. I think our patients really appreciate that,” he said.

“We also have an in-house pharmacy for topical, non-narcotic pain medications that are extremely safe in comparison to some of the narcotics that people are being prescribed on a daily basis. These medications are pharmaceutical grade so you can’t buy them over-the-counter. The reason we have an in-house pharmacy is we don’t want people damaging their kidneys and their livers with over-the-counter anti-inflammatories,” Dr. Yucha said. “They are much stronger, much more effective, and much safer in comparison to taking daily oral meds.”

Yucha Medical Pain Management & Chiropractic Rehabilitation also distinguishes itself from other clinics by offering Medical Weight Loss, which is directly supervised by their medical providers to help the Tri-County Area combat the growing obesity epidemic. In addition to losing weight on this program, there are a multitude of health benefits, including increased energy and stamina, better cardiovascular health and reduced pain. They are also the only clinic in the area that offers Lipo Laser Red Light Therapy in order to lose fat and inches rapidly. There are informational workshops held in the office, or private, one-on-one consultations can be scheduled with one of the doctors.

“We do medical weight loss to help people lose weight fast,” Dr. Yucha said. “The results that we have seen have been absolutely remarkable! We have some patients losing over 30 lbs in a month, losing inches, and fitting in clothes they haven’t worn in years. We’ve literally had patients come in crying because of their success. It’s changed their lives completely, and we feel great about helping them reach their goals.”

“When you talk about nutrition and weight loss, we also do a lot of food sensitivity and allergy testing here, so it’s not just always pain based,” Dr. Gabel added. “When you’re eating the wrong foods that don’t agree with you, it creates a lot of inflammation, and chronic inflammation can lead to an increase in headaches and migraines, increase in pain, inability to lose weight, energy and fatigue issues, gastric reflux, bloating, and G.I. issues. It’s important to find out which fruits, vegetables, meats, dairy and even gluten may be causing an inflammatory response in the body.”

The success of Yucha Medical Pain Management & Chiropractic Rehabilitation’s comprehensive multi-service, multi-disciplinary, multi-specialist approach is evidenced by the current need to expand to accommodate an increased demand for their services. And space permitted, further expansion of services may be on the horizon.

“The next thing we’re going to add is hearing aids,” said Dr. Yucha. “It’s huge, cognitively, and studies show people who can’t hear have greater chance of Alzheimer’s because they’re not able to communicate with the general public and the world.”

(Continued on page 10)

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(Continued from page 8)

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Dr. Randy E. Yucha, DC and Dr. Rod Gabel, DC, ICCSP

"Another thing we're going to be bringing in soon is youth enhancement and rejuvenation and hormone replacement therapy," added Dr. Gabel. "PRP and Stem Cell Therapy can help by injecting different growth factors into areas for anti-aging effects and hair restoration, but these treatments can also help to reduce pain and inflammation. These treatments may truly be the future of medicine. It allows your body to heal itself, in essence, by injecting stem cells or platelet rich plasma. The idea is rather than succumbing to arthritis and other degenerative conditions or the aging process, you can actually re-generate tissue and possibly reverse the effects of wear-and-tear and time. It's certainly worth considering as it presents as safer and less costly option in comparison to surgery."

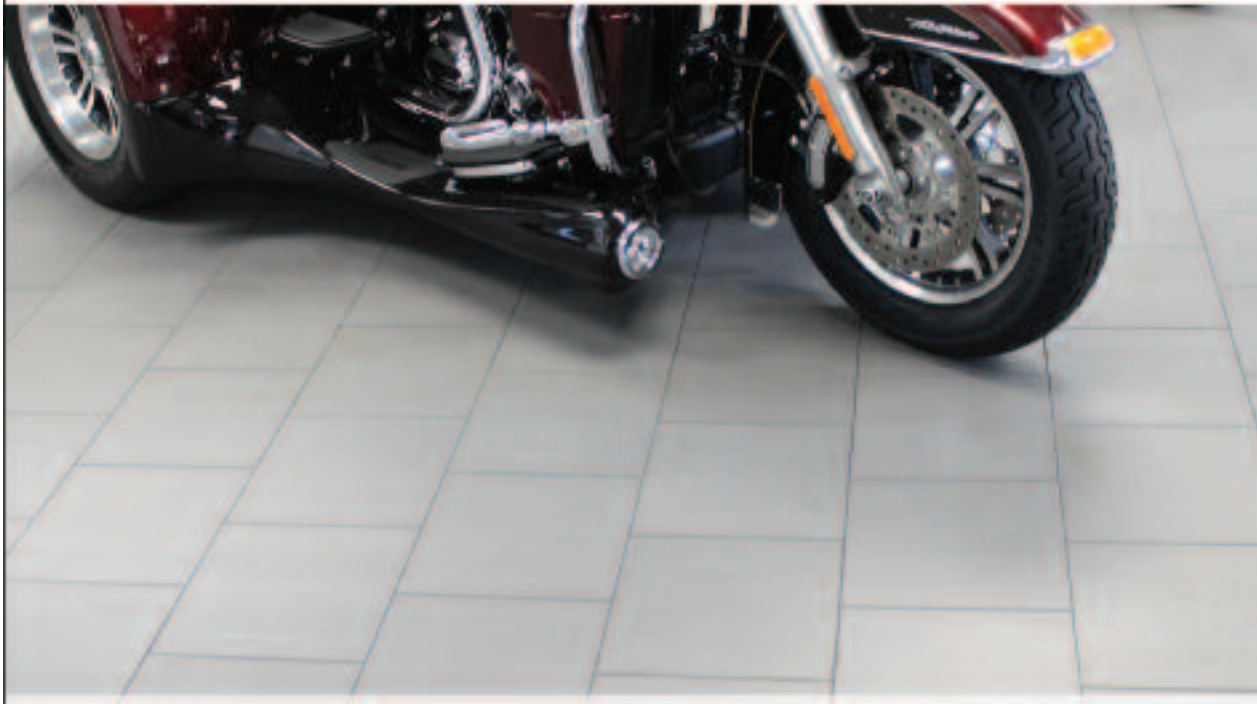
Regarding the efficacy of that multi-disciplinary multi-specialist approach, Dr. Gabel said, "For one, Dr. Yucha has been adjusting people here for 30 years. There's probably not a lot that he hasn't seen. I have a sports medicine background. We have another chiropractor (Dr. Justin DiPhillippo, DC, DACNB) who is a chiropractic neurologist.

We have people on the medical side with orthopedic, surgical, and physical medicine and rehabilitation backgrounds. We can attack different types of injuries in a variety of ways. We all collaborate on individual patient cases, so that our patients get the benefit of multiple eyes and multiple specialties looking at the same patient, and recommending what may be the best and most efficient treatment for them specifically," he said, adding, "There's a lot of different ways to treat the same issue, but when you can combine effective treatment options, people get better at a much faster rate."

"And I think people are also very impressed and appreciative that we've been able to put together a group of talented doctors like this," Dr. Yucha added. "It gives them more confidence," he said, pointing out that it also accelerates the process of providing results. "We felt if we could put something together where people didn't have to go out as often, and be able to provide more things to get them better, faster, people would be happy. And they are very happy."

(Continued on page 12)

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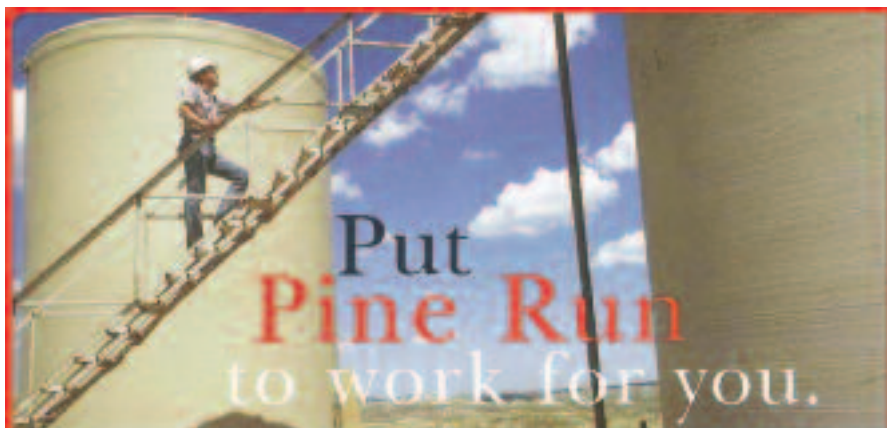
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COVER STORY

(Continued from page 10)

Dr. Yucha grew up in Pottstown, graduating from St. Pius X High School, St. Joseph's University with a Bachelor of Science degree, and Temple University with a Master's degree in Clinical Psychology. After graduating from Sherman College of Chiropractic, he obtained a Fellowship in the International Academy of Clinical Acupuncture, and began his private practice in 1990, specializing in the relief of acute and chronic pain, using conservative techniques for headache relief, disc problems and spinal injuries.

At the age of 12, Rod Gabel, who is from the Boyertown area, was successfully treated for recurring headaches by Dr. Yucha. Inspired by the results, he studied at Villanova University and Palmer College of Chiropractic to become a chiropractor. During his last trimester at Palmer, he returned to Dr. Yucha's office for his four-month externship program, and in 2012, Dr. Rod Gabel joined the team. He is an Internationally Certified Chiropractic Sports Physician and a Titleist Performance Institute Golf Fitness Instructor, and is able to help area golfers and all other athletes play longer, play better and play without pain.

"When people limit themselves to anything, I think they really miss out on what could be," Dr. Gabel said, "so I think the constant evolution, whether it's expanding the business or looking for other pain relief options is extremely important. I think too many people are set in treating their pain one way or with one thing. There are too many things out there that they could try, and it's our job to provide them with those options. I believe it's important to be on the forefront of medicine as it is always changing and always improving. We owe it to our patients to always provide them with the best practices possible."

"We're definitely risk takers," Dr. Yucha said, in regard to constantly looking to find more ways to help patients recover quickly. "I think I can speak for Dr. Rod, we never really look at the negative in regard to whether something will work. We do our absolute best to make it work. That's the way I feel with patients. I expect everybody to get better. I know that not everybody is going to get better, but honestly when I sit with a patient and go through what we recommend, I honestly believe they're going to get better, and in most cases, they do," he said.

Yucha Medical Pain Management & Chiropractic Rehabilitation does not charge up-front for long and expensive treatment plans and programs. Most insurances and Workman's Compensation and Personal Injury Cases are accepted.

Call the office today at 610.326.2706 to schedule a consultation with one of their doctors and get on the road to wellness and good health.

Yucha Medical Pain Management & Chiropractic Rehabilitation is located at 435 West Cedarville Road, Pottstown, PA 19465. For additional information, please visit: www.yuchamedicalchiro.com.



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RYDER & COMPANY

What You Need to Know About the Equifax Data Breach

Provided by Ryder & Company CPA

Background: What is Equifax?

Equifax is one of three major U.S. credit reporting bureaus. The other two are TransUnion and Experian. There is also a smaller, less well-known credit-reporting agency called Innovis (aka CBCInnovis) that operates slightly different in that its main purpose is to provide mortgage credit reporting services to the financial services industry.

Equifax, like TransUnion and Experian, track the financial histories of consumers and use this information to analyze whether a person is "credit-worthy" by issuing them a credit score. The credit score is based on the credit history contained in the credit report, a record of consumers' financial histories. Credit reports are comprised of information about your bill payment history, loans, current debt, and other financial information. Credit reports also contain information about where you work and live and whether you've been sued, arrested, or filed for bankruptcy.

Credit reports, which are also called credit records, credit files, and credit histories, help lenders decide whether or not to extend you credit or approve a loan, and determine what interest rate they will charge you.

Prospective employers, insurers, and rental property owners may also look at your credit report. Typically, the information collected on consumers is sold by the credit bureau (e.g., Equifax, Experian, or TransUnion) to credit card companies and other financial institutions.

What Happened?

The hackers had access to data from May 2017 to July 2017, including names, birth dates, Social Security numbers, driver's license numbers and credit card numbers.

Who is Affected?

As many as 145.5 million people in the United States were affected, as well as 400,000 in the United Kingdom and 8,000 consumers in Canada. Credit card numbers for approximately 209,000 U.S. consumers and certain dispute documents with personal identifying information for approximately 182,000 U.S. consumers were accessed, according to Equifax.

What to do if it is likely that you were impacted by the Equifax data breach

The first thing you should do (if you haven't already) is to obtain and review your credit report(s) and determine whether there's been any unusual activity. Next, check whether your data has been hacked using the

special website Equifax set up for data breach victims (www.equifaxsecurity2017.com). You will need to provide your last name and the last six numbers of your Social Security number. From there you can sign up for their free credit monitoring service. You won't be able to enroll immediately; however, but will be given a date when you can return to the site to enroll. Keep in mind that Equifax will not send you a reminder to enroll so you should mark the date on your calendar so that you can start monitoring your credit as soon as possible.

Note: Equifax removed the arbitration clause from the website that was set up for data breach victims. The arbitration clause stated that by signing up for the free I.D. theft protection and monitoring from its TrustedID service a consumer could not take legal action against the company—including participating in any class-action lawsuits that might arise from the breach.

Freeze your credit report accounts at each of the credit bureaus. Freezing your credit reports (make sure to freeze your account at each of the credit bureaus) prevents anyone (including new creditors) from accessing your account. Equifax has waived the fee until November 21, 2017) and has agreed to refund fees to those who have paid since September 7, which is the date that the data breach was announced.

If you do not want to freeze your credit account, you can place a fraud alert on the account. A fraud alert warns creditors that you may be an identity theft victim and that

they should verify that anyone seeking credit in your name really is you.

Note: Unfortunately, a freeze on your credit report does not necessarily mean that your bank accounts and other identity-related information is safe. Furthermore, if you do need access to your credit report, you will need to pay a fee to "unfreeze" it.

Get in the habit of periodically check your bank, credit card, retirement, and other financial accounts that could potentially be impacted now or down the road and make sure your Internet security (antivirus, firewall, malware detector, etc.) is working properly.

Finally, filing your taxes earlier, rather than later (i.e., at the last minute) helps prevent a hacker from filing a tax return using your stolen identifying information.

Precautions to take if it appears that you were not impacted by the Equifax data breach

Even if the Equifax data breach website states that you were not affected, it's a good idea to keep an eye on your credit reports, bank accounts, credit card accounts and other financial information. You can freeze your credit accounts as well (see above) and sign up for fraud protection.

Watch out for Equifax-related Scams

If you receive a phone call and the person on the other end says, "This is Equifax calling to verify your account information." Hang up immediately. It's a scam because Equifax will not call you out of the blue.

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Every year, thousands of people lose money to telephone scams from a few dollars to their life savings. Scammers will say anything to cheat people out of money. Some seem very friendly— calling you by your first name, making small talk, and asking about your family. They may claim to work for a company you trust, or they may send email or place ads to convince you to call them.

If you get a call from someone you don't know who is trying to sell you something you hadn't planned to buy, say "No thanks." And, if they pressure you about giving up personal information—like your credit card or Social Security number—don't give in. Simply hang up.

Tips for recognizing and preventing phone scams and imposter scams:

- Don't give out personal information. Don't provide any personal or financial information unless you've initiated the call and it's to a phone number that you know is correct.
- Don't trust caller ID either. Scammers can spoof their numbers, so it looks like they are calling from a particular company, even when they're not.
- If you get a robocall, hang up. Don't press 1 to speak to a live operator or any other key to take your number off the list. If you respond by pressing any number, it will probably just lead to more robocalls.
- If you've already received a call that you think is fake, report it to the FTC. If you gave your personal information to an imposter, change any compromised passwords, account numbers or security questions immediately. If you're concerned about identity theft, visit IdentityTheft.gov to learn how you can protect yourself.

Stay safe and take steps to protect your data. If you have any questions or concerns about the Equifax data breach and your taxes help is just a phone call away at 610.670.6170 and check out our website at www.ryderco.com.

Barry Weller & Associates

Barry Weller grew up in Boyertown, and after graduating from Boyertown Area High School, he pursued his accounting degree from Kutztown University. After working in the private sector for several businesses as an accounting supervisor, manager and controller, he pursued his dream and began his tax, accounting and financial services practice.

He started small working from his home office and sub-leasing office space on an "as-needed" basis. Then, in 1997, he hired an associate and leased office space at 100 S. Chestnut Street, Boyertown. By January 2005, Barry Weller & Associates had added another full-time associate and a part-time receptionist and moved three blocks into 216 E. Philadelphia Avenue. This was a great facility for the firm which allowed them to grow to a total of eight employees. For the next 12 years, their client base

continued to grow. To be able to serve their clients more effectively, in April 2017, Barry and Lovell Weller secured much larger office space and spent the next three months getting it ready for their firm to move in. On July 14th, the four-block move to 19 N. Reading Ave, Boyertown took place and another tax accountant was added to the staff.

Barry Weller and Associates have kept much of the history of this building, including the original brick flooring and marble walls in the entrance area. Additionally, the post office vault and the postmaster signage are other unique features. The facility was built in 1937 and served as the town's post office until 1992 when it was sold to a local bank who used the building for back office operations. Today, Barry and his staff provide bookkeeping, accounting, tax and other financial services to more than 100 businesses and 700 personal clients. For more information regarding their services, please visit their website www.barryweller.com or call them at 610.367.8280.



October 18, 2017 ribbon cutting ceremony at Barry Weller & Associates' new location at 19 N Reading Ave, Boyertown, PA.



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WHAT IF YOU COULD PAY HEALTH CARE COSTS IN RETIREMENT WITH TAX-FREE DOLLARS?



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

As medical expenses continue to increase, planning for them in retirement takes on greater importance. One approach is to shift thinking of the Health Savings Account (HSA) as an account to defray medical expenses annually to an account with pre-tax dollars and tax-free earnings to defray medical expenses years from now in retirement.

Consider this planning strategy to help insulate your lifestyle dollars from medical expenses:

- Fully fund an HSA to the maximum annual contribution allowance, potentially to age 65.
- Use other savings to pay annual health care expenses not covered by health insurance.
- Use the HSA account to defray qualified health expenses during retirement.

Medical expenses in retirement are often overlooked or under estimated by pre-retirees when planning future spending requirements. Estimates costs could run in excess of \$260,000 over time for a couple retiring in 2016, a six percent increase over 2015.

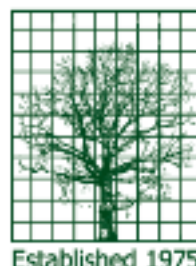
The cost of care, prescription drugs, and Medicare premiums continue to increase. Additionally, from a planning perspective, it should be noted that because of longer life expectancy for women compared to men, woman will pay greater total health care costs than men.

Health Savings Accounts are available to consumers who enroll in a High Deductible Health Plan (HDHP). As the name indicates, these plans are designed such that the enrollee(s) pay a larger deductible than conventional plans, however, in exchange, premiums are lower. High Deductible Health Plans are not for everyone, but if you are reasonably healthy and have sufficient reserves to fund up to the plan maximum out-of-pocket limits, they offer a compelling alternative to traditional health

insurance plans. They are especially advantageous when coupled with a fully-funded HSA. Most people with HSA accounts use them inefficiently, draining the accounts throughout the course of the year as they incur qualified medical expenses. This carries an opportunity cost of foregoing the tax-free growth of the balance year after year and larger tax-free distributions in retirement. Consider your actual income tax rate and think of getting that as a discount when paying medical expenses. Plus, the earnings in the account are never-taxed money when used properly. Compare that to distributions from a traditional IRA which are forever-taxed in retirement.

With this approach you create benefits now and in the future:

- Create a current year above-the-line tax deduction year after year. (Reduces Adjusted Gross Income in a manner similar to a qualified IRA deduction). With exceptions, contributions must end on the month you turn age 65 and enroll in Medicare.
- Potentially receive employer contributions to the account which are not included in taxable income of the employee.
- Pay qualified medical expenses with pre-tax contributions and tax-free earnings in retirement.
- When you reach age 65 and are enrolled in Medicare, most Medicare premiums become qualified medical expenses.



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ROUTE 422 HOLIDAY GIFTS AND SERVICES GUIDE

Holiday Makeup Tips: From Work to Evening Events



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

The holidays are approaching and that means after work mixers, parties and events to celebrate the season. You always want to look your best for these activities, and you have a minimal amount of time. Here are a few suggestions:

Plan ahead and know what is on your schedule for the week. Be prepared by having a "to go" bag ready and with you to be able to make the necessary changes.

In the "to go" bag, should be a makeup touch up kit that includes a lipstick, blush or bronzer, eyeliner and shadow to do a quick five minute refresh and enhance. Reapply a blush or bronzer to create more of a glow. Day makeup on this area of the face tends to disappear during the day, due to phones and hands resting on the cheek. Use a deeper, brighter lipstick. Be daring and go red for the holidays.

Include a quad eyeshadow palette that has a shimmering highlighter to place under

the brow and the corner of the eye, and a color deeper than your day shadow to be placed at the outer corner of the eye. This will create a subtle smoky look. Reapply your liner and smudge with a brush.

Next have a plan for your hair. To make it more festive, sweep to one side with a decorative clip or barrette or twist it up with a clip and fan out the top pieces and leave some hair loose around your face. Ponytails have gone from casual to elegant.

Keep your day attire simple so that you can easily add a beautiful silk scarf or statement jewelry. Change out a jacket or sweater with one that is a richer fabric.

And don't forget the earrings. My choice is always a larger statement pair and for those who prefer something smaller, go with a gemstone or gold hoops.

Enjoy your Holiday Event!

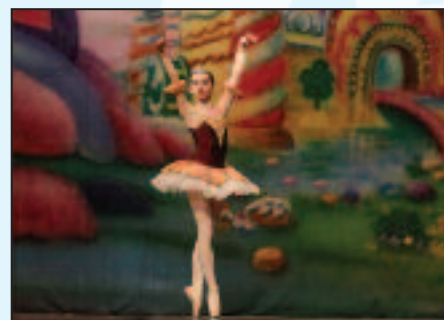
For additional information, please call Debbie Werner at 610.323.2030 or email: reflections@verizon.net.



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 "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!

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Your foyer/entry way sets the stage for visitors to your space. It is where a great first impression can be made. So why not consider dressing up your front door with a beautiful holiday wreath? From natural evergreen to beautiful dried flowers mixed with silk greenery, a wreath is a great way to set the stage for your holiday décor and

create an inviting welcome to guests. A well-lit entry is also a must. To achieve this, use a mirror to brighten these areas. A well selected area rug will also help add a much needed touch of warmth.

As guests or friends settle into your space, they will most likely gravitate toward your living or family room. The centerpiece of either room is typically a brightly bedazzled holiday tree. If your room features a fireplace, most likely you have the added feature of a mantle as another focal point. Candles, pine cones, garlands and holiday stockings all add the right festive touch to your fireplace mantle.

(Continued on page 22)

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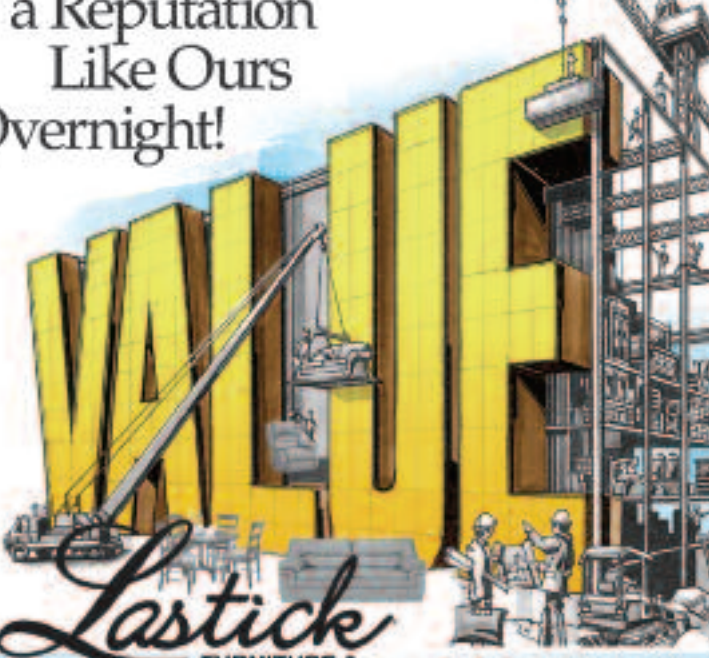
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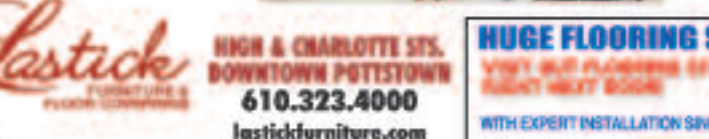


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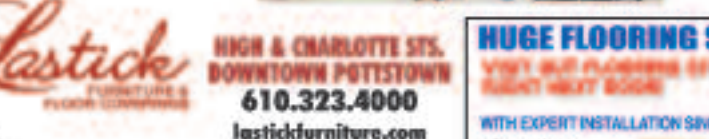
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(Continued from page 21)

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

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LUDGATE ENGINEERING	16
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YUCHA MEDICAL PAIN MANAGEMENT & CHIROPRACTIC REHABILITATION	64
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(Continued on page 30)

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"We remain committed to our community and continuing in the Dans tradition of providing a memorable fine dining experience. We look forward to 'continually raising the bar' for fine dining in the Reading, PA area."

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Dans at Green Hills

Dans at Green Hills is the perfect place for a business meeting, special event, or just a fantastic night out. Dans is fine dining with a friendly staff that still believes in old world service of preparing the table for each course, and your water or wine glass will never go dry. The food is delicious, and made with the finest ingredients, and they serve only "Prime" meats and fresh seafood. Everything is prepared to order, so changing a side or preparing something differently is never a problem. In fact they cater to many guests who may have food allergies or other dietary needs.

William "Bill" Woolworth and partner, MD Moniruzzaman aka "Monir" reopened Dans Restaurant almost 11 years ago in downtown Reading, and started with a "boutique" style cellarette with 40 chairs. As their client base grew along with the need for off-street parking, they purchased the facility formerly known as the Green Hills Inn, and changed the name to Dans at a Green Hills. They added additional parking, more private rooms, and a beautiful outdoor patio. The restaurant now has 120 chairs, and can accommodate another 50 people outside — Although Bill reminds people that it is not about the number of guests, but about the intimate and personalized service that is provided.

Dans at Green Hills has won several awards both for food and business achievements. Bill and Monir were recognized by the Greater Reading Chamber of Commerce two years in a row for entrepreneurial excellence, and for successfully growing the business. Although they appreciate the recognition, their philosophy is that the best award is the happy faces or positive comments from the wonderful customers who have encouraged them along the way over the past decade. Dans is open 7 days a week for Dinner Only. The hours are Sunday & Monday 4-8 PM and Tuesday through Saturday from 4-9 PM. Lunch is served the 2 weeks before Christmas or for special events. It is the perfect place for that next event or a just for wonderful night out. For additional information, please call 610.777.9611 and visit www.dansatgreenhills.com.



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ADVERTISED SERVICES DIRECTORY

(Continued from page 28)

HEALTH PRODUCTS
SENSORY CONCEPTS / ULTRASHAPE30
HVAC / PLUMBING: A. JACKSON ECKER, INC.25
INDUSTRIAL SUPPLY: CLARK INDUSTRIAL SUPPLY, INC.51
INFORMATION RETRIEVAL SERVICES
CUBE INFO SOLUTIONS50
INSURANCE & FINANCIAL SERVICES
CISICK & NESTER INSURANCE64
INSURANCE SERVICES
GERHART, HARTMAN & RITNER, LTD.58
INTERIOR DECORATING
DECORATING DEN INTERIORS21
LANDSCAPE SUPPLY
BLACK LAB LANDSCAPE SUPPLY60
LANDSCAPING / GARDENING
POTTSTOWN ROLLER MILLS46
LANDSCAPING / PROPERTY MAINTENANCE
CLEAN CUT LAWN SERVICE60
LIMOUSINE SERVICE
MICHAEL'S CLASSIC LIMOUSINE25
RHODAS LIMOUSINE SERVICE, INC.8
LODGING / BED & BREAKFAST
THE TWIN TURRETS INN25
LODGING / MEETING FACILITY
BEST WESTERN KING OF PRUSSIA18
QUALITY INN POTTSTOWN25
MAINTENANCE/JANITORIAL SERVICES
DEMEDIO'S BUILDING MAINTENANCE12
MARKETING / ADVERTISING
BERKS DIGITAL, INC.16
MEDICAL SPA / COSMETIC PROCEDURES
YOUNG MEDICAL SPA21
MEETING / EVENT FACILITY
BALLY SPRING INN11
ORGANIZATION: POTTSTOWN ROTARY CLUB60
ORGANIZATION / TOURISM & CONVENTIONS
VALLEY FORGE TOURISM & CONVENTION BOARD47
PAYROLL SERVICES / BOOKKEEPING SERVICES
EXPRESS DATA SYSTEMS, INC.16
PERSONAL CARE & MEMORY CARE COMMUNITY
CHESTNUT KNOLL10
PEST CONTROL: TKO PEST CONTROL7
PHOTOGRAPHY PROFESSIONAL
STYLISH IMAGES PHOTOGRAPHY59
PRINTER / PUBLISHER
READING EAGLE58
PRINTING & PROMOTIONAL ITEMS
A-LEX PRINT & PROMOTION26
PRINTING & SHIPPING
EVERYTHING PRINTING & SHIPPING CENTER51
REAL ESTATE / FOR SALE/LEASE
BRODE & BROOKS, INC. REALTORS55
CENTURY 21 NORRIS26
CHRIS JAMES HECTOR REALTY26
OMEGA COMMERCIAL REAL ESTATE18
RE/MAX ACHIEVERS PETERS PARTNERS26
RE/MAX SYNERGY49
ZUBER COMMERCIAL REALTORS17
REAL ESTATE AUCTIONEER
KEN GEYER REAL ESTATE AUCTIONEERS, INC.52
RECREATION / GOLF, DINING, EVENTS
SPRING HOLLOW GOLF COURSE53
RECREATION / INDOOR SKYDIVING
IFLY INDOOR SKYDIVING19
RECREATIONAL VEHICLES
BERKS MONT CAMPING CENTER26
RESTAURANTS
BAHAMA BREEZE18
CHOW BISTRO29
DANS AT GREEN HILLS28
EMILY'S28
G LODGE RESTAURANT29
GETTING CRABBY AT THE CRAB BARN28
GRACIE'S 21ST CENTURY RESTAURANT21
LIMERICK DINER29
PENNY'S PIZZA29
PIT STOP TAVERN & RESTAURANT29
THE PUB BY WEGMANS52
SPECK'S DRIVE-IN29
THE INN AT ST. PETER'S VILLAGE29
THE SEVEN STARS INN29
WAYBACK BURGERS28
YE OLD COVENTRY PUB29
RETAIL / COMMERCIAL SPACE
PENNMARK MANAGEMENT / COVENTRY MALL20
RETAIL / SHOPPING
PHILADELPHIA PREMIUM OUTLETS23
SALON / HAIR STYLIST
REFLECTIONS HAIR DESIGNS20
SECURITY SERVICES
GUARDIAN PROTECTION SERVICES26
SEPTIC SERVICE
A HONEY DIPPER / J. BREHM, INC.58
SIGNS/BANNERS/GRAPHICS
FASTSIGNS26
GRABER LETTERIN', INC.26
TECHNOLOGY / IT
EB LOGIX, INC.43
KNIGHTLY NETWORKS, INC.42
TECHNOLOGY / IT / SEO SERVICES
SEO 4 PROS / HUREKA TECHNOLOGIES, INC.42
TILE INSTALLATION: JON GABLE TILE & MARBLE57
TRANSPORTATION: KLEIN TRANSPORTATION50
VIDEO PRODUCTION/TELEVISION
PCTV NETWORK56


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READING HEALTH SYSTEM COMPLETES ACQUISITION OF FIVE HOSPITALS IN THE REGION; TOWER HEALTH IS FORMED

Reading Health System has completed the acquisition of five hospitals and their associated assets from subsidiaries of Community Health Systems. The acquisition was finalized on Friday, September 29, 2017, with an effective date of October 1, 2017. The newly formed health system — called Tower Health — includes Reading Hospital in West Reading; Brandywine Hospital in Coatesville; Chestnut Hill Hospital in Philadelphia; Jennersville Hospital in West Grove; Phoenixville Hospital in Phoenixville; and Pottstown Hospital in Pottstown.

Tower Health also includes: Reading Hospital's Reading Hospital Rehabilitation at Wyomissing, Reading Hospital School of Health Sciences, and Reading HealthPlex, an innovative advanced surgical center; Tower Health Medical Group, a comprehensive network of primary and specialty providers; Tower Health Partners, a clinically integrated network; and Tower Health/UPMC Health Plan.

The acquisition was initiated when Reading Health executed an asset purchase agreement on May 25, 2017.

Tower Health includes more than 11,000 employees, and offers strong, regional, integrated healthcare provider/payer system that offers leading-edge, compassionate healthcare and wellness services to a population of 2.5 million people.

"We are coming together to create an even more dynamic, expansive and nationally recognized health system," said Clint Matthews, President and CEO of Tower Health. "Our new name, Tower Health, reflects our collective strength, innovative

spirit and bold commitment to taking healthcare to new heights."

Together, Tower Health's six hospitals and other entities provide a full range of medical care — from prevention, screenings and education; to the latest clinical services and surgeries available; to rehabilitation. The hospitals have received national recognition for advanced care in areas such as neurosurgery and stroke, cardiac and vascular surgery, trauma, hematology and oncology.

Collaboration across Tower Health will enable its hospitals, providers, leadership and staff to leverage best practices across the health system. Tower Health patients and communities at large will benefit from access to a broad range of services across Eastern Pennsylvania.

"This is a tremendous opportunity to collectively deliver on our Tower Health promise of advancing health and transforming lives," Matthews said.

About Tower Health: With 11,000 team members, Tower Health consists of Reading Hospital in West Reading; Brandywine Hospital in Coatesville; Chestnut Hill Hospital in Philadelphia; Jennersville Regional Hospital in West Grove; Phoenixville Hospital in Phoenixville; and Pottstown Memorial Medical Center in Pottstown. It also includes Reading Hospital Rehabilitation at Wyomissing; Reading Hospital School of Health Sciences in West Reading; and a connected network of 2,000 physicians, specialists and providers across 65 convenient locations. All Tower Health facilities participate in its payer plan, Tower Health/UPMC Health Plan.

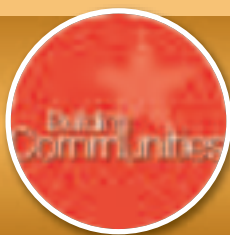

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TRICOUNTY AREA
CHAMBER OF COMMERCE

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

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& BOARD OF DIRECTORS
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TRICOUNTY AREA
CHAMBER OF COMMERCE

What's on the Agenda

- **Largest Networking Event of the Fall**
- Chamber Members with significant company **anniversaries** will be recognized
- **Economic Development Awards** presented!
- **Keynote Presentation: "Innovation that Matters"**

Our Keynote Speaker J.D. Harrison, Senior Director, Strategic Communications at the U.S. Chamber of Commerce, will focus on the digital revolution currently taking place! Join us for a discussion on the newly released *Innovation that Matters* study examining the health of startup communities in 25 American cities – providing food for thought for our attendees as we continue to grow the tri-county region.

2017 DETAILS

DATE:

**Thursday,
November 30**

TIME:

11:30 AM – 1:30 PM

LOCATION:

**SunnyBrook
Ballroom,
50 Sunnybrook Road,
Pottstown 19464**

PRICING:

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

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

Jennifer O'Donnell, Member Relations
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Kitty Papp, Special Events Director,
kitty@tricountyareachamber.com

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“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 October 18.

When purchasing goods and services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you Always Buy Chamber!

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Board on the Move!

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



Boyertown Museum of Historic Vehicles, 85 S. Walnut St., Boyertown, PA 19512

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

THANK YOU

October's Coffee Sponsor:



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CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

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14 YEARS

Independence Planning Group

10 YEARS

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2 YEARS

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JT's Gourmet Delivery LLC

PMA Medical Specialists – Limerick

PMA Medical Specialists – Phoenixville

PMA Medical Specialists – Pottstown

The Swamp Door Antiques & Curiosities, LLC

Member Renewals

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

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Boyertown Publishing Co.

Betsy Chapman, Harpist

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Montgomery County Community College

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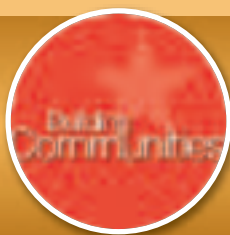
Are you Celebrating 25, 50, 75 Years?

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



TRICOUNTY AREA
CHAMBER OF COMMERCE

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Thurs., Nov. 2 7 – 9 AM	Membership Breakfast Brookside Country Club, Prospect & Adams Sts., Pottstown 19464 This breakfast will feature a legislative panel! Legislators confirmed to date: Senator Bob Mensch State Representative Tom Quigley State Representative Marcy Toepel State Representative Tim Hennessey \$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 <i>Additional Business Development Opportunities Available</i>
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 Presented by Pottstown Hospital Tower Health & TCACC 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 <i>Innovation that Matters</i> 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 providing food for thought for our attendees as we continue to grow the tri-county region. \$55 per Member; \$70 per non-member; \$400 per Member table of 8 Presenting Sponsor: Pottstown Hospital Tower Health Co-Sponsors: Pottstown Area Health & Wellness Foundation; Pottstown Area Industrial Development, Inc. Platinum Sponsors: Montgomery County Community College; O' Donnell, Weiss & Mattei, P.C.; PECO <i>Additional Business Development Opportunities Available</i>

SAVE THE DATES

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) Co-Sponsors: Citadel Federal Credit Union; Virtual Essence Hair Design
Tues., Dec. 12 5 – 7 PM	Business Card Exchange The Victory Bank, 548 N. Lewis Rd., Limerick 19468 Celebrate the holiday season at The Victory Bank! More details to come. No Charge; Members Only; Registration Appreciated Sponsored by: The Victory Bank
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
Thurs., Jan. 4 7 – 9 AM	Economic Forecast Membership Breakfast Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464 Chris Kim , Senior Vice President and Chief Investment Officer, Tompkins Financial Advisors, will cover the current state of the economy and global markets and discuss factors that have led us to this state, including social, political, and economic pressures. \$26 per Member (prepaid by 12/29); \$32 per Member (invoiced or after 12/29); \$50 per non-member Sponsored by: Tompkins VIST Bank & Tompkins Financial Advisors
Weds., Jan. 17 5 – 8:30 PM	Boyertown Area Progress Dinner La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, 19525 SAVE THE DATE! More details to come. \$100 per Member; \$900 per Member table of 10; \$150 per non-member; \$1500 per non-member table of 10 <i>Sponsorship Opportunities Available.</i> <i>Snow Date: Wednesday, January 24</i>

Next Pro Business Council is **Monday, November 20, 10 – 11 AM** at the **Chamber Office**.

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.

2017 COLLEGE & CAREER FAIR

The Chamber's Annual College & Career Fair featured a new and exciting format for 2017! The fair, in its 30th year, was held on Monday, October 2, from 5:30 – 7:30 PM at the Coventry Mall. Previous fairs were held in the morning and local school students visited the fair during their school day.

With over 275 students in attendance, over 90 exhibitors, and parents and families attending with their students – it is estimated that there were over 700 individuals at the mall during the fair. This year's format provided parents/guardians the opportunity to learn more about the options available to their child and the benefit from face-to-face interaction with the schools, being able to have a dialogue and have their own questions answered.

The 90 exhibitors (colleges, universities, schools of higher education, and businesses) supplied valuable information to aid students in making the right choices for their futures.

The Chamber thanks Coventry Mall for being a community resource and working with the Chamber on the fair. Based on positive comments from vendors and families about their experience, the Chamber looks forward to continuing this model in 2018 and continuing to collaborate with the Coventry Mall on this event.

The event created a buzz around the mall that continued into the next day. Mall Manager Justin Bartholomew said "It was an awesome feeling to see the community coming out and taking advantage of this excellent opportunity for their children's future." The mall looks to keep building on a developing relationship with the Chamber and is excited for the opportunity to bring this event back next year.

Comments from the exhibitors and families were positive.

"Nice turnout for a first time 'mall style' college fair. I was impressed with the wide variety of high schools represented tonight." – Representative from University at Albany

"...Was impressed with the quality of students – great opportunity to give students information in a more casual setting." – Representative from Hood College

We appreciate the support and assistance we received from our area public and private schools distributing the information to families in their districts via social media and email as well as our Members sharing this information on our behalf with their customers, friends and family, and employees.



The Chamber would like to thank the following for a successful event:



for working
with the
Chamber
on this
event by
providing
a location
for the fair



for donating bags
for the students



for providing items
for the bags



for adding a special touch to the expo with a
door prize drawing geared towards students

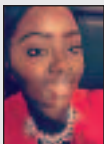
It's as easy as 1-2-3 or ABC – Always Buy Chamber!

Leadership

TRI-COUNTY

OCTOBER SESSION

Meet the Class



Ashley Faison

Ashley Faison, Advocacy/Volunteer Manager of the YWCA Tri-County Area, has worked in the tri-county area for 12 years. Her family members include Mark Faison, Tammy Wallace, Sharron Grinnage, Aaron Faison, Jason Thomas Jr. & Jason Thomas Sr. She enjoys mentoring youth, advocacy, serving the community, and participating in Autism Speaks. Her business role model is Stacey Woodland, YWCA Tri-County Area.

Ashley received a BA in social relations with a concentration in Criminal Justice. Her personal business philosophy is to "remain true to self; continuous growth; and empower, educate, and advocate for equality, freedom, and justice for all!"

Ashley is involved in the Chamber through the YWCA's partnership in the WOW programs. She believes the Leadership Program is important because it provides growth in development – both personal and professional. She is looking forward to participating in the program so she can build professional relationships, network, learn, and strengthen the YWCA Tri-County Area!



Kelly Kozik

Kelly Kozik is the Director of Human Resources at HealthSouth Reading Rehabilitation Hospital. She has worked in the tri-county area for about 2 ½ years. She is married to her husband Dave, and has three children: Anthony, Kevin and Andrew. Kelly enjoys many things, especially community involvement/volunteering and family time.

Kelly received a Bachelors in Social Science from the University of Pennsylvania, a Master of Science in Human Resource Management and a Master of Business Administration – both from Holy Family University. Her top three business models include Indra Nooyi, S. Truett Cathy, and John Maxwell. Her personal business philosophy is "whatever you do, work at it with all your heart."

Although Kelly is new to the Chamber, she is attending many events to meet other Members and find out where she can add value. After having an awesome time at the low ropes course in September, Kelly is most looking forward to the non-profit bootcamp sessions. She believes it is important to participate in this program because it provides participants with a well-rounded exposure to the community. She thinks this will help participants gain a more inclusive mindset when making leadership decisions within business and community in general.



Leadership Tri-County Class of 2018's October session was focused on the justice system in the tri-county area.

The class arrived at the Berks County Jail in Leesport to start their day. **Sgt. Acker** provided a tour so the class could learn what life is like on a daily basis and what programs and services are offered to the inmates.

Next the class made a brief stop at the Berks County Services Center where **Bonnie Stevens** gave a tour of the courthouse.

The class enjoyed lunch at the Greater Reading Chamber of Commerce & Industry. **Gail Landis**, VP of Governmental Affairs & Community Outreach, shared the vision of collaborative leadership occurring to move the region forward.

After lunch, the class arrived at the Reading Eagle. **Cliff Plummer**, led the class on their tour of the building and provided the history of the paper. While at the Reading Eagle, the class had their picture taken and each person left with a copy of their "front page" photograph!

To end their day, Leadership Tri-County stopped at the Pottstown Police Range for a demonstration with MSWAT-West emergency response team. As the response team was going through exercises, **Cpl. Steven Morrissey** explained what was going on. The end of the demonstration included showing the class equipment that is used and let them tour the armored vehicle.

The Class of 2018 outside of the Berks County Jail.



The class on their tour of the Reading Eagle.

The Class of 2018 with the MSWAT-West armored SWAT vehicle.



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

CO-SPONSORS



EDUCATION SPONSOR



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WOW - WOMEN OF THE WORKFORCE

OCTOBER WOW LUNCHEON

Over 60 women enjoyed a fantastic WOW Luncheon on October 11 at Brookside Country Club in Pottstown. **Montgomery County Commissioner Dr. Valerie Arkoosh** presented her *"Journey from Clinical Medicine to Elected Official."* Through her various leadership positions, she has been a tireless advocate for fair and equal treatment of all people. During the 2017-2018 program year, the WOW program will be collaborating with YWCA Tri-County's EXCEL program. EXCEL Members are encouraged to attend Chamber events, and WOW members are encouraged to attend any upcoming EXCEL events! We look forward to this collaboration this year!

Sponsored by:



NEXT WOW LUNCHEON

- **Wednesday, December 6**
- **11:30 AM – 1 PM**
- **SunnyBrook Ballroom,**
50 Sunnybrook Road,
Pottstown 19464

Adrean Turner, Coach Adrean,
Career Fulfillment Expert, will
focus on **G.I.R.L. Power – Grit,**
Inspiration, Rebellion &
Leadership for Career Success.

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

NEW MEMBER RECEPTION



The Chamber hosted a New Member Luncheon on September 28. During the reception, attendees enjoyed lunch and networked with other New Members. They also had the opportunity to learn more about the Chamber from the staff.

Sponsored by:

**READING EAGLE
COMPANY**



(L to R) October's speaker, Montgomery County Commissioner Dr. Valerie Arkoosh;
October's sponsor, Andrea Sawchuck-Moyer, Diamond Credit Union;
and Chamber President, Eileen Dautrich.



UPDATE ON THE SOLE PROPRIETOR GROUP!

The TriCounty Area Worksite Wellness Initiative's Sole Proprietor group is off to a great start! They are meeting monthly to discuss all 7 dimensions of wellness – physical, emotional, intellectual, social, spiritual, environmental, and occupational.

So far, the group's sessions have included Adrean Turner, Coach Adrean, Career Fulfillment Expert, who spoke to the group about setting goals and Patti Siegel, MACnificent Pages/Route 422 Business Advisor, who led the group through a yoga session.

*"I hope to keep adding healthy habits to my life,
one small habit at a time until the habits turn into my
new healthy lifestyle. With the encouragement of you and
our group, I am sure that I will be successful!"*

— Traci O'Connor, participant in the sole proprietor group

**If you're interested in learning more about the Worksite Wellness Initiative, please
contact Bunny Boyle at 610.326.2900 or bunny@tricountyareachamber.com.**

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COMMUNITY CALENDAR

October 2017 was full of Community Events – make sure to check out November & December for events around the holidays!

FEATURED MEMBER BENEFIT OF THE MONTH

As a service to the entire community, and a benefit to our Members, the Chamber provides an online Community Calendar.

You can use the community calendar two ways:

- Post your company's events
- Use the online calendar as a resource for "things-to-do" in the area

To post your events – sign on to Members Only, click the 'Events' tab, and then click 'Add Event'. Fill in all of

the appropriate details, click Submit for Approval and your event will be posted to the calendar after approved!

To check out upcoming community events, visit the online calendar at tricitychamber.com or by scanning the QR code below. The calendar is located under the Live.Work.Shop TriCounty tab located at the top of the home page. Check back often – new events are added frequently!



HOTEL TAX

By Alex Rahn, Wanner Associates

September came and went, with no resolution to the on-going budget stalemate that has prevented an end to the struggle to fund the 2017-18 spending plan passed in June. Indeed, since June the Legislature has advanced a number of different proposals to close the budget gap. Many of them faded as quickly as they were announced though. The Senate passed funding bill included new energy taxes but that received a dead on arrival reception from the House. The House advanced a bill that took money from what are supposed to be dedicated funds. But the raids on transportation, public transit and environmental funds got a withering response from the Senate and the affected public. Next up was a proposal to apply sale tax to commercial storage activities and further tax the Marcellus Shale industry, both of which also failed.

One option discussed is raising taxes on hotels for a source of revenue by an additional 5 percent. This tax increase would be a huge burden to our state and cities. The hotel tax is not just a tax on hotels, but is a tax on any private room for rent. Therefore, this tax also effects motels, inns and B&Bs. Currently, if you wanted to stay the night at Philadelphia that 5 percent tax is adding 14.2% on to your

room rate, to add anymore would not just hurt hotels, but would also hurt your wallet.

If taxes were to be raised on hotels, it would really curve the revenue our region and state receives through tourism and would put Philadelphia in the top 10 most taxed cities in the U.S. Las Vegas for years stays on the top of lists to travel to because of their inexpensive hotel rooms. Even though the cost of entertainment might not be cheap, at least the hotels are. Philadelphia is not in that situation with a sales tax that just raised an additional 2 percent and in Allegheny where it rose by another one percent. In comparison, Philadelphia has the same sales tax as L.A.

Pennsylvania is facing a budget crisis, with a \$2.2 billion deficit projected. But raising taxes on hotels is not going to dig us out of the problem. It's a poor solution that was created in response to other solutions made. We shouldn't put the blame on small businesses and our tax payers by raising taxes. Legislators should be trying to increase business in Pennsylvania to collect revenue, not hurt the businesses we have or prevent current ones from coming.

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



On October 19, over 100 people passionate about Pottstown participated in the filming of a video that will be used in the *I Pick Pottstown* branding campaign.

The campaign is designed to position Pottstown's many attributes to attract new businesses to locate here.

"It's time more people get to know about all that is right with Pottstown"

– Peggy Lee-Clark, Executive Director of Pottstown Area Industrial Development, Inc.

More information is available at ipickpottstown.com or by calling 610.326.2900.



economic FORECAST Breakfast

Thursday, January 4

7 to 9 AM

SunnyBrook Ballroom, Pottstown

Chris Kim, Senior Vice President
& Chief Investment Officer,
Tompkins Financial Advisors

"Current State of the Economy"



Sponsored By:

TOMPKINS
VIST Bank

TOMPKINS
Financial Advisors



\$26 per Member (prepaid by 12/29/17);
\$32 per Member (invoiced or after 12/29/17);
\$50 per non-member

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RIBBON CUTTINGS



Meineke Car Care Center,
1109 S. Hanover Street, Pottstown, PA 19464



State Farm Insurance, Dan Albert,
361 County Line Road, Gilbertsville, PA 19525



Barry Weller & Associates,
19 N. Reading Avenue, Boyertown, PA 19512

BUSINESS OF THE MONTH

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



STEEL RIVER PLAYHOUSE

Next up at Steel River Playhouse - "A Christmas Carol, The Musical." This spectacular adaptation of Charles Dickens' most well-known story was written by Broadway heavy hitters Alan Menken (Disney's The Little Mermaid, Little Shop and Horrors) and Lynn Ahrens (Ragtime, Suessical). They breathe fantastic new life into the classic tale of A Christmas Carol, a traditional holiday ghost story that ultimately shows us that choosing love will bring us redemption and acceptance of our fellow man. Bring your whole family to enjoy this wonderful, uplifting story with beautiful costumes and a fabulous orchestra that audiences have come to expect from Steel River Playhouse.

Also as a bonus holiday show come to the devilishly delicious one man show "Santaland Diaires." An alternative holiday celebration, this outrageously funny one-man play based on an essay by popular humorist David Sedaris about the author's experiences as an unemployed writer taking a job as an elf at Macy's in

NY. Spend a little time with Crumpet - one of Santa's little helpers as he handles the hordes of holiday shoppers and their insufferable kiddies with whacked out, wicked wit. A winking take on how the holiday season brings out the best - and the worst - in us all. (Not recommended for young audiences due to mature language.)

Steel River veteran Brain Rock Stars in this hilarious adult one man show. Brian is thrilled to be returning to Steel River Playhouse this holiday season! Previously, Brian was seen at SRP as Lord Leonard Aster in Peter and the Starcatcher and as King Triton in The Little Mermaid. Other recent and favorite roles include Jesus in Jesus Christ Superstar, John Wilkes Booth in Assassins, Hamlet (and others) in The Complete Works of William Shakespeare, Abridged (Playcrafters of Skippack), Edward Rutledge in 1776 (Dutch Country Players), and Max in Lend Me A Tenor (Barley Sheaf Players), Neville Craven in Secret Garden (Civic Theatre). www.brianrockactor.com

Contact beth.mcdonnell@steelriver.org for Group Sales and Discounts

More information on
Steel River Playhouse, and
additional upcoming shows can
be found at www.steelriver.org
or by calling 610.970.1199



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Holiday Travel Plans? We are here to help!

Are you looking forward to the holiday season? Shopping for gifts and making travel plans to see friends and family can add stress to your busy schedule. Diminish your stress by planning efficiently to avoid spending time in traffic. Communities pay a heavy price for traffic congestion – pollution, negative health impact, loss of time, and increase spending on gasoline and car repairs. Furthermore, sitting in traffic causes anxiety, stress, and anger. According to a study released by the AAA Foundation for Traffic Safety in 2016, nearly 80% of drivers expressed significant anger, aggression, or road rage behind the wheel at least once per year. With that staggering number of stressed out drivers coupled with the fact that 76% of Americans drive to work alone (U.S. Census ASC 5-year estimates), it is time to seriously consider alternative modes.

Transportation Demand Management (or TDM) encompasses advocacy for physical improvements to multi-modal networks and strategies to help us move faster and more efficiently, improve air quality, and reduce stress. TDM options include transportation alternatives, such as walking, biking, public transit, vanpooling and carpooling, and employer-offered options, including working from home and shuttle services to/from train stations. Not all options will work for you; however, here are some things to try for your entire or partial holiday travels.

Public Transit is an affordable option that is accessible to everyone. It provides mobility, independence, and access to job opportuni-

ties. Combined with walking and/or biking, public transit users contribute to healthy lifestyle, environmental sustainability, and economic growth. The national rail service provider, Amtrak, and local rail and bus transit providers, SEPTA and PART, offer convenience, flexibility and magnitude of destinations. Several important tips:

- Pennsylvania Department of Transportation's Bureau of Public Transportation Services and Programs Map helps you to locate any public transit service and explore available **discount programs** in Pennsylvania.
- Amtrak, SEPTA, and PART providers accommodate bicycles.
- Check parking availability, parking fees, transit fare rates and payment methods on provider's website.

Ridesharing includes driving but decreases the number of cars on already congested roadways by encouraging you to share the ride with your coworkers or family members. It will save you money on gasoline and other car-trip related expenses and provide you with an opportunity to enjoy riding the part of the trip when it's not your turn to drive. Not to mention that you can save between \$3,000 - \$10,000 per year! Several important tips:

- **Share-A-Ride** (www.dvrpc.org/sar) is a free online program that matches you with commuters who have the same route and are interested in ridesharing.
- **RideShare** (formerly vRide) by Enterprise provides ridesharing services to individual groups and businesses that include reliable and well-equipped vehicle, insurance, and maintenance, 24-hour roadside assistance and a Guaranteed Ride Home Program for emergencies.

For more information on all TDM options and assistance with determining which one will work best for you, check out our renewed website www.WEARETDM.com or contact Stacey Henrich at shenrich@goftma.com.

TCACC Foundation, Inc. Receives EIO Renewal

The TriCounty Area Chamber of Commerce Foundation, Inc. recently received approval as an Educational Improvement Organization (EIO).

Designated as an EIO by the Pennsylvania Department of Community and Economic Development, the TCACC Foundation funds K-12 vocational career development programs for public school students in Boyertown, Owen J. Roberts, Pottsgrove, and Pottstown School District.

Businesses may contribute to the Foundation's EIO program by providing career information, training, resources, and/or monetary donations. For more information on the Foundation, contact Eileen at 610.326.2900 or eileen@tricityareachamber.com.



Shop TriCounty
Live Local. Save Local.

Shop TriCounty encourages the community to patronize local businesses. Use your Shop TriCounty key tags at participating locations!



A full list of participating businesses can be found at tricityareachamber.com/shoptricity.

SOME OF THE CURRENT DISCOUNTS:

Pottstown

TOMPKINS
VIST Bank

Tompkins VIST Bank: 258 E. High St.,
Pottstown, PA 19464; 484.941.0300;
www.vistbank.com
• \$10 Deposit into any new account opened

Reading



Santander Arena and Performing Arts Center: 700 Penn St.,
Reading, PA 19602; 610.898.7204;
www.santander-arena.com

- Exclusive discounts on select events at the Santander Arena and Performing Arts Center

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: **Management**

Know someone looking for a job?

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

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



SEPTEMBER BUSINESS CARD EXCHANGE



Santander Arena welcomed Chamber Members on September 26 for a Business Card Exchange. Attendees had a special opportunity to create connections with Berks County Convention Center Authority Board Members and other prominent business owners/employees in the Greater Reading Community.

Sponsored by:



Refresh



Refresh Wednesday

"B2B Google"

Workshop



REFRESH WEDNESDAY

On September 20, Members worked on refreshing "Business to Business Google" marketing. Attendees learned tips that will help their business increase brand awareness, generate leads, increase sales, and measure their digital marketing strategies. Special thanks to digital marketing experts at Dabrian Marketing Group, LLC for sharing their expertise!

UPCOMING REFRESH SEMINARS:

Friday, November 17, 8:30 – 10 AM, "Networking"

Friday, December 15, 8:30 – 10 AM, "Wellness"

Friday, January 26, 8:30 – 10 AM, "Culture"



NEXT BUSINESS CARD EXCHANGE

- **Tuesday, November 14**
- **4 – 6 PM**
- **Pottstown Regional Public Library,**
500 High Street, Pottstown 19464

A celebration of our Members and so much more!

Sponsored by: Pottstown Regional Public Library

No Charge to attend; Members Only; Reservations Appreciated

Save the Date! Boyertown Area Progress Dinner

Wednesday, January 17

5–8:30 PM

La Massaria at Bella Vista Golf Course

Inclement Weather Date: January 24



Video Presentation by BASH students
featuring an update on Building a
Better Boyertown's Community
Visioning Process and Planning for
future direction

Additional information available by scanning the QR code.

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25TH ANNIVERSARY SPOTLIGHT

BON HOMIE ADULT DAY CENTER

By Ann Short, Director,
Bon Homie Adult Day Center

Bon Homie Adult Day Center enthusiastically celebrates 25 years of caring for the elderly, disabled and intellectually challenged individuals in the community. Through the years I have had the privilege to meet, care for and befriend so many special individuals and their families. When reflecting on the last 25 years many things come to mind. My relationships with the clients and their families is the most rewarding; to have the opportunity each day to make a difference in their lives is a privilege. Earning the trust of the parents is priceless.

I will never forget one of my first clients; a very large statured man, with big round, warm eyes, slightly hunched over sporting a bib, nonverbal but very expressive. At 22 years old, and armed with a newly issued degree in Long Term Care Administration, I had second thoughts about my chosen profession. Not to worry, within an hour he had won my heart. This giant was a real teddy bear. If all future clients were as friendly and social as Willie, I was confident I could succeed.

Tom was a very friendly and intelligent man. I remember all the in-depth discussions we had over the current events occurring in the world at the time. Tom was a gentleman of Irish descent who had a stroke and came to our center because his wife worked. He could talk the bark off a tree. Always upbeat and engaging he would entertain client and staff alike with his quick, witty humor, and friendly personality. He celebrated each holiday and you could always count on him to dress up for St. Patty's day and Halloween.



One of the most interesting clients we served was Mike C. Mike was a quiet man that really kept to himself. His daughter had mentioned he had an interest in working with wood and after doing some smaller creative projects, he moved on to doll house kits. Not the snap together, easy assembly variety; he tackled the all wood, unpainted, 1000+ piece by piece glue together kind. Mike would get a kit, lay everything out on his improvised workbench and go to work. Three or so months later, Mike would unveil his creation; truly works to be proud of. They were so good, all agreed to raffle them off to help offset the cost of the next doll house project Mike would tackle. Each successive house was larger and more elaborate than the predecessor.

If you drop by Bon Homie early in the morning, you will be greeted enthusiastically by Regina, a very happy, and pleasant, upbeat young woman. She has been part of our morning crew for over twenty years and knows the words to every song that comes on the radio. Regina is one of three clients that have been attending our program for over 20 years.

I would be remiss not to recognize the roll that all our employees, past and present, play in making the family function. These are special people who make it work, day after day with grace and competence. With their efforts at direct care, motivational attitudes, capacity to execute, and all-around ability to adapt to any task or situation, we have made Bon Homie, located at 470 North Lewis Road in Limerick, one of the foremost recognized Adult Day Care center in the tri-county area.

I would also like to mention the role the county offices of Aging and Behavioral Health/Developmentally Disabled play in helping us to succeed, as well as some of the supports coordination offices. No matter when or how many times I reach out to them through phone calls or email, they are always responsive and accommodating. They offer encouragement, support and direction with new requirements and mandates that are consistently coming down from the state and it has benefited Bon Homie's growth and ability to adapt and thrive.



**For additional information
please call 610.792.8800 and
visit: www.bonhomieadc.com.**

FOCUS ON IT / TECHNOLOGY

Why Mobile Marketing Needs to be Part of Your Digital Marketing Strategy



By Randy Rowe;
Hureka Technologies, Inc.

The hype and fanfare surrounding the recent introduction of the iPhone 8 and iPhone X are proof that smartphones are an integral part of our lives.

According to comScore, an American media measurement and analytics company, smartphone penetration in the United States has crossed 80 percent in 2016. When the iPhone was launched in 2007 only six percent of the population had a smart phone!

This statistic indicates smartphones are everywhere. What's more, the average smartphone conversion rates have increased to 64 percent compared to the average desktop conversions for e-commerce websites.

Moreover, we're living in a digital world where businesses need to alter their market-

ing efforts so they are mobile-friendly. If you're reworking your digital marketing strategy and are wondering whether and how much of it should focus on mobile devices, here are the top four reasons.

#1 – An Increasing Amount of Time Spent on Mobile Devices

Just last year, Americans spent an average of 10 hours per day on their mobile devices and, this number is bound to increase.

This shows that an average American has been spending more than 500 hours each year browsing websites or talking on their mobile device. That alone gives businesses plenty of chances to connect with them, capture their attention and, get them discussing your business on the mobile devices that they use regularly. In fact, advertising trends are also reacting to this development. By 2019, it's estimated that almost 72 percent of

marketing budgets will be spent on advertisements and developing apps for mobile platforms.

#2 – Consumers Prefer Mobile Shopping

Most consumers these days are spending more time shopping on e-commerce platforms like eBay and Amazon. In fact, big names like Walmart and even the smaller mom and pop shops have realized the importance of taking advantage of the mobile platform. They are developing websites and user-friendly portals to facilitate a smooth user experience for their customers.

As per Bloomberg, about 60 percent of e-commerce visits will begin on mobile devices therefore, it's clear that the businesses that develop mobile campaigns successfully will be able to introduce their products and convert them to sales will see a significant boost in their revenues.

#3 – Consumers Buy in Stores

The advent of mobile technology has given consumers a chance to shop and compare as they are walking down the store aisles. So as a business, if you have active mobile marketing campaigns running, you can take advantage of this. Adding Search Engine Optimization (SEO) and a user-friendly website, you're all set to reel in the consumers when they have decided to buy.

Search engines like Google are changing their algorithms. The changes are aligned to give mobile-friendly sites higher preference. This shows that businesses need to increase their presence on mobile devices and include new forms of marketing.

#4 – Voice Search is Growing Exponentially

Thanks to the adoption of Apple Siri, Google Home, Amazon Alexa, and Microsoft Cortana, voice search is increasing in popularity.



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- Hardware Recycling
- Malware and Virus Removal
- Microsoft Active Directory
- Microsoft Exchange
- Microsoft Hosted Exchange
- Microsoft Office; Microsoft Office 365
- Microsoft Remote Desktop Services
- Microsoft Server
- Network Attached Storage
- Network Design, Installation and Support
- Network Security
- Networking, Wired or Wireless
- New Systems and Upgrades
- PC, Laptop, Microsoft Surface Sales and Support
- Printers, Print Servers and Networked Copiers
- Server Sales and Support
- Virtual Private Networking

267.329.8198

Email: support@knightlynetworks.com
www.knightlynetworks.com

333 Main Street, Spring Mount, Schwenksville PA, 19473



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The top three reasons clients choose eb Logix:

WE KEEP IT SIMPLE.
We understand that technology is a vital component but may not be the primary focus of your business. Our team is able to communicate technology solutions at a level that is easy to understand so you can focus on your business goals.

WE KEEP IT SMART.
Our team has a wealth of knowledge in the IT field to provide you with the best technology solutions. We can assess and resolve everyday technology issues, provide long term technology plans, and also manage large infrastructure projects.

WE KEEP IT SECURE.
Cybercriminals are becoming more sophisticated every year. It's a very real threat and the largest area of concern for businesses today. We take your company's security seriously and partner with some of the best security manufacturers in the industry.

2129 E. High St. Pottstown, PA 19464

Per one of the latest researches, 49 percent of Americans are using their voice assistants on a weekly basis. What is even more interesting is that 57 percent said that they don't mind using voice search more if it's able to recognize difficult commands.

The good news is that each platform provider is aware of this and is continuing to increase complicated voice commands by thousands at a time. In fact, today more than 20 percent of the searches that are carried out on Android devices are voice searches.

This shift to voice search has a major impact on both — paid search as well as SEO. From now on, businesses need to use voice-search related terms and initiatives to maintain a competitive edge. So, the first step here would be to optimize your website for search terms that are more common to voice-based searches.

Finally, using Google's Accelerated Mobile Pages (AMP) technology has boosted the Click Through Rates (CTR) by up to 90 percent. Another interesting fact to note is that consumers searching via their mobile devices are spending 35 percent more time with AMP content than mobile web pages. This would be a good point for any small to medium sized business to begin; developing Accelerated Mobile Pages for mobile searches.

eb Logix, Inc. — Providing Managed IT Services and Customized Networking for Enhanced Productivity

eb Logix is a Lower Pottsgrove-based IT consultancy firm that specializes in providing customized networking solutions for small to medium size businesses that are secure, reliable and just right for the needs of the businesses. Eb Logix was established in 2000, and over the years the company has expanded services while refining its focus on delivering a Managed Service Platform. As a Managed Service Provider (MSP), eb Logix provides a defined set of services to their clients. Their scalable solutions ensure that you'll always have just the right level of monitoring, security, and support for your business — now and in the future.

"While we do provide break/fix services, our goal is to move all of our clients to the managed service platform," explains eb Logix Vice President Courtney Briddes. "We essentially become a client's IT department or enhance an existing IT staff," she said. "Our automation solution is a 24/7 IT robot that monitors and resolves common problems that would previously require a number of support staff to be hands-on to fix the issue. This business model provides administrative and financial relief to our clients so they can focus on their business goals."



eb Logix Vice President
Courtney Briddes

eb Logix serves small to medium size businesses, anywhere from a two-person office up to 100+ employees. "We have clients who have multiple locations, including international offices," said Courtney. "We are dedicated to helping non-profit organizations with their IT needs, as we feel it serves an important purpose in our communities. However, we do work with financial companies, investment firms, engineering firms, and a wide range of other businesses," she said.

"The most fulfilling part of my job is the long-term partnerships we develop with our clients," Courtney explains. "Not only do we get to know their business goals, but we become an extended part of their team," she said, adding, "We have a 'team first' culture and have a service conviction that sets us apart from other IT companies. I love

to watch the development of leaders within our organization. I believe when you've taught someone to replace yourself, you've done your job."

Eb Logix is located at 2129 E High Street, Pottstown, PA 19464; Phone: 610.813.4900; Email: info@eblogix.com; www.eblogix.com.

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Knightly Networks, Inc. is located at 333 Main Street, Spring Mount, Schwenksville PA, 19473. If you would like to speak with someone who will listen to your IT issues and resolve them, please call 267.329.8198; Email: support@knightlynetworks.com, and please visit: www.knightlynetworks.com.

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BUSINESS OWNERS: WHAT'S YOUR PLAN?



THE GOOD LIFE

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

We're talking your lifetime financial plan, that is. Having completed over 384 written financial plans and calculated numerous 'back of the napkin' plans, each family's lifetime financial plan for first accumulating and then distributing income (into then out-from) various investment vehicles, is unique. Collectively, however, financial plans for business owners differ fundamentally from our friends with paycheck jobs.

Before we go further, let me clarify investment 'vehicles'. By that I mean the plethora of types of savings and tax-preference-d choices such as: Roth, IRA, SIMPLE, 401(k), business-owned account, wealth accumulation account, 529 education account, HSA (Health Savings Account), and many other types of accounts. Each type has its own tax nuanced, age accessibility, time accessibility, and/or usage rules.

Many considerations and calculations for financial planning are similar to our W-2 pals, such as how much will our 401(k)'s be worth if we save dollars \$xxx a

year, invest those dollars prudently, then want to retire when we are 67, or other normal retirement age, and how much can we take out each year (from which specific vehicles) during the years of retirement while not running out of sufficient income before getting hit by the train at 95? You should pick your own favorite demise scenario, of course.

But many issues in financial planning are different for business owners. Here are just a few matters that we discuss when planning with business owners.

(Continued on page 46)



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- 2) Use interesting ways to help slow paying customers.
- 3) Pay off the smallest debt first.



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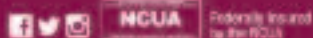


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(Continued from page 45)

Planning for expansions – What is the best way and vehicle(s) for saving money that works if we want to have money to expand our business? Expansion includes actions such as buying another business, expanding capacity by investing in equipment or buying commercial real estate.

Access to money when business falters – Recessions are normal and sometimes create real hardship for small businesses. Just think about the last two recessions in 2000-2002 and 2009-2010. Small Business owners often feel the worst brunt of downturns in business and end up sacrificing goals like saving for their retirement or even forgoing their own paychecks. We need to factor such possibilities into your financial plan.

Money with dual purpose – How can we put money aside potentially for retirement, yet still have access to that money if some great opportunity or awful calamity happens along the way?

What 'retirement' looks like – Some business owners plan to cut back hours (e.g., working part time), retreat for the slow season (e.g., spending winters in Florida), hiring day-to-day managers (e.g., collecting income while someone else runs the business) or outright selling your business.

What the business will be worth – For business owners who intend to sell their business to retire, there are many outcomes to consider. Consider how much the business conservatively will grow until retirement, normal selling costs, capital gains and sales multiplier for which the business might sell. Of course we must also consider the feasibility factor. Remember the old corner hardware store in town that had been in the family for three generations only to be wiped out by the big box store? Need to make a Plan B, just in case.

Better ways to augment life projects – Business owners can sometimes employ their teenagers through the business to help save and pay for college. Buying investment properties might help the business expand today and then provide income in retirement. Capture new upside from next year's business goals by setting aside segments of any increased income towards accelerating your goals.

Not that there are any guarantees that your Plan A (smooth sailing plan) won't be smashed by life's misadventures, requiring that we fall back to your Plan B (rough seas, back up plan). As a business owner, wouldn't you rather have both of those financial plan eventualities considered for both your family and your business? Better to create both these plans for your family/business now.

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 to pursue 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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IMPORTANCE OF DISCOVERY IN ARBITRATION



LEGAL TIPS

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

If you are making a claim, be ready to prove that claim.

In Pennsylvania, if a dispute filed in a Court of Common Pleas is for a dollar value not in excess of fifty-thousand dollars, the lawsuit must first be heard and decided by an arbitration panel. The panel consists of three practicing attorneys, with the attorney longest in the tooth sitting as chairperson.

For the most part, the matter proceeds just like a trial, with the Plaintiff presenting evidence in an attempt to satisfy their burden of proof for the alleged cause of action. Often the defendant presents cross-claims. There is direct examination and cross examination of the witnesses. The panel hears the evidence and renders a decision. Either party can appeal the decision, but that's for another day.

The best thing about arbitration, the one rule of civil procedure that gives the process ninety-nine percent of its value, in

my opinion, is *Pennsylvania Rule of Civil Procedure 1305. Conduct of Hearing. Evidence.* This rule allows, in short, that just about any document relied upon by a party to prove some element of their case is automatically authenticated and admissible so long as counsel provides the opposing party's attorney a copy of the document, and notice of intent to introduce twenty days or more before the arbitration hearing. Billing records. Contracts. Records of business. Expert reports. Medical records. Boom. They are all in.

(Continued on page 49)

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LEGAL TIPS

(Continued from page 47)

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Make sure your attorney knows your business. You are far smarter and more informed about your business than your attorney is. What is as natural as breathing to you is — as one witness said today — as foreign as Mandarin and Greek to everyone else. This rule motivates arbitration. Do not fail to use it to your full advantage.

Feel free to stop in my office at 18 South Charlotte Street, Pottstown, reach me through www.williambrogley.com, or give me a call at 484.634.5458.



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HEALTH INSURANCE: EXECUTIVE ORDER



By Diane (Shepler) Klinger, Integrity Services & Solutions

On October 12, 2017, President Trump signed an Executive Order. What does this mean for health insurance? What changes will take place in the health insurance market now? What changes might happen to health insurance in the future?

The Department of Labor is directed to take a more broad approach to the interpretation of ERISA to allow employers expanded access to Association Health Plans. The re-interpretation of ERISA would include allowing employers to form arrangements across state lines for the express purpose of obtaining insurance. Currently, an association may not be established solely for the purpose of purchasing insurance.

The Executive Order directs the Departments of the Treasury, Labor and Health and Human Services (The Departments) to consider proposing rules to expand coverage through low-cost, short-term limited duration insurance. This insurance would not be subject to many of the insurance mandates under the ACA but would feature broader networks and high coverage limits.

The Departments are also asked to look at supporting increased flexibility for Health Reimbursement Arrangements. One instance of this flexibility would be the use of HRA's in non-group situations.

Equally as important to what may change is what the Executive Order does *not* change at this time:

1. The Employer mandate
2. ACA Reporting - Forms 1094C and 1095C must be filed where applicable.
3. Dependent coverage to age 26
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While the changes above are not affecting the health insurance market today, we can expect to see changes shortly.

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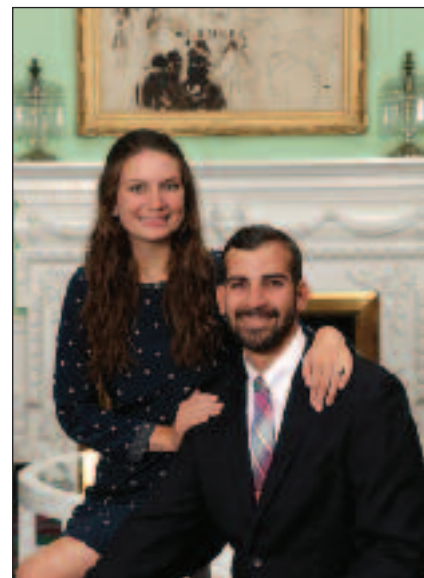
ROTARIAN PERSPECTIVES

Why I Joined Rotary

My name is Tyler Gofus. My wife, Kelsey, and I manage Houck and Gofus Funeral Home in Pottstown. I grew up in Southern Chester County with my parents and two brothers. My parents moved us back to Pottstown in the late '90s where they subsequently bought the funeral home. I met my wife in mortuary school; she is also a licensed funeral director. My wife and I each decided to join an organization to become more involved in the community, so I joined the Rotary and she joined the Soroptimist.

I joined the Rotary because I have a strong desire to serve and give back to my community. Since I joined the rotary, I have had a great time meeting new people, getting involved in helping with projects to serve the community, and simply having a lot of fun. My first project was helping the Rotary put on the 4th of July parade, and I can say that after seeing the Rotary, the community, and our Veterans come together, I am very proud to be serving with the Rotary.

My wife and I plan to continue the legacy and traditions of our funeral home. We have been in the community for 109 years and plan on being here for many more years to come. We plan on



continuing to change with the times and do whatever we can to serve our families to the best of our abilities. One change we have made is partnering with Life Celebration Inc., a company that has allowed us to create meaningful and personalized services for each family we serve. Kelsey and I are thankful to be a part of such a great community.

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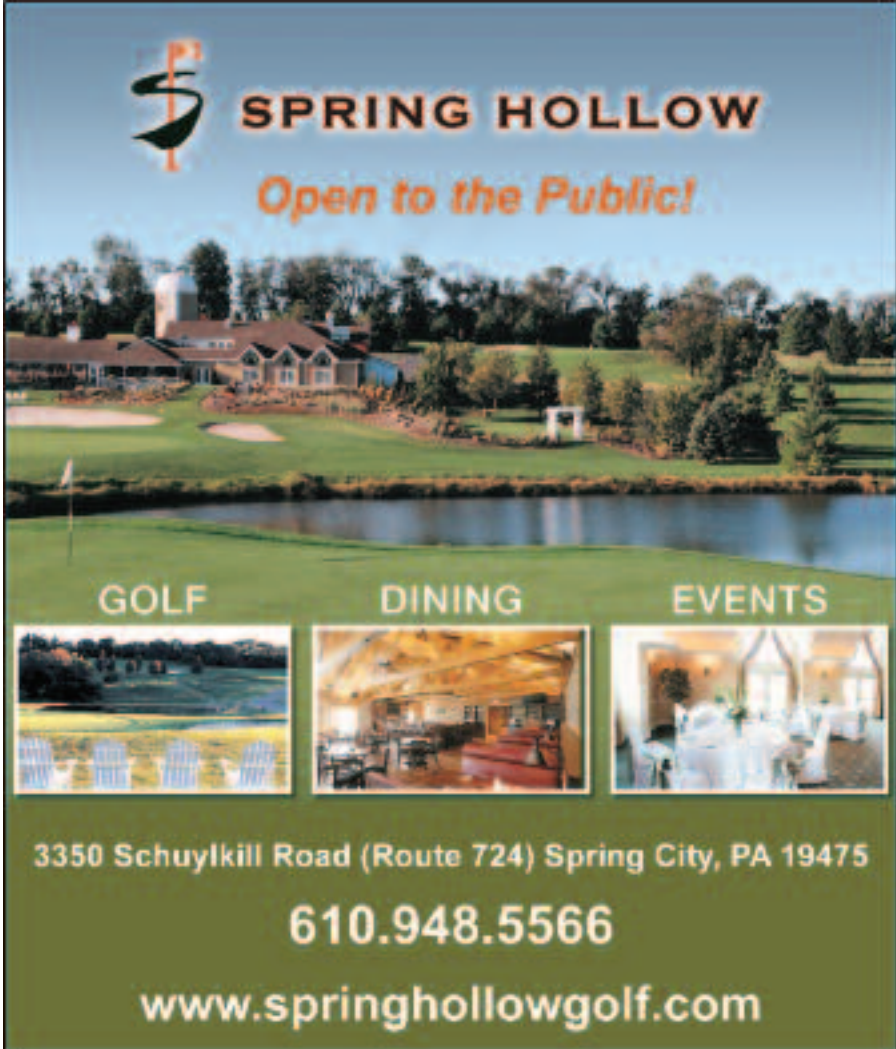
HOW CREATING BUYER PERSONAS CAN HELP SMALL BUSINESSES IN THEIR MARKETING EFFORTS

Compiling demographic information about your buyers will only take you so far in understanding how to reach and what to say to your target customers. By creating a “buyer persona” (a profile of a customer to represent a particular group of buyers) for each group of customers to whom you wish to sell your products and services, you will gain greater insight. Buyer personas help you drill down to the specifics of what motivates individual customers to buy and identify what communications channels will give you an opportunity to connect with more of your prospects and customers.

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- Giving insight to help you more effectively craft your marketing messaging.
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(Continued on page 55)



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LET'S GET "WRITE" TO IT...

Eliminating Cursive Writing from Public School Curriculum and its Potential Effect on Estate Planning Documents



LEGAL PERSPECTIVES

By Jessica R. Grater, Esq., Wolf, Baldwin & Associates, P.C.

I know, that is a really bad pun, but I could not resist using it. As an Estate practitioner, on an almost daily basis, I meet with folks for the sole purpose of executing estate planning documents such as Wills, Power of Attorneys, and Living Wills. Most of the time, those appointments are pretty routine. I review the documents with the clients, answer their questions, and once the clients are satisfied and understand the documents, they sign their names where they are instructed to sign. Oftentimes, to break the awkward silence, we engage in small talk as the documents are being signed, and we poke fun at our own signatures. As an attorney, having to sign my name countless times over the years, my once perfect penmanship and signature has devolved into a bunch of scribbles that resemble random pen strokes made by a toddler.

Recently, a recurring topic of conversation during these signing sessions has been about the elimination of cursive writing from public school curriculum. That one day, if this becomes more widespread, we will have a generation that will not know how to sign their names, that they will print their names instead of using a cursive signature. I had heard about this, and admittedly I initially dismissed it, because cursive is taught at the public school where my children attend. I figured it was some sort of "fake news" spread on social media like the nonsense about pledging allegiance to the flag in classrooms is being eliminated because people were finding the act to be offensive. (Truth be told, it's not being eliminated and is actually a required practice in Pennsylvania schools, so please people, stop posting those memes). However, the topic of teaching cursive writing has come up so frequently that I thought it merited more investigation on my part, and there is truth to this.

I came upon an article from April 4, 2013 in the *Washington Post* by T. Rees Shapiro, which discussed how cursive is being eliminated in public schools, because some consider it to be obsolete. Students take

notes on laptops and tablets. They do not write notes, but send text messages or e-mails. And, with the adoption of the Common Core, which does not require the instruction of cursive writing, local schools are left to decide whether it will be taught. The schools who decide not to teach it cite to time management and resources as the reason for its elimination. Shapiro's article states that proponents of cursive argue that the younger generation will not be able to understand documents written in cursive, including historic documents such as the Declaration of Independence or the Constitution, but that argument is countered in the article by an expert who basically says, meh who really reads that stuff anyway?

More recently, however, the Associated Press published an article on March 3, 2017 by Karen Matthews about how cursive is making a comeback in elementary schools. It discussed that Alabama and Louisiana passed laws in 2016 mandating cursive proficiency in public schools, the latest of 14 states that require cursive. (Pennsylvania has adopted Common Core, so it is up to the individual school districts in our state.)

(Continued on page 56)

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Ask SCORE

(Continued from page 53)

How do you create buyer personas for your small business? Here are a few steps to guide you on your way:

1. Consider what you know right now about your current customer base.
 - a. What characteristics do they have in common?
 - b. What are their demographics (age, gender, income, marital status, educational level, etc.)?
 - c. What do they do for a living?
2. Talk with your present —and past— customers.
 - a. What challenges do they face?
 - b. What goals and aspirations do they have?
 - c. How did they find you?
 - d. What made them want to use your products or services?
 - e. What do they like about you?
 - f. Why have they stayed with you rather than moving to the competition?
 - g. Why did they leave you and go to the competition?
3. Write your personas.

Present them as fictitious individuals who represent the typical traits and motivations belonging to your specific ideal customer groups. Incorporate the information you know about them and create short stories about who they are, the challenges they face, their buying habits and what

motivates their buying decisions. You can find many examples and templates online for structuring your buyer personas.

Various factors (including your industry, type of business and others) will affect the number of buyer personas you should have. For additional guidance and input as you begin developing your customer profiles, consider talking with a SCORE mentor. SCORE volunteers have expertise in all aspects of starting and managing a small business, and they are here to offer free insight to help you through all stages of your company's growth.

The SCORE TriCounty Learning Center is offering workshops focusing on Marketing and Sales for the month of November. Visit their website, <http://tricity.score.org>, for information about these workshops.

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LEGAL PERSPECTIVES

(Continued from page 54)

And last fall, the 1.1 million-student New York City schools, the nation's largest public school system, encouraged the teaching of cursive to students, generally in the third grade. So, this begs the question, what made the educational powers that be change their minds? The article implies that the reason for this (or at least part of it) is what this article is about — signing legal documents. Truthfully, people need to be able to sign their names for a number of reasons on many types of documents. Particularly, if you want to do a Will, you must be able to sign your name.

In Pennsylvania, a Will is "required to be in writing and shall be signed by the testator at the end thereof..." 20 Pa.C.S. § 2502. If, for some reason, a person cannot sign the document, Pennsylvania law allows for someone to sign by "mark": "if the testator is unable to sign his name for any reason, a will to which he makes his mark and to which his name is subscribed before or after he makes his mark shall be as valid as though he had signed his name thereto: Provided, that he makes his mark in the presence of two witnesses who sign their names to the will in his presence." 20 Pa.C.S. § 2502 (2).

If we have a generation of people who do not know how to write in cursive, this may lead to an increase in litigation about proper

execution of a will, the genuineness of a signature, and forgery of a signature. If the genuineness of a signature is in dispute (and please know that the original will needs to be presented at the time of probate, otherwise the presumption is that the original will was revoked by the testator) under the law, this is a question for the jury (folks like you) to decide. How would you decide if everyone's writing pretty much looks the same if we all used block printing? In cases where there are no witnesses to the signing of the will, two witnesses who are acquainted with the handwriting of the testator may attest to the testator's signature (these are called non-subscribing witnesses). Would this be acceptable if the testator used block printing? Is block printing a "mark" or a signature?

What is a "signature" anyway, (legally speaking)? The law uses the ordinary definition of what a signature is, and it does not require perfect penmanship, so the random looking pen strokes that are my signature are acceptable. When the statute was written, the legislature contemplated that a person's signature is made when that person takes pen to paper and writes his or her name in a manner in which only that person is capable of writing, normally in cursive or something that is supposed to look like it.

(Continued on page 58)

CHANGE IN THE SMALL TOWN



CHANGE

By Barry Cassidy

As we are moving to the ¼ mark of the new century, some of the downtown real estate has taken on a new dimension. In many cases, the return to the small town has been an “in” thing to do. Some towns have embraced the efforts to become the renewed center of commerce, while some towns have not been able to make that transition. The difference in towns affects the real estate values in the political subdivision, and in turn the income from taxes.

People say location is a primary factor in determining value, but I feel that also a big factor is the town’s curb appeal. The little things make a big difference, like sidewalk conditions, public place maintenance and condition of housing stock. In many cases, it is the worst things in a community that can be a difference maker for a town.

It is what the town fathers do to address the major impediments to development which retard the so called “move back to the small towns.” People can talk about incentives and the like, but the first step is recognizing that there is an impediment. The vacant factory, the large tract of land that has been vacant forever tends to be overlooked. Those kinds of projects can end up being transformative and drive a revitalization.

I look at two projects that I worked on in Chester County. The Main Street Village project in Downingtown created 165 townhomes in the downtown, and it changed the dynamic of the community. In Phoenixville, Manny DeMutis put together the Phoenix Village Apartments with 250+ apartments and filled 400 linear feet of vacant ground on Bridge Street with commercial space.

In many cases, these kinds of development lead to a change in the downtown. It is a complete about face from the 1980s, when the vogue was to put senior housing prominently in the downtown. Market rate housing units are better for the competitive retail market in the downtown, versus the older fixed income folks that may or may not go out of the building every day.

It is not easy to do these kinds of projects. There are flood issues, contamination issues and the like. There normally is a reason these kinds of properties are vacant or underutilized. Much of the time, there are rumors and talk about the reason for the building’s underutilized status that many times is more myth than fact. The successful communities are the ones that recognize there is the potential for growth and act upon it.

Usually the first step is to do a vacant and underutilized study, to determine which properties and ground can be assessed. This normally includes the assessment information and maybe an update on the property’s position in the marketplace. The assessment should deal with all of the potential rumors about the property.

(Continued on page 59)

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LEGAL PERSPECTIVES

(Continued from page 56)

A "mark" is oftentimes thought of as a simple "X" on the signature line. There is nothing particularly unique about an "X." My "X" and anyone else's "X" probably look the same. Due to the potential for fraud and forgery with signing a will by a mark, the legislature required that the signature by mark be witnessed by two people to help prevent the fraudulent execution of a Will.

Moreover, a signature and a mark are not the same thing under Pennsylvania law. The mere fact there are two separate sections in the *Decedents, Estates, and Fiduciaries Code*, one relating to signatures and the other to a "mark," is evidence that they are not the same thing in the eyes of the law. Therefore, we must ask: is printing your name in block letters the same as a "mark?" Is one person's printing that much different than the printing of another? If everyone uses block printing, how difficult would it be to prove that a signature was forged? In Pennsylvania, when forgery is alleged, the burden of proving it rests on the party making the allegation, and it must be proven by clear and convincing evidence. This burden of proof is a higher standard to meet in civil cases, because the person needs to prove what they are alleging is substantially

more likely than not to be true. How would a forgery be proven under this standard if our signatures became block letters?

As you can see, there are many real-world implications to the elimination of cursive writing from public school curriculum. Aside from other reasons and studies showing there are other benefits to teaching cursive, when it comes to legal documents, (particularly a will) being able to write in cursive is a very valuable (arguably essential) skill. It has a lifetime of applications. I use cursive writing on a daily basis. Honestly, I can't say the same thing about trigonometry or physics, and I'm quite certain I haven't diagrammed a sentence in several decades, but that does not mean there is no value in this knowledge, or that these subjects should be eliminated from public school curriculum. The same should apply to cursive writing.

Jessica R. Grater, Esquire, is an attorney with the law firm of Wolf, Baldwin & Associates, P.C., with offices in Pottstown, West Chester, and Reading. Ms. Grater concentrates her practice in Wills, Estates, Probate, Orphans' Court, and Social Security Disability, and litigation related to such matters. She may be reached at 610.323.7436 or by e-mail to jgrater@wolfbaldwin.com.

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CHANGE

(Continued from page 57)

Then you find developers and do all the feasibility studies. Now here is where it all falls apart. This not only takes money to do, which may or may not be well spent when all the information is correct. More importantly it takes time. Time which many people in local office may not be able to provide. As a result, many of these inventories end up on a shelf somewhere for one reason or another. Almost every town that I was in has had an inventory of vacant and underutilized survey from eight or nine years before.

In Downingtown, there was the burned-out factory building at the corner Pennsylvania Avenue and Wallace Avenue and the O'Brien Machinery factory which were both contaminated. These two buildings were torn down and one is the current site of a Rite Aid and the other the main street village housing development.

In Phoenixville, it was the Polychem building and the Phoenix Steel site. The Polychem site became Franklin Commons, and the Phoenix Steel site is now on its way to developing into an apartment community.

All of these projects took a lot of time. I like to call it "going wide" with the scope of your work. You check every opportunity and try to renew interest in every project that had been in the past. Sometimes with a new cast of characters in elected office, they may or may not have interest in doing the project. There is always the possibility that someone has been blocking a project on the council and they have renewed interest to stop the project. I had a council person in Downingtown the quoted John Locke quite often and was against grants in general.

On one of my current projects I have an elected official who continues to repeat false information about a project. I feel that there is only so many times you can correct something like that without seeming argumentative. It is also a characteristic of borough council members to hear something once and keep repeating it no matter how many times they are proved wrong.

It is this human dynamic and the length of time that it takes to complete projects like this that doom some towns to never being able to be revitalized. It is almost a timing thing. The more complex, the more unlikely it is that the project will get done.

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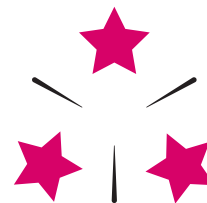
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JOIN US AT THESE ENGAGING, INFORMATIVE EVENTS

Throughout the year, our organization hosts exclusive events for our members and partners. They are an opportunity to engage, to learn and to network. Events include our monthly training sessions, quarterly networking events, our Tourism Rally Day each May and our Annual Luncheon in October. You will also receive invites to other special events, webinars and more throughout the year.

Check out our upcoming events and be sure to mark your calendars today:

MEMBER ORIENTATION & HQ TRAINING

When: November 7, 8:30 a.m.

Where: Valley Forge Tourism & Convention Board Office; 1000 First Ave, Suite 101, King of Prussia, PA 19406.

What: An opportunity for all members, both new and old, to learn more about the Valley Forge Tourism & Convention Board and what we can do for you. The 90-minute session includes presentations from the VFTCB's convention sales team, an update on current marketing initiatives and training for getting the most out of the Valley Forge HQ. And you just may get to see our friend Monty the Fox.

MEMBER ORIENTATION & HQ TRAINING

When: December 5, 3:00 p.m.

Where: Valley Forge Tourism & Convention Board Office; 1000 First Ave, Suite 101, King of Prussia, PA 19406.

What: An opportunity for all members, both new and old, to learn more about the Valley Forge Tourism & Convention Board and what we can do for you. The 90-minute session includes presentations from the VFTCB's convention sales team, an update on current marketing initiatives and training for getting the most out of the Valley Forge HQ. And you just may get to see our friend Monty the Fox.

The Pottstown Rotary Club Wants You!



Join us at 6:30 on Wednesday evenings at Brookside Country Club for a delicious meal, camaraderie, and a Rotary meeting where we plan and execute projects to improve the community.



Visit www.pottstownrotary.org

or call Bill Wellen at 484.886.5396 to learn more!

REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 31-40 FOR THE TRICOUNTY AREA CHAMBER OF COMMERCE
NEWS AND INFORMATION SECTION IN THIS ISSUE.

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

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 events including a pet parade and expo in Reeves Park, the family-friendly Harvest Around the World celebration and a Saturday-morning Harvest Breakfast. For more details, visit www.pxvharvestfest.com.



EVENTS INCLUDE:
• NIGHT MARKET
• MOVIE IN THE PARK
• HARVEST BREAKFAST
• BEER GARDEN
• PET DAY & PARADE
• CRAFT EVENTS!

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – November 7 and December 5

The Phoenixville Chamber and the Jaycees have worked together to form a Young Professional Networking Group in the Phoenixville Area. This event series has been formed for business minded people aged 21 to 40 to gather in a relaxed atmosphere 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!

Be sure to bring plenty of business cards!

Time: 6:00pm – 9:00pm; Cost: Free!

Locations: November: Crowded Castle Brewing Company, 240-242 Bridge Street, Phoenixville, PA 19460

December: Root Down Brewing, 1 N. Main Street Phoenixville, PA 19460

November Monthly Membership Meeting – Luncheon – November 14th

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

Time: 11:30am – 1:15pm; Cost: \$20 pre-registered, \$25 at the door. \$30 for non-members.

Location: University of Valley Forge, 1401 Charlestown Road, Capeci Hall, Room 6, Phoenixville, PA 19460



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

Limerick Generating Station



Providing Safe and Reliable Power

Limerick is a safe and reliable 'always-on' source of electricity for the regional power grid. According to a 2010 Continental Economics report, Limerick reduces wholesale energy costs in Pennsylvania by approximately \$880 million per year, which results in significant consumer savings.

Supporting Our Community

Limerick provides more than 800 well-paying jobs and contributes approximately \$600,000 to community organizations each year. Limerick contributes \$113 million annually in direct economic contributions to Pennsylvania, including \$75 million in employee wages and salaries, \$35 million in purchases of goods and services from other Pennsylvania businesses and \$2.9 million in property tax payments.

Protecting Our Environment

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

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

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REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 31-40 FOR THE TRICOUNTY AREA CHAMBER OF COMMERCE NEWS AND INFORMATION SECTION IN THIS ISSUE.

PERKIOMEN VALLEY CHAMBER OF COMMERCE

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



Welcome to the Perkiomen Valley Chamber of Commerce!

Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees in which to live, work, learn and play. We can help grow YOUR customer base in Collegeville, Limerick, Lower Frederick, Lower Providence, Perkiomen, Skippack, Schwenksville and Trappe.

For more information, contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit: 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!

UPCOMING EVENTS

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

November 1, 2017 – Marketing Wonderland

All welcome to attend FREE workshop sponsored by PV Chamber and LMS Solutions, Inc. We've teamed up with SBA, Google, FaceBook, Square and Constant Contact to help you prepare your business for the holiday season.

Seating is Limited. RSVP 610-489-6660.

LMS Solutions, Inc, 156 W. Ridge Pike, Building #2, Royersford, PA

Time: 12:00 p.m. – 2:00 p.m.

November 29, 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

November 30, 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.

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



2017 Online Savings Book features list of exhibitors and special offers and can be viewed on Chamber homepage www.PVChamber.net.

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 featuring 1957's theme in celebration of Chamber's 60th Anniversary! **Silent Auction Baskets, Raffles, Music, Networking & Exhibitors Showcase!**

Through the gift of sponsorship, we extend complimentary tickets to our community leaders as a "thank you" for their service throughout the year!

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.

WELCOME NEW PV CHAMBER MEMBERS!

• **Peace Restored Organizing – Denise MacMurtrie** - 14 Woodstock Circle, Collegeville, PA 19426; 610-547-2264; www.peacerestoredorganizing.com

• **SILC, Senior Independent Living Companions - Heather Esham** - 1003 Broadleaf Circle, Royersford, PA 19468 610-310-5497; www.silccare.com

• **The Montgomery School – Katie Sillup** - 1141 Kimberton Road, Chester Springs PA 19425 610-827-7222; www.montgomeryschool.org

• **The Inn at Leola Village – Rich Gold** - 38 Deborah Drive, Leola, PA 17540; 717-656-7002; www.theinnatleolavillage.com

Visit the Chamber's online directory for a complete list of members

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 • Citizen of the Year

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

POST EVENT



October 11, 2017 – Annual Pfizer Business Expo

Thanks to all participants and special recognition to event volunteers: Giuseppe Scillia, Scillia Photography; Dave Maris, Marco Motors; Warren Levy, Jr, Lazer Limo; Joe Bergquist, Harleysville Bank; Bob Clark, Interface Financial Group; Cathy McKeever, Bond, Pezzano & Etze, PC; Chad Miller, MBR2; Christine Schmidt, Univest; Manuel Pena, SysUp Systems; David Akers, LMS Solutions.

To view entire event photo gallery, click on the link below, then click on 2017 Pfizer Show and enter password "Pfizer".

Contact Scillia Photography for reprints. www.scilliaphotography.com/commercial



ROUTE 422 Business Advisor PLACE YOUR AD IN OUR NEXT ISSUE! CALL (610) 323-6253

REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 31-40 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

• SERVPRO of North East Chester County • Center for Nutritional Healing, Royersford

UPCOMING EVENTS

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

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

Business owners only 11:30 a.m. to 1:00 p.m.

December 6 - Chamber Mixer

American Heritage Federal Credit Union

70 Buckwalter Road, Royersford

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

December 14 - Chamber Holiday Breakfast

Featuring a performance by the Spring-Ford High School Choir

Spring-Ford High School,

350 South Lewis Road, Royersford, PA

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

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

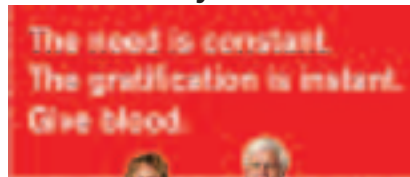
December 20 - Chamber Holiday Mixer

Cuttillo's, 2688 East High Street, Pottstown

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

Free food and cash bar

December 7 - Spring-Ford Community Blood Drive



Limerick Fire Company,

390 West Ridge Pike, Limerick

1:00 p.m. to 6:00 p.m.

Sign up at www.springfordchamber.com



Spring-Ford Notes

- A special thank you to Lindt Chocolate and their Manager Jessica Snook for the amazing Network Before Work in October. A special throw out to April Thorum for catering the event.



- Thank you to the Western Montgomery Career and Technical Center for hosting our October "Focus on Education" luncheon. It's always a pleasure to enjoy a lovely meal prepared by the level three culinary arts students. A special thank you also goes out to Chris Moritzen, Administrative Director at WMCTC as well as Dr. David Goodin, Superintendent of Spring-Ford Area School District, and Jason Bozzone, President, Pope John Paul II High School.



- The Spring-Ford Chamber is deep into planning our 2018 schedule, if you would like to host a Mixer, Network Before Work or sponsor a meeting; please contact the chamber office to reserve your date.
- Thank you to the Liz Peters and the Crew from the TriCounty Federal Credit Union for their mixer back at the end of September. A fun night was enjoyed by all with Captain Chuckie's food truck making a special appearance.
- Remember Facebook, Ribbon Cuttings, Press Releases and our Monday Morning Email Blast are free ways to advertise your events and activities with the chamber. Be sure to contact April Thorum for anything you may have going on during the upcoming holiday season.
- The Chamber would like to thank the Limerick Fire Department for collaborating on our upcoming Blood Drive on December 7th. Come out and support as our community thinks of others during a giving time of year.



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

COMMUNITY DAY DONATION TO THE LIMERICK TOWNSHIP



On Tuesday, October 3rd the Spring-Ford Chamber of Commerce attended the Limerick Township meeting to present a check in the amount of \$10,500 from the proceeds of the Limerick Community Day back on August 18, 2017. This year's community day was attended by over 100 businesses and vendors, 10 food trucks, rescue and emergency services and over 5,000 community attendees. Boasting a new format of our late afternoon time slot, the grounds of Limerick Community Park were bustling with activity. A special performance by the Spring-Ford High School Marching Band rung in the beginning of the event and a special movie presentation of Finding Dory by Northpointe Community Church. Thank you to the sponsors for the 2017 Community Day; Exelon Generation, Philadelphia Premium Outlets, Oehlert Bros, Physicians Care Surgical Hospital, Kriebel Security Inc, Rothman Institute, The Railroad Bar and Grill, More 101.1 FM as well as the Spring-Ford Chamber of Commerce and the Limerick Township Parks and Recreation Department.

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Peter Cisick
petercisick@gmail.com
c: 610.247.6842



Bryan Nester
bnester60@gmail.com
c: 610.585.7278 f: 501.325.7570

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