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My name is Jim Thomson. I started JT's Gourmet January 12th of 2012 with the help of some of my customers, after six and a half years with Horizon Foods, staying with them until Dec 21st of 2011 when they closed their doors.

Over the past six years I have grown the company with the help of my fiancée, Robin Jumbelick. I pride myself on delivering of the finest quality and tasting foods available in the "marketplace" today.

The food products I provide are grown and raised by the highest standards for natural and organic quality — So much so that "I" Guarantee the food for taste and quality. I have been a member of the TriCounty Area Chamber of Commerce for the last three+ years.

The food items I provide are vacuum sealed and flash frozen to insure freshness. Flash-freezing is a revolutionary process of "quick freezing" within seconds, which aids in locking in flavor, freshness and nutrients for a health balance.

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I can accommodate special requests for Gluten Free, Organic, Hormone Free and Natural Products. I have everything you need from appetizers to desserts to help plan your meals. If you're looking for a product that I don't have that day, just ask and I can probably get it for you. My goal has always been to please my clients with the finest quality products.

You can find "Specials" on my Facebook page — JT's Gourmet Delivery LLC. I currently deliver to customers within a 75+ mile-radius of Reading, and maintain a client base of around 200. I would love to call you my customer. Please feel free to call me or send a text message to 610.914.8765, or email: bigjim@nni.net, so we can get started.





Cover Story: *Whether you need Managed Services, helpdesk support, cloud computing, security, network support & infrastructure design, software licensing & vendor management, or comprehensive managed service plans, eb Logix can create solutions tailored to your IT requirements that align to your business needs.*



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



24-26: *Browse the Business Marketplace to grow your business, network, and keep your money local.*

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One Source Refreshment Services is a family owned business established more than 30 years ago by Bob Betz. Bob started out in the business as a route driver and ventured out on his own in 1983 and has since developed One Source into one of the largest remaining independent full-service providers in the Lehigh and Delaware Valley. Combining Vending, Office Coffee Services, Filtered Water Services, and now "Micro Markets", he has successfully established One Source as a true leader in the industry.

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Micro-Market is . . . It's like having a "Wawa" right in your lunchroom.

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One Sources' basic philosophy is a very simple one. Great service, Great products, Great (and friendly) employees. Creating a work environment with family values has enabled One Source to maintain its leadership role where our customers value the relationship and service One Source provides, each and every day.



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eb LOGIX YOUR IT SOLUTION. Simple. Smart. Secure.

Culture and Reputation — those are the fundamental building blocks that **Stan Briddes** prioritized 18 years ago when he started his IT consultancy firm, **eb Logix**, a family-oriented team-first company 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.



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

Today, the eb Logix team has grown to a family of ten employees, partnering with a growing list of non-profit organizations and for-profit businesses throughout the Delaware Valley, providing both on-site and remote IT services from their centrally-located office at 2129 E. High Street in Pottstown.

“Our reputation is built on honesty, integrity and character,” explains company president and founder Stan Briddes. “We not only deliver expert solutions, but also provide exceptional customer service and support. We pride ourselves on the attitudes, efforts, and unyielding commitment of every eb Logix employee.”

“Family is a very important component of this organization,” emphasizes **Courtney J. Briddes**, Vice President of Operations, “and our staff who are not related to us are considered family,” she said, adding that their long list of satisfied clients are also considered part of the eb Logix family.

From the beginning, eb Logix has grown steadily and expanded its 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.

“We offer a full suite of services to our clients,” said **Chris Keirse**, Senior Systems Engineer. “We do back fill for existing IT personnel, but we also do full soup-to-nuts IT work — Everything from your networking equipment server to desktop computers, and we do that, as much as possible, through automation. That’s what managed services really is — Automation and leveraging technology to keep our overhead relatively low to benefit our clients, while growing our customer base with efficiencies.”

Through its Managed Services platform, eb Logix offers expertise in: Security; Cloud Computing; Network Infrastructure; Network Management; Hosting; Backup & Disaster Recovery; Next Gen Firewalls; AV/Malware Protection; and VOIP Solutions.



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.

Cyber criminals 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.



eb Logix office is located at 2129 E. High Street in Pottstown.

"While we do provide break/fix services, our goal is to move all of our clients to the managed service platform," Courtney Briddes explains. "We essentially become a client's IT department or enhance an existing IT staff. Our automation solution is a 24/7 IT robot agent 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."

"We make our services fit in with the customer," Chris Keirsey adds. "We want to align with the customer. We standardize where we can, for efficiencies of scale, but we do have quite a bit of flexibility in how we deliver those services. We align that with the customer's business needs and not what piece of new technology we can sell them."

At eb Logix, it's all about meeting the customer's needs.

"We see it as a partnership," Chris Keirsey said. "We want to fully understand each clients' business, so we make sure we're putting the right solutions in place for their specific needs."

"Our clients consider us an integral part of their organization," adds Courtney Briddes.

"(Reaching out to us) is just like calling another extension in their office, and they feel like we're part of their team."

(Continued on page 8)



Chris Keirsey, Senior Systems Engineer



Lyndsey Toner, Administrative Assistant

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COVER STORY

(Continued from page 7)

In addition to working with financial companies, investment firms, engineering firms, and a wide range of other for-profit businesses, eb Logix also specializes in assisting non-profit organizations with their IT needs. “We partner with non-profits,” Courtney said. “We believe in what they are doing for the community. We stand behind their mission by offering a different price model. We understand that their budget must be board approved. We’ll sit down with the executive director and outline what they should include in their budget and then help them to justify and qualify the costs of the proposed IT budget,” she said. “We are a people organization, serving people, so supporting non-profits is a natural fit and really important to us.”

“Outside of the IT business relationship, we also attend and support events for the non-profits,” adds Chris Keirse. “In some situations, we also donate equipment or a block of time when we perform some service on a project.”

And in the long run, helping non-profits with their IT needs is a win-win — for the community and for eb Logix. “We get many of our referrals from non-profits,” Courtney explains, pointing out that many

non-profit board members sit on other non-profit boards or run their own for-profit companies with IT needs.

“People utilize our services and they speak kindly and say we’ve done a good job, and that referral business comes as a natural consequence of having a good reputation for doing our job effectively,” adds Chris Keirse.

Above all, the non-profit model aligns perfectly with eb Logix’s service and hiring philosophy of putting the needs of their clients first.

“One of the core values of our organization is that we will serve the client and we will serve each other,” Courtney Briddes explains. “We have a very service-oriented mind set. I think that everybody in this organization has an intrinsic quality of commitment to service. It’s not something you can teach. You can teach somebody how to fix a computer, work on a server, do the accounting work, but you cannot teach the service mind set. That’s something that comes from within, and I would say that every team member here has that quality, truly care about our clients, and have that heart of service,” she said.

(Continued on page 10)

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COVER STORY

(Continued from page 8)

"We maintain clients and employees through our reputation and culture," says Chris Keirse. "We provide a good, comfortable working environment. And we provide excellent customer service." eb Logix's clients would agree.

"eb Logix has been our IT partner for over 10 years and has been an invaluable member of our team," said **Jennifer Peirce Brandt, P.E.**, Peirce Engineering, Inc. "From helping us open and set up our office infrastructure and equipment to our current support and back up plans, eb Logix has never let us down. I look forward to continuing to work with eb Logix for many more years to come."

"eb Logix has been with our company through major growth and has always provided us with quick, attentive, quality service," offers **Robyn Kitt** of BET Investments. "They are the type of company that means what they say. The entire staff is friendly and knowledgeable and available to assist us in any crisis situation. When it comes to technology it can be difficult to find a company you can trust. With eb Logix, I see them as more of an extension of our team, than as a separate entity."

"Working with eb Logix has been one of the best decisions we've made as an organization," said **Stephanie Phillips**, John Bartram Association. "As a small nonprofit, our resources are limited. eb Logix is expert at creative and budget-conscious technology solutions. The staff at eb Logix is unfailingly pleasant and helpful, and responsive when issues arise."

eb Logix has been named as one of the 20 most promising Networking Solution Providers by the *CIO Review*, an annual list of 20 companies that are on the forefront of providing networking solutions and impacting the marketplace. eb Logix was honored in part "because we partner with our customers, we develop an intrinsic understanding of their bottom line and spending capacity," Courtney Briddes said.

"The most fulfilling part of my job is the long-term partnerships we develop with our clients," Courtney said in conclusion. "Not only do we get to know their business goals, but we become an extended part of their team," she said. "Our 'team first' culture and service conviction are what sets us apart from other IT companies," she said.



**Eb Logix is located at
2129 E High Street,
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SOLD (ZC2267) 100 SPRUCE STREET, POTTSTOWN

SOLD (ZC2262) 271 N. MAIN ROAD, EAST HAVEN

SOLD (ZC2266) 217 E. 1ST STREET, BIRDSBORO

SOLD (ZC2264) 38 BUCKWALTER ROAD, SPRING CITY

SOLD (ZC2269) 217 E. 1ST STREET, POTTSTOWN

SOLD (ZC2266) 217 E. 1ST STREET, POTTSTOWN

SOLD (ZC2265) 10 E. MAIN STREET, POTTSTOWN

SOLD (ZC2267) 10 SPRUCE STREET, POTTSTOWN

SUCCESSFUL WOMEN IN BUSINESS

CELEBRATING WOMEN'S HISTORY MONTH - MARCH

Marian D. Moskowitz



As a child growing up in Philadelphia as one of three daughters to a single mom, I never would have believed or would have dreamed that one day I would be the subject of a story for a "Successful Women in Business" article. My business career really started out of a need to provide for my daughter. As a single mom myself, life was difficult financially so, as all good moms do, I had to find a way to make ends meet. I worked various jobs, some good and some not so good but it was not enough to send my daughter to the day care I wanted her to go to. I needed a part-time job on the weekends but what would I do with my daughter. I did not want to leave her with a babysitter. So, I met someone who was in the leather wholesale business (leather jackets, skirts, etc). He said he would give me inventory on consignment to sell. I had never been in my own business (other than maybe selling girl scout cookies as a kid) but it sounded like the way to go. I opened my shop in a place called the I-95 Marketplace (an indoor flea market) on weekends and took my daughter with me. While I did not set the world on fire, it did provide me with the extra money I needed, as well as being a great learning experience. When I look back, that was truly the beginning of my entrepreneurial life.

Since then, I have been a principal in multiple real estate projects and many other small businesses including companies involved in cosmetics, trucking and various retail activities. The real estate development I am most proud of is the adaptive re-use of an abandoned, old (built in 1903), vacant, large (225,000 S.F.) factory located in Phoenixville into Franklin Commons. Purchased in 2006, it is now a vibrant educational and mixed-use complex. It was named "Best Mixed-Use Project of 2011" by the *Philadelphia Business Journal* and "Best Land Use Project of 2011" by the Delaware Valley Regional Planning Commission. It is a unique project because it allows you to begin your educational career at three months of age and continue in the same building until you get an Associate Degree or Certification. There are many other non-educational businesses (more than 20) in Franklin Commons as well. The building is 99 percent occupied. I am currently involved in three additional real estate projects in Phoenixville, PA.

I have also been involved in business activities on an international level, including importing products from Mexico and Asia and exporting products to South American

and the Caribbean. I trained franchisees in the cosmetics industry in several countries in Asia. In 2014 I ran for the State Legislature and, while I did not win, I remain active today helping candidates and being involved in a training program designed for training women candidates. There are so many women that I learned from along the way who continue to be my role models.

I believe that it is important to be a part of your community and be involved as a volunteer. I presently serve as Vice Chair of the Chester County Economic Development Council and the South Eastern Economic Development Council of PA, a member of the Council of Trustees of West Chester University, President of the Colonial Theater and most recently I was asked to serve on the Board of Governors of the Pennsylvania State System of Higher Education. I was extremely honored by being named "Outstanding Citizen of the Year" by the Phoenixville Chamber of Commerce in 2011 and in 2015 was awarded the Ellen Ann Roberts

Achievement Award for Excellence In the Field of Business from the March of Dimes.

I have been extremely lucky in my life. Without my husband and the rest of my family supporting me and friends who introduced me to various businesses and gave me opportunities, I never would have become a business woman. Because of that, I try to help women start new businesses and be a mentor for them. In Franklin Commons, we have approximately eight woman owned business that started out as new businesses and became successful there. Women make great entrepreneurs and are fabulous board members. While it has been a long time coming, I believe that women are starting to be recognized for all the talent they have and for the perspective they bring to a variety of issues. Cheers to all the women out there giving back and doing amazing things in their communities, especially those who do not receive recognition. I want to thank them all!

Marian Moskowitz can be reached at 484.716.1093; email: Marianmoskowitz@gmail.com.

Lisa Tiger, Realtor Century21 Gold



As Berks County's top producing Realtor® for several years running, Lisa Tiger is one of the best-known faces around town. She is a top producer on both local and national levels. Her extensive marketing and community efforts are just part of her presence. Talk with anyone who knows her, and you understand that there's much more to Lisa than her visibility.

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Lisa specializes in the upscale real estate of Berks County, Pennsylvania. She combines over a decade of real estate experience with 20 years professional marketing expertise as owner of her own advertising agency, with extensive connections, and an eye for design. Her success in the high-end real estate market has earned her CENTURY 21's prestigious CENTURION® Level Production Award and National recognition as a CENTURY 21 Fine Homes and Estates agent.

For each of Lisa's listings, she uses her professional advertising expertise to create a customized Marketing Plan. Media may include: aggressive advertising in newspapers, magazines, and real estate periodicals; national print media such as Metropolitan Home, Elle Decor, Showboats International, Unique Homes and/or the Distinctive Properties and Estates section of The Wall Street Journal; a full color, four-page brochure for your home exclusively; prompt multi-list presence; internet based virtual tours; strong personal local networking; and national and international exposure through the CENTURY 21 global network.

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the heart of Berks. She currently volunteers her time and talents to The Reading Symphony, the American Heart Association, the American Red Cross, the John Paul II Society, Safe Berks (formerly known as Berks Women in Crisis), the Reading Public Museum, and the Berks County Tennis Association. She was a board member of the Wyomissing Institute of Fine Arts for eight years and board member of the Wyomissing Area Prevention Partnership.

You can reach Lisa by cell phone at 610.207.6186; or email: ltiger@c21gold.com. She looks forward to hearing from you soon.

Christine Castellano Beautiful You by Christine



Beautiful You by Christine founder and operator, Christine Castellano, started in the business of beauty more than 23 years ago. With her keen observation,

Christine is always looking for best ways of achieving outstanding outcomes for her clients. Since Christine first started her business, she has expanded from the original Berks County Muhlenberg office location, adding an office in Wyomissing to better accommodate the clients' needs, offering a wide range of beauty and wellness services at both offices.

With more than 10 years in the permanent makeup and medical tattooing industry, Christine regularly attends advanced training classes to keep up with industry best practices and trends. Christine is now expanding her permanent makeup services to include Fundamental Training classes in the art of permanent makeup. "I wanted to give back to the community and train future artist to offer safe, quality work," she explains.

Christine is an A4M Fellowship graduate practitioner. This provides her with expanded knowledge in addressing potential health conditions and being a physician liaison to better help her clients bridge the gap between beauty and wellness. Through her recent certification as a Performance Coach, she also provides health and wellness coaching to clients. By putting both credentials together, utilizing the health care knowledge and the performance coaching, Christine's clients are achieving great wellness results and improved health. "We listen to our clients' needs!", she said.

The Muhlenberg and Wyomissing offices offer a variety of services, including advanced electrolysis (permanent hair removal), permanent makeup, anti-aging, acne, rosacea and scar treatments. Also offered are lash enhancements, manicure and pedicure services.

Christine Castellano can be reached at 610.921.3717; email: bybc07@aol.com.

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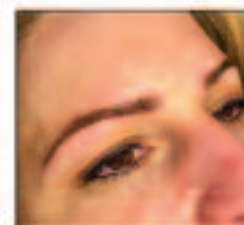
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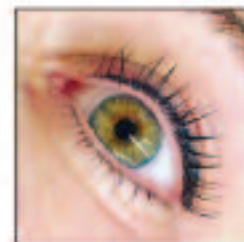
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ROUTE 422 BUSINESS TAX PLANNING AND PREPARATION SERVICES GUIDE

A Few of the Tax Changes for Corporations and Businesses



By Anthony Mazzo

As you are aware, there has been a major overhaul of the tax code with the Tax Cuts and Jobs Act. But what you may not know is everything that is changing for corporations and businesses. Curious what changes you can expect to see? Let's take a look at some of the major changes.

Tax Rates

The tax rates for corporations have been reduced from 35 percent to 21 percent. This reduction officially began January 1, 2018, and is a permanent change. This will incentivize business to not only bring profits back into America, but also provide immediate benefits to employees in the form of bonuses, higher starting wages and increases in benefits provided.

Pass-through Business

If you receive domestic qualified business income from a partnership, S Corporation, or Sole Proprietorship, you are now allowed to deduct 20 percent of that business-related income. The remaining income will be subject to normal individual tax rates. The deduction is only allowed to reduce any taxable income and does not reduce income subject to self-employment tax. The deduction is also not allowed for businesses offering certain personal services.

The deduction rate phases out for joint filers with income between \$315,000 and \$415,000 and between \$157,500 and \$207,500 for others.

The reason for this provision is to provide an alternate limitation based on wages and capital. There are some restrictions on the limitation so be sure to reach out to us to learn more.

Entertainment Expenses

There have been a few major changes when it comes to entertainment expenses. The first one being that deductions are not allowed when it comes to the following three items:

- An activity generally considered to be entertainment, amusement or recreation.
- Membership dues with respect to any club organized for business, pleasure, recreation, or other social purposes.
- A facility or portion used in connection with any of the above two items.

Along with these changes, there have also been changes in that deductions are not allowed for qualified transportation fringes (vanpooling, bicycling, and work-related parking costs), with the exception of ensuring the safety of an employee.

However, you are still able to deduct 50 percent of food and beverage expenses that may occur with operating your business; this includes meals that employees have while traveling for work.

To learn more about the tax reform changes for both individuals and business, check out Tony's Tips on www.amazzoaccounting.com. Also, should you have any questions about the changes, don't hesitate to give us a call at 610.775.9216.

Anthony Mazzo is owner of A Mazzo Accounting located in Kenhorst, PA. Tony assists many businesses with their accounting needs including payroll, bookkeeping and tax preparation. They also assist individuals with their tax preparation.

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Inability of PA Tax Collectors to Accept Prepayments AND Recent Guidance From The IRS



**Barry D. Groebel, CPA;
Partner, Herbein CPAs
+ Consultants**

Although the prepayment of real estate property taxes seemed like a good idea at the time – we soon discovered that, unfortunately, it was not possible to prepay property taxes in many PA jurisdictions. It was determined that none of the tax collectors in Berks, Chester, and Montgomery Counties would accept prepayments, while Philadelphia would.

Then, on December 27, 2017 the IRS published the attached advisory document regarding prepaid real property taxes. Based on this IRS advisory it appears that in order for a 2017 prepayment of 2018 real property taxes to be deductible in 2017 the taxpayer had to have received an actual bill or assessment of the 2018 tax due. Without an actual, not an estimated, bill or assessment the prepayment in 2017 would not be deductible in 2017.

CONCLUSION

Based on the above information, our current suggestion with respect to the prepayment of real estate property taxes is as follows:

- If the taxpayer has received or can obtain an actual bill or assessment of the 2018 real estate property taxes due a **prepayment of those taxes in 2017 should be deductible**. However, it is important to *determine whether the taxpayer is subject to Alternative Minimum Tax (AMT), in which case prepay the tax in 2017 will not be beneficial.*

- If the taxpayer has not received an actual bill or assessment of 2018 tax and would be prepaying an *estimate* of the 2018 real estate tax due, then the 2017 prepayment of the *estimated* 2018 real estate property tax **would not be deductible in 2017**.

Also, during the preparation of 2017 returns, taxpayers will need to consider and address the deductibility of 2017 prepayments of *estimated* 2018 real estate property taxes that they made prior to issuance of the IRS advisory.

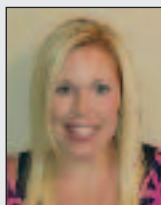
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Breslow's Bookkeeping Business of Collegeville is dedicated to assisting small business owners to obtain a successful business, by providing accurate bookkeeping services. Beth Breslow, the

owner has over 15 years of accounting experience and is a QuickBooks ProAdvisor. She has the experience and knowledge to accommodate your bookkeeping needs.

As articulated by the US Small Business Administration, "Half of all new small businesses fail within the first five years, and the number one cause of failure is financial mismanagement." As a small business owner, you need to be aware of the critical role bookkeeping plays in successful businesses.

Have you ever thought "Does my small business need bookkeeping?" **YES!!** Below are reasons why Breslow's Bookkeeping Business is important for your business...

(Continued on page 16)

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ROUTE 422 BUSINESS TAX PLANNING AND PREPARATION SERVICES GUIDE

(Continued from page 15)

- Every business owner must pay taxes. You cannot file and meet your tax obligations without accurate bookkeeping. Handwritten notes or a year's worth of receipts will not be satisfactory. Reports are necessary because they clearly break down your company's cash flow during tax time. Hiring Breslow's Bookkeeping Business will make this possible. If you are not tracking your expenses, chances are your tax bill is going to be higher. Why is that? Because expenses reduce your net revenue. Think about it...the lower your bottom line, the less Uncle Sam collects in taxes from you.

- As a small business owner, do you know which customers still owe you payment for your services already completed? Breslow's Bookkeeping Business can relieve you of this stress. Rest assured that invoices are being sent out and the payments are being received. As your business grows, you will need systems to track your earnings. At the end of the day, you will have a handle on your cash flow and what you personally take home as income.

- Do you know if your small business is going to make a profit in 2017? Without Breslow's Bookkeeping, it is going to difficult to determine if your business is profitable. Keeping accurate books allows you to see inflow vs. outflow. As a result, you know if your business is truly profitable.

The truth of the matter is that every business needs a bookkeeper. By utilizing my services, you will be saving money. How you ask? As a business owner, you can forget about the numbers and focus on what you do best.... growing your business and turning a profit. I will provide you with an understanding of what is happening in your business and what the future looks like.

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To inquire about Breslow's Bookkeeping Business, please contact Beth Breslow at 215.272.5217 or gather more information at breslowbookkeeping.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.

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16

MARCH 2018

LUDGATE ENGINEERING



2017 was a good year for public sector projects by Ludgate Engineering. Berks IDA secured development of the fourth million square building at its I-78 Park and landed funding for its 60-acre industrial park at Reading Airport.

Still it was most exciting to learn that ten years of diligent effort has rewarded Sinking Spring by PennDOT listing in the State-wide T.I.P. (Transportation Improvement Plan) the design and eventual construction of a new Route 724 – Route 422 intersection.

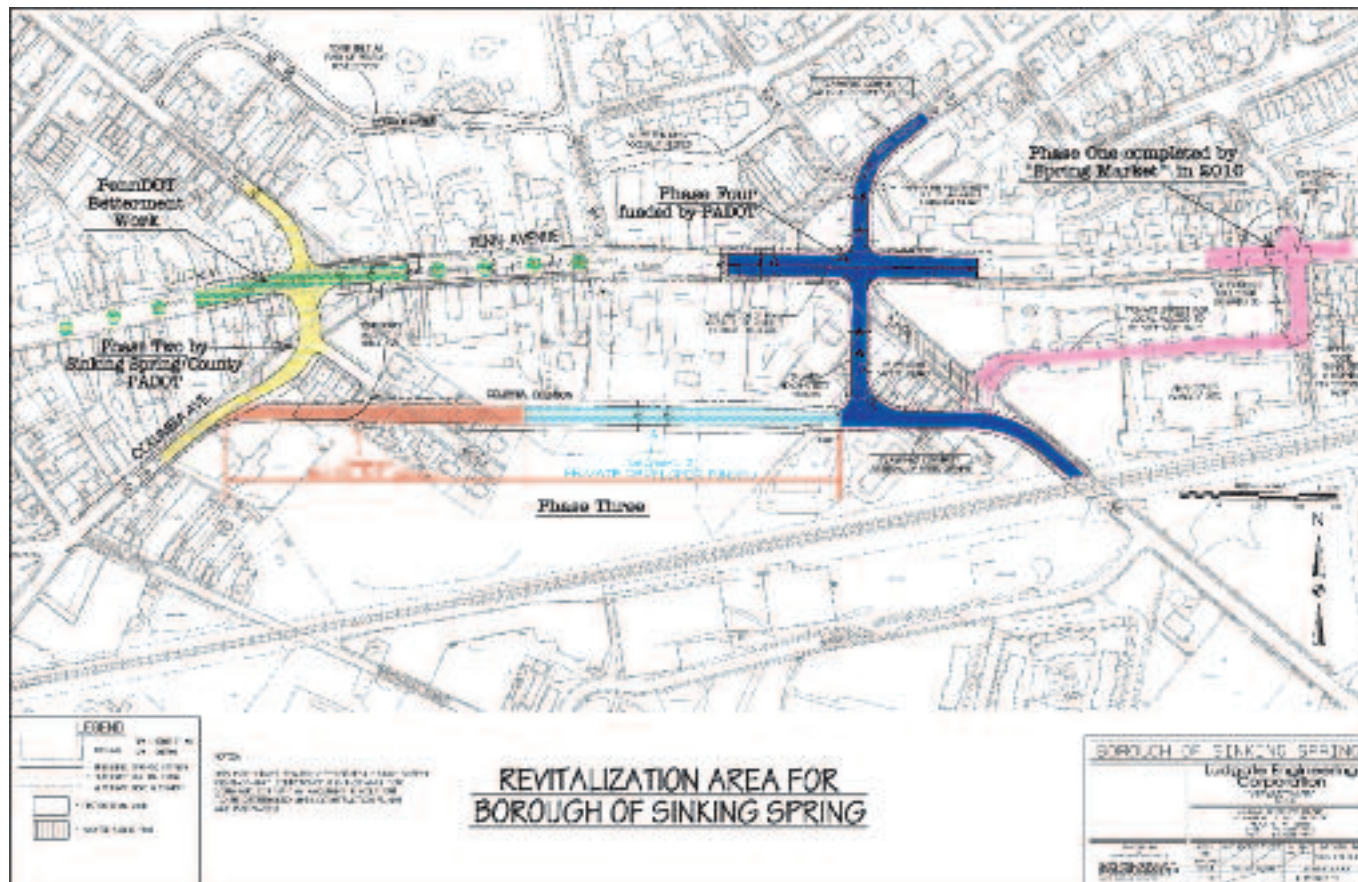
In 2007 Bob Ludgate was asked by Borough Council to determine why businesses failed along 422 (Penn Avenue) in Sinking Spring and how to rectify the problem. Symbolic of the malaise was the abandoned, shuttered former Boscov's West. Other stores failed too, including the only bank, a fast food restaurant, and a bally-hoed dealership for exotic used cars.

Ludgate Engineering and the ad hoc group that became BOSS 2020 were convinced traffic congestion at 724/422 was the root cause. It was imperative to have a viable plan to solve that problem and spur economic development. An audacious "Official Map" was adopted. There are at least two major obstacles to implementing the "Map", including the estimated \$20,000,000 cost and acquiring as many as 30 affected private properties.

Continuous diligent effort since 2007 included adopting the "Official Map", hiring a traffic engineer who proved the congestion relief plan will work, conducting a planning analysis showing economic development potential, and last, convincing JDH Partners to invest \$12,000,000 for property acquisition and site improvements for "Spring Market".

Spring Market was built in 2010. In 2011 we began a partnership with PennDOT aimed at implementing Phase 2, to straighten the most westerly of two mis-aligned downtown intersections. Acquisition of the first properties began in 2014; demolition began in 2016. The Borough expects to contract \$1,400,000 to build Phase 2 this year. Separately CFA awarded \$1,400,000 for construction of Phase 3.

The most exciting news of 2017 came after Thanksgiving when we learned PennDOT's state-wide T.I.P. includes full funding for engineering and construction of Phase 4 thus completing implementation of our "Official Map" and securing our downtown revitalization. The Sinking Spring Borough Council must be congratulated for the vision and perseverance they have shown to see this complex project reach this important milestone.



For additional information about Ludgate Engineering, please call 888.646.6161 and visit www.ludgate-eng.com.

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DON'T LET MARKET CORRECTIONS DISTRACT YOU FROM YOUR BUSINESS



THE GOOD LIFE

By Merra Lee Moffitt, AWM, CMFC, CFP,
Senior Partner, Wealth Strategist

In February, we've just seen big intraday price swings in the stock market that we have not seen for a number of years. On Groundhog Day, (February 2nd) the Dow dropped 670 points. Then on Monday, February 5th, dropped 1175 points. Then Tuesday, up more than 560 points from the beginning of the market that day. As I write this article, swings continue.

While remarkable, those large swings barely made it to a 'market correction'. Investopedia defines 'market correction' as:

"A reverse movement, usually negative, of at least 10% in a stock, bond, commodity or index to adjust for an overvaluation. Corrections are generally temporary price declines interrupting an uptrend in the market or an asset."

The high of the DOW, January 26th, was 26,616 and ended at 25,147 on February 5th. That drop was 10.06%, barely achieving the requisite 10% drop to be considered a correction. (All sources for DOW dates and numbers are from Yahoo.finance)

It has been more than two years ago that we had a correction. Remember when oil hit \$26 a barrel inciting fear that many oil companies would go bankrupt at the end of January 2016?

To serve as a reminder, market corrections are normal. Again, quoting Investopedia:

"Market corrections in the stock market are fairly frequent events. Over the long-term, a 10% pullback in stock prices occurs about once a year. Prior to the market correction during the second half of 2015, the stock market had gone nearly three years without a correction. They also tend to be relatively short-term phenomena. On average, a market correction lasts about three to four months. During the recent stock market dips in September 2015 and again in January 2016, in each case, the S&P 500 was able to retrace most of its gains within roughly two months of entering correction territory."

Some people get unnerved by such stock market swings and corrections. But, what does all this mean as a business owner? Your retirement accounts, business investment accounts, and personal investment accounts should be tailored to your time horizon and the purpose of those accounts.

(Continued on page 19)



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THE GOOD LIFE

(Continued from page 18)

Money that may be needed in the next year, should most likely not be invested in anything that could swing as much as the stock market. A business investment account that may be used sometime in the next five to seven years to potentially, maybe buy another business or expand into a new building should possibly be appropriately invested conservatively. That means that the majority of that account is not invested in something that swings as much as the DOW. Thus, short term downdrafts in your account might have time to recover, and potentially smaller in magnitude.

Retirement accounts that you might not start drawing from for more than twenty years (depending on your age) would normally be invested more assertively. That means the majority would be invested in the stock market and thus hopefully grow more over that time.

Unless your business is in distress and you might need to call on the retirement accounts as 'buckets of last resort'. While highly not recommended due to the penal-

ties and taxes consequences, your long-term retirement timeframe might just have become a short-term crises aversion. As a financial planner, we need to discuss any such possibility so as to try to be prepared.

My job as a Financial Planner is to try to help you plan for many of the ways your family and business can save towards your goals. Together with you, we try to balance saving and investment account selections with the time frame when they might be needed. Also, we'll pursue your being educated on the kind of risks and rewards for various investment choices. Having built your accounts around a plan that matches your goals, you could potentially (mostly) ignore market corrections and keep on track growing your business.

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 assist busy small business owners to pursue their financial goals every day. We find the time; we get creative; we help you achieve your goals. Call, click or contact me at 610-488-7353, www.MerraLee.net or merralee.moffitt@lpl.com.

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The attorneys at OWM Law represent businesses, municipalities, banks, individuals, families, and charitable organizations. In addition, several OWM Law attorneys are licensed title agents, and OWM Law routinely conducts residential and commercial real estate settlements in both of our office locations.

While each OWM lawyer maintains an individual practice, to better serve our clients we also utilize client service teams concentrating in specific areas of the law. These client service teams are broken down into five focus areas: Business / Banking; Real Estate / Title / Land Use; Elder Law / Special Needs Planning/Estate Planning / Estate Administration; Family Law / Divorce / Custody; and Accidents /

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RETIRING SOON? DON'T MAKE THESE 9 MISTAKES



By Greg Koch; Koch
Insurance Brokers LLC

There is plenty you can do to avoid running out of money in retirement. Whether you are newly retired or retiring soon, planning is key. Some retirees just plunge in and get into trouble.

MISTAKE 1: NOT PLANNING FOR MEDICAL EXPENSES

Medicare kicks in at age 65, but that's not the end of your medical expenses. Fidelity Benefits Consulting estimates a 65-year-old couple retiring this year will need \$220,000 of their own money for medical expenses over the course of retirement. Those include deductibles for Medicare Part A and Part B (in-patient and out-patient insurance) and premiums and out-of-pocket costs for Medicare Part D prescription drug coverage. That does NOT include Long Term Care!

MISTAKE 2: UNDERESTIMATING COSTS

Retirement costs can be surprisingly high. You can manage costs by earning extra income in retirement, but make sure you know the rules for working while receiving Social Security benefits.

MISTAKE 3: CELEBRATING WITH A BIG PURCHASE

No doubt you've got a wish list for retirement. But hold off major purchases and expenses at first to see what you're spending each month. Track your expenses for a year. A year's tracking gives the best picture because it includes one-time and seasonal expenses.

MISTAKE 4: HELPING OUT THE KIDS

Many parents set themselves up for a crisis in retirement by supporting adult children financially. A study by Merrill Lynch says 60 percent of people 50 and older are assisting adult relatives financially.

(Continued on page 23)

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Continuing education and lifelong learning are essential for continuing success in a business. Change in all aspects of business is ongoing and accelerating. If, as a business owner or manager, you do not keep up with these changes your ignorance can lead to costly errors. If your competitor learns a new skill to cope with the never-ending changes before you do, your business can be seriously threatened. Some education can be gained from experience, others can be learned more efficiently by more formal continuing education.

Finding appropriate, targeted education and the time to participate can be a serious challenge for a business owner. One organization that does this well is the U.S. Small Business Administration. They have more than 60 free on-line courses on Starting a Business, Marketing, Managing a Business, Financing and Government Contracting. Details are here: <https://www.sba.gov/tools/sba-learning-center/search/training>

I believe that one of the most effective ways to gain additional insight and new skills is to find individuals that have experience in business and to consult with them to learn what worked for them, and perhaps more importantly, what did not work. They can also provide valuable independent analysis about your situation and suggest ways to improve.

SCORE is a part of the U.S. Small Business Administration that provides confidential counseling with experienced business managers. There is no limit to the number of meetings you can have and

there is no charge for this service. There are over 300 chapters of SCORE nationwide with more than 10,000 volunteers who share their experience and expertise at no charge to the business. Go here <https://www.score.org/> to learn more and sign up for a free counseling at a time that is convenient for you.

You can also call one of the three chapters in the region: Reading 610.376.3479; Pottstown 610.327.2673; and Lancaster 717.397.3092.

In addition, there are a series of SCORE workshops at Reading Area Community College (RACC). These are two-hour classes in the evening for two or three weeks. For more information call RACC at 610.607.6231 or visit here: <https://www.racc.edu/sites/default/files/CommunityEd/pdf/Fall-Tabloid-2017.pdf>

If you are interested in more formal college level courses, there are more than 2000 free online courses covering hundreds of subjects from many of the most famous colleges and universities in the U.S. and around the world including Univ. of Pennsylvania, Penn State University, Harvard, Stanford, University of Geneva, and many others. These two sites provide a huge selection of these free courses.

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RETIRING SOON? DON'T MAKE THESE 9 MISTAKES

(Continued from page 21)

Most people realistically can't do both. Adult children still have time to pay off college loans and save for retirement. Their parents are running out of time.

MISTAKE 5: CLAIMING SOCIAL SECURITY TOO SOON

Waiting to claim Social Security benefits is one of the best investments around. Your Social Security account earns 8% a year when you hold off claiming benefits beyond your full retirement age.

If your full retirement age is somewhere between 66 and 67, your benefit check could grow by 32 percent if you wait until age 70 to collect.

The average benefit Social Security paid in January was \$1,294 — \$2,111 for a couple. If your full retirement age is 66, waiting until 70 would grow a \$1,294 benefit to \$1,708 a month for life. For couples, if both spouses wait to 70, the \$2,111 average combined benefit can grow to \$2,787 a month. If you take it early there is now a 20%-30% reduction depending on your year of birth.

Call us for a free Social Security analysis to see when taking Social Security would be best for your situation! 30 minutes of your time could save you well over \$200,000 over your lifetime.

MISTAKE 6: FORGETTING TO PLAN FOR TAXES

The IRS probably won't disappear from your life when you retire. There are many things you can do here too many to list.

MISTAKE 7: IGNORING ESTATE PLANNING

Get your affairs in order before you're ill or old so you'll have complete control over where your money and possessions go. It's The best thing you can do for yourself and your heirs.

MISTAKE 8: INVESTING TOO AGGRESSIVELY

As retirement grows nearer, if you are too aggressive with your portfolio and there is a major market correction you could be in very serious trouble.

MISTAKE 9: NOT GETTING HELP FROM A QUALIFIED PROFESSIONAL AND TRYING TO DO IT YOURSELF

If you need help with any one of these please call for a free consultation to see if you are on track for your retirement: 610.370.7268; email: Greg@KochInsBrokers.com; www.KochInsBrokers.com.



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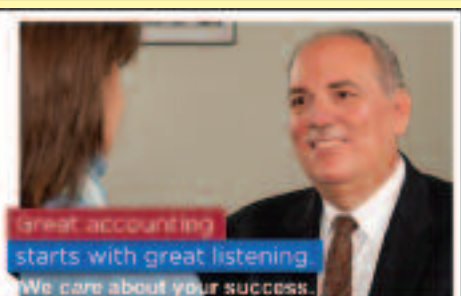
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CLOSING SALES STARTS WITH BUILDING TRUST

Making the sale, especially when your small business offers products and services to other businesses, demands more than being good at what you do. It also requires building professional relationships. To do that, you must earn your customers' trust.

There's no scientific formula for earning trust. It requires time, patience, and honest effort.

Here are some suggestions to help you lay a foundation of trust with your potential customers:

Engage in a conversation, not a sales pitch.

A hard-sell approach can make a bad first impression, so do not come on too strong at networking events. Show interest in learning about your prospects' businesses. Demonstrate curiosity—listen to them more than you talk about yourself. Ask questions and learn about their situations and challenges before jumping in with how wonderful your products and services are.

Be prepared.

No matter your reason for meeting with prospects or customers, always prepare in advance so you are respecting their time and demonstrating that you care about meeting their needs.

Have their best interests in mind — always.

When proposing solutions to customers, make sure you are directing them to those that are truly most beneficial to them. If you do not have a solution at a price point a customer needs, be honest.

Keep your promises.

When you tell your customers you will do something for them, make sure you deliver on your promises. Finish what you start, follow up when you say you will, meet deadlines, and ensure that the solutions you have provided meet the expectations you've given your customers.

Do not disparage your competition.

Badmouthing competitors will likely make you appear unprofessional and petty - and it probably will not make your products and services seem any more attractive to prospective customers.

Go the extra mile.

You can also earn trust by doing more than just fulfilling your business obligations to your clients. Whether emailing them a link to a blog post that touches on a topic you were discussing with them at your last meeting, writing recommendations of them on LinkedIn, or referring a potential customer to them, you can show you genuinely care about their success.

The common thread binding all of the above trust-earning tips is putting the customer first. By approaching your interactions with an authentic effort to help rather than sell, you can build goodwill and gain the trust needed to make your business relationships a win-win.

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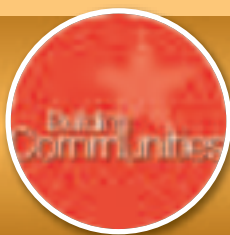


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TRICOUNTY AREA
CHAMBER OF COMMERCE

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

**2017-2018 TCACC
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& BOARD OF DIRECTORS
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TRICOUNTY AREA CHAMBER:**

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

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• EMAIL: info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

Tarra James, Events and Marketing Director,
tarra@tricountyareachamber.com

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

Melissa Shainline,
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melissa@tricountyareachamber.com

JOIN US FOR THE 2018 "FUN NIGHT OUT" ANNUAL DINNER



Comedian
Joe Conklin –
"The Man of a
Thousand
Voices"

Trade in your suits and ties for more relaxed attire (*jeans permitted and encouraged*) and prepare to have a night that will include networking, laughs, fun, and some prizes. **Join us!**

2018 Award Presentations – attend and support the 2018 Award Winners (Winners will be announced shortly!)

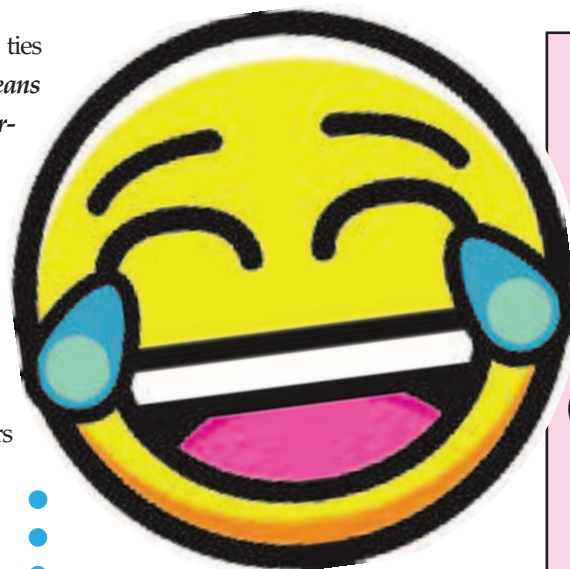
**Special Awards Recognizing
Member Engagement:**

- Making a Difference Award
- Delivering Possibilities Award
- Delivering Solutions Awards
- Being the Bridge Award

Annual Awards:

- Ambassador of the Year
- Chairman of the Year
- Volunteer of the Year

The event will end with a dessert buffet reception again this year, but with a new opportunity: Purchase an emoji popper to win a raffle prize!



**Thursday, April 26
5 to 9 PM
RiverCrest Golf
Club and Preserve,
Phoenixville**

\$90/Member; \$150/non-member;
\$850/Member table of 10

*Ticket price includes:
cocktail reception (cash bar);
entertainment; dinner; dessert reception;
popper prize drawing opportunity*

**Business Development
Opportunities, that include tickets
to the event and the added value
of exposure for your business,
are available – contact
Tarra at 610.326.2900 or
tarra@tricountyareachamber.com
to discuss!**

Top 5 Reasons to Attend this Year's Annual Dinner

**#5 Your Competitors
are Networking,
Shouldn't You?**

This is the Chamber's BIGGEST NETWORKING EVENT OF THE YEAR! All networking events include both buyers and sellers, which means the opportunity to create potential partnerships. Don't miss it!

**#4 New Ideas and Ways of
Doing Business!**

If you are looking for new ideas and new ways of doing business, this is a great opportunity to meet like minded individuals.

#3 Watching Your Budget?

NETWORKING is one of the cheapest ways of advertising. This event will provide you with the perfect environment in which to do it. Get a table of 10 for your employees and greatly increase your company's exposure in the room.

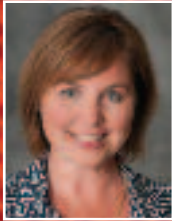
**#2 Again,
Don't Break the Bank
- \$90 and an Invaluable Experience!**

Attending gets you the best networking event of the year, a great meal, and an opportunity for you to be the bridge. As a Member, you can purchase tickets to bring guests you want to impress – you'll be able to connect them to your contacts at this special event.

#1 FUN!

A night for you to reward your employees, treat clients, and/or hang out with friends! Don't hate yourself on April 27 for not attending – register now to attend on the 26th!

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



It's the March Madness of Membership! Member benefits provide a full court press to make great connections and be a Champion for our region. Join today. Call 610.326.2900 or send an email to jennifer@tricountyareachamber.com.

WELCOME APPROVED NEW MEMBERS!

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

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

Bally Spring Inn
90 Airport Road
Barto, PA 19504
610.845.3500

www.ballyspringinn.com

*Wedding Consultants/Planners;
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The Bally Spring Inn is a wedding and event facility located in beautiful Barto, PA. Family owned and operated ensuring a unrivaled personal touch to our guests.

Boyertown Community Library

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Boyertown, PA 19512
610.369.0496

www.berkslibraries.org/branch/boyertown

Libraries; Nonprofit Organizations

Boyertown Community Library is a non-profit organization that provides access to educational and recreational materials to encourage independent learning and life-long reading enjoyment. BCL offers programs for all ages and provides Wi-Fi, computer access, copies, fax and processes passport applications.

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484.415.2291

www.fleetwoodbank.com

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5 Ways Your Customers Win with You as a Chamber Member

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

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

THANK YOU!

February's Email Sponsor:



CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

40+ YEARS

AAA East Central

20 YEARS

Berks County
Abstract Company
Spring Ford Country Club

Wolf, Baldwin &
Associates, PC

10 YEARS

Hopewell Furnace
National Historic Site

5 YEARS

Lindt Chocolate
Wrigley's Business
Products and Services

1 YEAR

A-Lex Print & Promotion

Arbonne International,
LLC – Jennifer O'Donnell,
Independent Consultant

Carousel at Pottstown
Integrity Services and
Solutions, LLC
MGM Technology Services

Moore's Furniture
SEO 4 Pros dba
Hureka Technologies

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 Tarra James at 610.326.2900 or tarra@tricountyareachamber.com

Member Renewals

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

BB&T
Borough of Pottstown

Boyertown Oil
and Propane

Brookside Country Club

Carroll Engineering
Corporation

Citadel Federal
Credit Union

Clark Industrial Supply

Columbia Boiler Co.

Community
Health & Dental Care

Dancing Tree Creations
Artisans Gallery
and Studio

eb Logix, Inc.

Exelon Nuclear

Foundation for
Boyertown Education

The Hill School

JC Outdoors

The Lewis Group

Limerick Township

Lords & Ladies Salons
and Medical Spa

Maillie LLP

Moyer's Catering

My Dad's Flooring

O'Donnell, Weiss &
Mattei, P.C.

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PECO

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Surgical Hospital

PMA Medical Specialists
– Limerick

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– Phoenixville

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Pottstown
Roller Mills, Inc.

Reading Foundry
& Supply Co.

Reading Site
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Conditioning, Inc.

Sigel Insurance Group

Spring Valley YMCA

The Swamp Door
Antiques &
Curiosities, LLC

Twin Valley
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A. Weitzenkorn's
Sons, Inc.

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Township

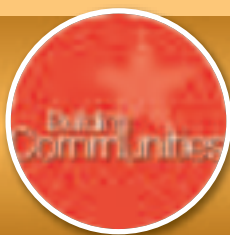
Wyomissing
Optometric Center, Inc.

Yergey, Daylor, Allebach,
Scheffey, Picardi



TRICOUNTY AREA
CHAMBER OF COMMERCE

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Tue., Mar. 13

4-6 PM

Business Card Exchange

Berks Fire Water Restorations, Inc., 1145 Commons Blvd. Reading PA 19605

Come join us! Berks Fire Water Restorations, Inc. welcomes the Chamber members to come out and enjoy some snacks and drinks while touring their fantastic facility. Learn about how Berks Fire Water Restorations, Inc. not only restores your home, they restore your life!

Sponsored by: **Berks Fire Water Restorations, Inc.**

No Charge; Members Only; Registration Appreciated

Fri., Mar. 23

8:30-10 AM

Refresh Friday: Advertising

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

Take a **"fresh"** look at your business and ask yourself some tough questions: Is my advertising budget working or non-existent? Would I patronize my business? And then, How do I stand out amongst my competition? **Linda Jacobs**, owner of Downtown DeZign, will provide helpful answers and give you a **"fresh"** new perspective on your business.

No Charge; Members Only; Registration Required

SAVE THE DATES

Thurs., April 12

11:30 AM - 1 PM

WOW Luncheon

La Massaria at Bella Vista Golf Course, 2901 Fagleysville Rd., Gilbertsville, 19525

To achieve success in today's environment with its emphasis on collaboration, teamwork, impact, communication and leadership, we need to enhance our **Networking** skills and interpersonal communication skills in order for us to build stronger, value-adding relationships. **Networking** is about building relationships through conversations. **Jo Iorio**, Business Performance Consultant, Dale Carnegie, will share a proven process for networking that is guaranteed to help you become more creative about enhancing your upward mobility, maximize every networking experience, and create opportunities.

\$26 per Attendee (prepaid by 4/3); \$32 per Attendee (invoiced or after 4/3)

Co-Sponsors: **Decorating Den Interiors; HealthSouth Reading Rehabilitation Hospital**

Tue., April 17

7:30-9 AM

Business Card Exchange

TriCounty Active Adult Center, 288 Moser Rd., Pottstown PA 19464

TCAAC would like to welcome all members to a breakfast style mixer held at their location. Come join us in the morning hours to help celebrate the opening of their new location while learning about all of the activities and programs the Active Adult Center has to offer.

Sponsored by: **TriCounty Active Adult Center**

No Charge; Members Only; Registration Appreciated

Thurs., April 26

5-9 PM

"A Fun Night Out" at the 2018 Annual Dinner

RiverCrest Golf Club & Preserve, 100 Golf Club Dr., Phoenixville 19460

Join us for a "Fun Night Out" with Comedian Joe Conklin - "The Man of a Thousand Voices"! A night for you to hang out with staff, clients, and friends! And don't forget to purchase a popper for \$20 to take a chance to win a prize, valued at a minimum of \$50!

\$90 per Member; \$850 per Member table of 10; \$150 per non-member

Platinum Sponsors: **Exelon; Pottstown Hospital Tower Health**

Gold Sponsors: **Maillie LLP; O'Donnell, Weiss & Mattei, P.C.**

Silver Sponsors: **BB&T; The Body-Borneman Companies; Boyertown Oil and Propane; Diamond Credit Union; Pottstown Area Health & Wellness Foundation; Schultz Technology; Tompkins VIST Bank**

Patron Sponsors: **Everything Printing; RiverCrest Golf Club & Preserve; Sealstrip Corporation; Wrigley's Business Products and Services**

Additional Business Development Opportunities Available

Fri., May 4

9 AM - 4 PM

Leadercast

Morning Star Fellowship, 100 Limekiln Rd., Bechtelsville 19525

The world is looking for great leaders to follow. In order to become those leaders to the outside, we have to lead ourselves first. We must walk the walk. It's like the flight attendants tell us - please remember to wear your own oxygen mask before helping others. In 2018, Leadercast will be focusing on that very concept. How do you **lead yourself** effectively? How do you develop your **core principles and values** so that your leadership is an outpouring of your innermost self? And how much more will those who follow you benefit from your leadership **when you lead yourself well?**

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

Ticket price includes: Continental Breakfast, Lunch, Refreshment Breaks, Leadercast Journal

Business Development Opportunities Available

Thurs., May 10

7-9 AM

New Date!

Economic Forecast 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 5/7); \$32 per Member (invoiced or after 5/7); \$50 per non-member

Sponsored by: **Tompkins VIST Bank; Tompkins Financial Advisors**

Weds., May 16

5-8 PM

POWER WOW - Women's Roundtable

Location TBD

Join the POWERful Women from our community and come to the POWER WOW on Wednesday May 16th, 2018. We have 4 strong women including, Adrean Turner, Christine Morris, Lucretia Coleman, and Mindy Lee Lipsky who will be presenting on many facets of mental health and how to understand the world around you. You will not want to miss this evening of celebrating the POWER of Women!

\$35 per attendee (prepaid by 5/2); \$40 per attendee (invoiced or after 5/2); \$250 per table of 8

Sponsor: **YWCA Tri-County Area**

Additional Business Development Opportunities Available

Fri., May 19

8:30-10 AM

Refresh Friday: Safety

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

Rick Libra, Site Vice President, Exelon Corporation, will present on "Safety in the Workplace". He will focus on aspects such as managing workplace norms and behaviors, productivity implications, and the importance of leaders setting expectations and reinforcing behaviors.

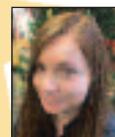
No Charge; Members Only; Registration Required



Reminder: Chamber Night at the Reading Fightin Phils is on Wednesday, May 23. Business Development Opportunities are still available!

Call Tarra James, Events & Marketing Director, for more information or to sponsor an event.

610.326.2900



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



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

economic FORECAST Breakfast

RESCHEDULED!

Thursday, May 10th - 7AM to 9AM
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**

QR Code

\$26 per Member (prepaid by 5/7/18):
 \$32 per Member (invoiced or after 5/7/18): \$50 per non-member



LEADERSHIP RECAP: ALUMNI EVENT

On Thursday, February 1 the current Leadership Tri-County Class of 2018 joined alumni of the program at a mixer at the Chamber Office. Future alumni events are being planned – if you're an alumni of the program, call us at 610.326.2900 to verify the contact information we have on file for you!



WOW
 Workforce on Wheels

APRIL WOW LUNCHEON
"NETWORKING"

Jo Iorio
 Business Performance Consultant,
 Dale Carnegie

APRIL 12 - 11:30am-1pm
La Massaria
 2901 Fagleyville Rd, Gilbertsville

\$26 per Attendee
 (prepaid by 4/3)

\$32 per Attendee
 (after 4/3 or invoiced)

Sponsored By:

DECORATING DEN INTERIORS

HEALTHSOUTH
 Reading Rehabilitation Hospital



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

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. MARCH'S BUSINESS OF THE MONTH WAS CHOSEN FROM MEMBERS WHO ATTENDED FEBRUARY'S WOW LUNCHEON.



Virtual Essence Hair Design is located in Gilbertsville. It is a family owned salon, starting as a high school graduation project, opening its doors in 2005. Virtual Essence is in an old beautiful barn of 2000 sq. ft., tranformed into a warm welcoming salon.

When you arrive, you will be greeted by very talented and dedicated hair professionals, who are committed to giving you the look you desire. Our expertly-trained staff are up to date on all new fashion styles and the latest trending hair-cuts, as well as hair color; transforming your look with just a few sunkissed highlights, all the way to a full bold color. We use Paul Mitchell color that has a low ammonia beeswax base which provides a healthy, conditioned, natural-looking end result. The perfect color for grey coverage as well. Virtual Essence is a John Paul Mitchell Focus Salon, specializing in Paul Mitchell products. In addition to our amazing hair services, we also offer Facial Waxing, Makeup, Massage Therapy, Tanning, and Halo Couture Hair Extensions.

Our retail area features all of the great products that we use in the salon, including an environmentally friendly, Paul Mitchell Tea Tree haircare line. Using high quality products like the ones we offer for purchase in the salon for home maintenance will help keep your hair looking fabulous even after you leave the salon. Our expert stylists are happy to recommend products to you based on your specific hair needs. Virtual Essence also carries products from Design Me, MoroccanOil, Olaplex, and American Crew. We search for the best haircare and color products.

Virtual Essence Hair Design supports their local school, by volunteering to do hair and makeup for the BASH Prom Fashion Show, as well as going into the vo-tech school to chat/teach the upcoming Cosmetology students. We can be seen in the Boyertown Halloween Parade, and many other community events around Boyertown. We support our local Toys For Tots Foundation through the months of November and December with being a toy drop off site.

Here at Virtual Essence Hair Design we strive to deliver on excellent customer service, and staying on point with the never ending changes with styles, cuts, and colors. We love attending hair-shows, as well as having monthly in salon classes. Your hair is our concern and you can be assured that we will listen to what you want and do our very best to help you acheive all your hair goals!

Please follow us on Facebook and Instagram!! Give us a call with any questions at 610-367-6163, and you can also visit us on our website; www.virtualessence.com.

Virtual Essence is located at 629 Gilbertsville Road, Gilbertsville, 19525.

Annual Dinner
EMOJI POPPERS

LOOKING FOR A FUN WAY TO GAIN
VISIBILITY AT OUR ANNUAL DINNER?
DONATE A PRIZE TO OUR EMOJI POPPERS!

WE ARE LOOKING FOR ITEMS WITH A VALUE
OF \$50 OR MORE FOR OUR POPPER
PRIZES AT THE END OF THE NIGHT.

TO DONATE ITEMS PLEASE CALL
610.326.2900 OR EMAIL TARRA JAMES AT
TARRA@TRICOUNTYAREACHAMBER.COM



ONCE YOU PURCHASE YOUR ANNUAL
DINNER TICKET MAKE SURE NOT TO MISS
OUT ON THE WONDERFUL PRIZES THAT WE
WILL HAVE AT THE DESSERT RECEPTION.
PURCHASE A POPPER FOR ONLY \$20 AND
YOU COULD WIN BIG!

TO PURCHASE A POPPER PLEASE CALL
610.326.2900, EMAIL TARRA JAMES AT
TARRA@TRICOUNTYAREACHAMBER.COM, OR
VISIT WWW.TRICOUNTYAREACHAMBER.COM

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

Leadership

TRI-COUNTY

The Class on their tours of:



Pottstown Hospital Tower Health



TriCounty Active Adult Center



KenCrest EmployNet



Creative Health Services

The February Leadership session focused on Health and Human Services.

The class began their day at **Pottstown Hospital Tower Health**. **Rich Newell**, CEO, talked with the class about the day-to-day operations of the hospital and the important role leadership has in creating a sense of community among patients, staff, and physicians.

Next the Class traveled to the **TriCounty Active Adult Center** for an overview and tour given by **Brian Parkes**, Executive Director. The Center is now in its **42nd** year and provides services for adults 50+ years of age - offering a daily hot lunch, and nearly 40 social, recreational, educational, and exercise programs each week.

Before heading to their next destination, the class enjoyed lunch at Chamber Member, **Lily's Grill**.

KenCrest EmployNet was the next stop on the tour given by **Lisa Harner**, Coordinator of Employment and Community Programs. The vocational services and production center assists in building careers and serving the community through innovative community partnerships and on-site contract work activities for people with disabilities.

The final tour was at **Creative Health Services** given by **Kathy Kunitis**, COO, a place where people thrive with connection to services under one roof. They provide support for individuals and families on their journey to wholeness and recovery.

The class finished up the day by attending the Leadership Tri-County Alumni and Class of 2018 Mixer at the Chamber Office. Pictures from the event can be found on page 34.

Meet the Class

Jeffrey Cardwell



Jeffrey Cardwell, Director of Facilities, Pottsgrove School District, has worked in the tri-county area for 3 years. He is married to his wife LaRonda, and has three daughters: Jaily, Jordyn, and Janae. He enjoys studying the effects that social economics has on public education and communities.

Jeff received a BA from Temple University, focusing on Major Geography and Urban Studies. His additional studies at Temple University include: Landscape Architect, Political Science, Real Estate, and Sports and Recreation Management. His personal business philosophy is - "for every setback there is a great opportunity for success and wisdom." Jeff's business role models are Kenneth Chenault, Kenneth Frazier, and John Maxwell.

Jeff believes the class is important because this program will provide further insight on the surrounding communities and non-profit organizations who share valuable services. While participating in the class, he is looking forward to engaging with other leaders looking to further their service within the community and provide him with the opportunity to build long lasting relationships with his peers.

Anthony J Lauletta



Anthony Lauletta is the Construction Manager of CEDARVILLE Engineering Group LLC. He has worked in the tri-county area for 5 years. He has three children: daughter Jessica and sons AJ and Jack. Anthony enjoys history and archeology. His business role model is April Barkasi, President of CEDARVILLE.

Anthony's personal business philosophy is to "work hard, but never forget to have time for someone/anyone."

While in the class, Anthony is most looking forward to seeing how he can be a benefit to the local community. He believes this program is important because to be able to get and give the most from the community where he lives and works.

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

CO-SPONSOR



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



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JANUARY BUSINESS CARD EXCHANGE

At January's Business Card Exchange on January 23, Chamber Members enjoyed networking while learning about the wide range of services Yucha Medical Pain Management & Chiropractic Rehabilitation provides to help clients achieve optimum health. Dr. Randy and Dr. Rod also had a special book signing of their new book: *A Unique Approach to Your Health: Putting the Whole Team Behind You!*

Sponsored by:



NEXT BUSINESS CARD EXCHANGE

• Tuesday, March 13

• 4 – 6 PM

• Berks Fire Water Restorations, Inc.



BIKE SHARE PROGRAMS

With Spring and Bike to Work Day (May 18, 2018) quickly approaching we wanted to take some time to talk about bike shares!

A bike share program is a great way to encourage employees to utilize alternatives to driving alone. Bike shares provide an opportunity to enhance employee first and last mile connections to and from local train stations and allow employees to make short trips throughout the day, as well as getting around within a business park or larger office campus.

Tech-on-bike:

Tech-on-bike is a popular type of bike share program for employers. In this type of bike share, there is no docking station for bicycles, rather the bicycles are directly equipped with the locking and rental technology. To access the bike, users reserve

and unlock the bikes through a smart-phone application. This allows for the flexibility of the bicycle to be picked up and dropped off at any location, as well as not as costly because there is no infrastructure needed for locking the bikes.

Pros:

- Minimizes the use of single vehicle occupancy for mid-day trips
- Encourages the use of public transit
- Secure and user-friendly
- Employee amenity

Is your company interested in starting a bike share program? Conducting a bike-share feasibility study is the first step in developing and implementing a program. Contact Stacey Henrich for help in getting your bike share program started!

Stacey Henrich works as a TDM Manager with GVF. To reach Stacey by email: shenrich@gvftma.com, or by phone: (610)354-8899.

ALWAYS BUY CHAMBER

Don't forget to support your fellow Members by **Always Buying Chamber!** We thought we would make it easier for you by listing Members under their primary categories. Check future issues of the Route 422 for more categories – and more Members to connect with!

Antiques

- The Swamp Door Antiques & Curiosities, LLC

Apartments

- Avante Apartments

Apparel and Accessories

- A. Weitzenkorn's Sons, Inc.

Architects/Architectural Services

- P. Richard Frantz, A.I.A. Architect
- Lolli Architects, LLC

Artists/Artisans

- Dancing Tree Creations Artisans Gallery and Studio
- Jameri Enterprises LLC
- Pottstown Area Artists Guild

Assisted Living Communities

- Brandywine Living at Upper Providence

Attorneys

- Fox Rothschild LLP
- HOWARD IP LAW GROUP, PC
- Law Offices of Dischell Bartle Dooley
- LegalShield
- O'Donnell, Weiss & Mattei, P.C.
- Orlando Law Offices, P.C.
- Rick Linn, LLC
- Wells, Hoffman, Holloway & Medvesky, LLP
- Wold, Baldwin & Associates, PC
- Yergey.Daylor.Allebach.Scheffey.Picardi

Auto Body Repairs/Painting

- Excel Collision Repair & Paint Specialists, Inc.

Auto Dealers – New/Used

- Fred Beans Ford of Boyertown, Inc.
- Tri County Toyota

Auto Repairs/Services

- Haron & Sons Auto Center LLC
- Meineke Car Care Center
- Sawchuk's Garage, Inc.
- Wheels in Motion

Bakeries

- Beverly's Pastry Shop

Banks/Credit Unions

- American Heritage Credit Union
- Bally Savings Bank, a Division of Ambler Savings Bank
- BB&T
- Citadel Federal Credit Union
- Diamond Credit Union
- First National Bank
- First Priority Bank
- Fulton Bank
- Harleysville Bank
- KeyBank
- Malvern Federal Savings Bank
- Meridian Bank
- Tompkins VIST Bank
- Tri County Area Federal Credit Union
- The Victory Bank
- Wells Fargo Bank N.A.

Behavioral Health Services

- Creative Health Services

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

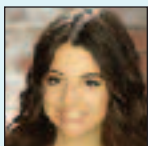
Leadercast



**Join us for this year's Leadercast –
Lead Yourself! Watch the simulcast broadcast live
from Atlanta on Friday, May 4 from 9 AM – 4 PM
at Morning Star Fellowship, Bechtelsville.**

The world is looking for great leaders to follow. In order to become those leaders to the outside, we have to lead ourselves first. We must walk the walk. It's like the flight attendants tell us - please remember to wear your own oxygen mask before helping others. In 2018, Leadercast will be focusing on that very concept. How do you **lead yourself** effectively? How do you develop your **core principles and values** so that your leadership is an outpouring of your innermost self? And how much more will those who follow you benefit from your leadership **when you lead yourself well?**

GUEST SPEAKERS INCLUDE:



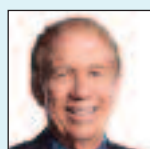
Jen Bricker
*Acrobat, Aerialist,
Author, and Speaker*



Mae Jemison
*Engineer, Physician
and NASA Astronaut*



Ian Morgan Cron
*Bestselling Author,
Psychotherapist,
Enneagram Teacher
and Speaker*



Jim Loehr, Ed.D.
*Co-founder of the
Human Performance
Institute*



Tripp Crosby
*Host of Leadercast
Live 2018*



Carey Lohrenz
*U.S. Navy Pilot,
Speaker & Trainer*



Catharine Hoke
*Founder & CEO, Defy
Ventures, Author*



Andy Stanley
*Leadership
Communicator and
Best-Selling Author*



Michael Hyatt
*Author, Speaker and
CEO of Michael
Hyatt & Company*



Joe Torre
*Hall of Fame Baseball
Manager*

**To register, visit
tricityareachamber.com, call
610.326.2900 or scan the QR code.
\$95 per Chamber Member; \$120 per non-member.
Purchase 4 or more tickets and receive a
\$10 discount on each ticket!
Ticket price includes: Continental Breakfast, Lunch,
Refreshment Breaks, Leadercast Journal.**



RIBBON CUTTINGS



Giuseppe's Pizzeria and Italian Restaurant,
864 E. High St., Pottstown, PA 19464



Tricia's Trinkets & Treasures,
211 N. York St., Pottstown, PA 19464

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WOW – WOMEN OF THE WORKFORCE



NEXT WOW LUNCHEON

- **Thursday, April 12**
- **11:30 AM – 1 PM**
- **La Massaria at Bella Vista Golf Course, 2901 Fagleyville Rd., Gilbertsville 19525**

Networking is about building relationships through conversations. **Jo Iorio**, Business Performance Consultant, Dale Carnegie, will share a proven process for networking that is guaranteed to help you become more creative about enhancing your upward mobility, maximize every networking experience, and create opportunities. **\$26 per Attendee (prepaid by 4/3); \$32 per Attendee (invoiced or after 4/3)**

On February 6, over 60 women gathered for a WOW Luncheon focused on Customer Service. Here is a short recap from both of our speakers!



Terese Brittingham, Keller Williams Realty Group

Terese Brittingham, Keller Williams Realty Group:

- It's not about you- it's about the customers wants.
- Paying attention to the details makes people take notice.
- Teaching people how to act is part of the job.
- Need to build relationships- texting is not talking- how you communicate effects people!

Megan McKee, Coventry Corners:

- Making people feel special is your goal.
- Need to grow and get better as times change.
- Keep up with the wants of customers.
- Clients have so many choices, they come for the experience.



Megan McKee, Coventry Corners

This luncheon was sponsored by:



LEADERSHIP TRI-COUNTY

BE A LEADER IN THE COMMUNITY

Get prepared for nonprofit board leadership in just 10 months –

now accepting applications for the Class of 2019!



- The class of 2019's program will run from September 2018 to June 2019.
- The class kicks off with a one and one-half day retreat in September.
- Participants meet once a month for programs covering topics such as: Arts & Culture, Business, Economic Development & Infrastructure, Education, Government, Health & Human Services, Justice, and Leadership Development.
- Participants tour the community and attend a variety of meetings and events in the area as well as participating in educational workshops.
- Participants will complete a group project on behalf of a local Chamber Member nonprofit organization.
- Upon completion, participants are accepted into active service with a local board or committee of a local nonprofit organization.

Leadership TRI-COUNTY

A DIVISION OF THE TRICOUNTY AREA CHAMBER OF COMMERCE FOUNDATION, INC.

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PA CHAMBER MEMBERSHIP

FEATURED
MEMBER
BENEFIT
OF THE MONTH

For more information on membership with the PA Chamber, contact their membership team at 877.381.8618 or chambermembership@pachamber.org

Chamber Members with 10 and fewer employees are eligible for a FREE membership with the Pennsylvania Chamber of Business and Industry.

The PA Chamber is the largest broad-based business association in the Commonwealth, serving thousands of member businesses statewide. Its mission is to improve Pennsylvania's business climate and increase the competitive advantage of its members.

Benefits of Membership with the PA Chamber include:

- Information on legislation and advocacy efforts that affect your business.
- Access to statewide coalitions and initiatives.
- Discounted, members-only pricing on the PA Chamber's renowned educational and compliance programs and publications that benefit your business.
- *And much more!*

ANNUAL BUDGET ADDRESS

By Alex Rahn, Wanner Associates

During the Annual Budget address, Governor Tom Wolf stated, "It's our turn to build a stronger and fairer economy; healthier and safer communities; and new opportunities for the next generation," as he addressed the appropriations of funds to the meaningful programs offered to communities across Pennsylvania. The funding towards improving child welfare, home and community based services, and personal assistance services are sufficient to the point of making a positive impact on Pennsylvania families. With an increase of over half a million dollars to education, Pennsylvania children will directly benefit with increased spending in programs such as early intervention, youth development centers, and special education. Alongside educational appropriations there was a rise in spending on Pennsylvania children in the areas of youth development services, county child welfare, and community-based family centers. The funding that has maintained its value is high in quantity and budget cuts were minimal for Pennsylvania's Health and Human Services. Along with this progress made for the well being of families across the commonwealth businesses saw positive changes as well.

With an increase in areas such as Marketing to Attract Business, and minor decreases to Workers Compensation Payments the state is looking to provide a flourishing environment for Pennsylvania's economy and workers. Workforce development remained a prominent theme in Governor Wolf's speech as he continued his address, "Developing a workforce that can compete and win in the 21st-century economy is the single best way to help Pennsylvania businesses grow – and attract new businesses to

our Commonwealth." Tom Wolf also has taken the initiative to push minimum wage from \$7.25 an hour to \$15.00 an hour providing a long awaited change for hourly waged workers. In addition, Wolf looks to allocate nearly \$40 million to the PAsmart program aiding in developing modern day job skills for the 21st century career paths. Other workforce development initiatives the Governor had addressed include, PA First Workforce Development, Manufacturing Pa, The Manufacturing Innovation Program, and Pennsylvania's Industrial Resource Centers. Programs such as Manufacturing Pa promote the PA Manufacturing Training-to-Career Grant Program, putting more Pennsylvania citizens to work in reliable occupations. Along with workforce development there was also mention of a severance tax to reap the monetary benefits of Pennsylvania's abundance in natural resources. To follow progress in educational and economic sectors of Pennsylvania the Governor also brought to light consolidating and streamlining agency activity in order to provide a better functioning legislative process for citizens.

By providing agency consolidations Wolf hopes to cut spending and provide better accessible legislatures to Pennsylvania. As the Pennsylvania General Assembly witnessed the Governor's Budget Address it was clear Wolf struck a positive note with his allocations to education, promoting a better economy, and providing for the families across Pennsylvania. Upon the arrival of June 30, 2018 the fiscal year will come to a close and a balanced budget will have to be sanctioned to keep Pennsylvania legislatures productively operating.

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

Refresh



DECEMBER REFRESH

Scott McDevitt, President/CEO of Translogistics, focused on the "10 Steps to go from the Culture you have to the Culture you want" at the January 26 Refresh Friday. Scott provided a variety of handouts in order to help Members build the right culture at their organization.

NEXT REFRESH SEMINAR:

Friday, March 23, 8:30 – 10 AM, "Advertising"

JOB POSTINGS

LOOKING TO
FILL A POSITION?

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

How to Post Your Job Opening

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

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

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

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

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

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

LOOKING FOR QUALIFIED
INDIVIDUALS?

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

Members: Stop by at the office anytime to review the resumes we have on file that have been sent to us by those looking for work.

This month's resume includes:

- **E-Commerce/Merchandising**

Know someone
looking for a job?

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

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

Chamber Members with job openings:

- **Law Offices of Dischell Bartle Dooley –**
Law Office Secretary (P/T) - Pottstown

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

Ask SCORE

BRINGING ON CONTRACTORS VS. HIRING STAFF: WHICH WILL BENEFIT YOUR SMALL BUSINESS THE MOST?

As your small business grows, you will find you cannot do everything on your own. To obtain the help you need, you can choose to outsource tasks to independent contractors or hire employees to whom you can delegate work.

To decide which will make the most sense for your company, it is important first to understand some of the key differences between working with independent contractors versus having employees on staff.

Employees vs. Independent Contractors: Four Points Of Comparison

Compensation: Independent contractors who do work for you operate under their own business names. They are not on your payroll, and they will issue you invoices for their services rendered—typically based on an agreed upon flat fee or a per hour rate. With employees, you provide regularly scheduled paychecks that reflect compensation according to the salary or wages you agreed to pay them.

Tax Withholdings: With hired employees, you withhold their federal, state, and local taxes from their paychecks—and you are responsible for submitting those tax payments to the tax authorities. Independent contractors, on the other hand, must submit their own federal, state, and local income tax payments—including self-employment taxes (Social Security and Medicare/Medicaid)—to the tax authorities directly.

Company Benefits: When you have employees, you may be required by law to provide certain benefits, such as offering medical insurance, paying half of each employee's Social Security and Medicare tax obligation, workers compensation insurance, and family and medical leave. You are not, however, required to provide benefits to independent contractors.

Management Of Work: With employees, you have more control over how work is done, when it is done, and where it is done. With independent contractors, you cannot dictate their hours, the equipment they use to perform their work, or tell them how to do their work.

Which Should You Choose?

That depends. Using independent contractors might save you some money on labor costs, minimize liability, and give you more flexibility if you choose to discontinue your working relationships. On the other hand, hiring staff gives you more control over the skills development of your employees and you call the shots on how, when, and where work is performed.

If you choose to sign on independent contractors to help you with your work, make sure it is clear they are not employees. Consider having them sign an Independent Contractor (or Work For Hire) Agreement and request they sign a W-9 (Request for Taxpayer Identification Number and Certification) form to identify them as a contractor.

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

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

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RETIREMENT PLANNING

PART ONE

What amount of assets do you need to be financially independent enough to retire?



By Chris Messmer, M.S.F., CFP®

What amount of assets do you need to be financially independent enough to retire? A long time ago, the assumption or a starting point was that most people needed about 70 percent of pre-retirement income to maintain their lifestyle in retirement. The reality in my experience is that most people need 100 percent of pre-retirement income to maintain their lifestyle in retirement. It seems that even though there are a few financial obligations that disappear, such as, mortgages and paying for college, a few new obligations appear impacting financial security in retirement.

My experience as a financial advisor is that many people have no idea how much they need to have in assets or the amount they need save to prepare for a comfortable retirement or to make financial independence a reality.

The amount of income or cash flow people need on an annual basis is unique and varies widely. The amount of investment assets needed to sustain a certain level of income or cash flow and how it is invested is something that should be considered by all when planning for financial independence.

When determining a retirement savings goal, consider the following factors which are not all-encompassing:

- The age you wish to be financially independent enough to retire, or the age you expect to retire. This does not have to be the same age that you collect social security income.
- Life expectancy or the time horizon you expect to need income. Life expectancy tables may have you live to your early 90s; however, people do not know the duration of their life. Consider planning for a long life beyond the number listed by a life expectancy table to be on the safe side.
- Lifestyle must be considered when determining a savings goal. Do you plan to be active? Do you plan to move out of your house or change your current living arrangements? Do you plan to travel and vacation? Do you have hobbies or want to learn a new skill or hobby? Do you want to work part-time?

- Health care costs impact a comfortable retirement. Health care costs have been rising at a pace greater than inflation. Do potential future health care costs worry you? Do you have to supplement the costs of caring for an elderly relative or even an adult child?
- Inflation or not preparing for a higher cost of living in the future can be detrimental to financial security. Your savings and investments must keep pace or exceed inflation. No matter what we are told about the inflation rate; everyone knows that the cost for just about everything increases every year and is felt by retirees as the years pass.
- Social Security provides a very basic supplement to income in retirement maybe 40 percent or less depending on a person's needs. A very high percentage of cash flow in retirement possibly as much as 60 percent must be saved since for most people social security income alone will never suffice.

Planning for a comfortable retirement or financial independence may be many years away or very close; in either case, having an idea of what is needed and making the necessary preparation and plan is essential to long-term financial success. For more information, check out the Retirement Flipbook at www.christinemessmer.com

Christine Messmer can be reached at 610.489.7925. For additional information, please visit www.christinemessmer.com.



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FOCUS ON IT / TECHNOLOGY

Over Organic Traffic from Search Engines or Purchased Traffic/Followers?



By Randy Rowe;
Hureka Technologies, Inc.

The New York Times recently ran a story about actors, athletes, politicians, TED speakers, comedians and so-called influencers who purchase followers for their Twitter accounts, and who use amplification bots to retweet their missives.

The *Newsweek* website was caught purchasing fraudulent traffic as well.

Why?

In the case of *Newsweek*, it allowed them to earn millions in ad revenue from the United States Government, specifically, the Consumer Fraud Protection Bureau. In the case of celebrities and 'influencers', fake followers offer the possibility of being paid by companies to wear their clothes, drink their drinks or what have you.

Since being exposed, celebrities have mostly denied any knowledge of such fake follower purchases, laying blame on their

former managers or 'rogue' employees. In some cases, fake followers of celebrities comprised over 60 percent of their followers! The cold shower of reality must be deflating.

However, this is just a temporary solution. If you're looking for a permanent solution, organic traffic should be your go-to practice.

Doing it Right — The Importance of Building Organic Traffic

One of the main reasons why most well-meaning SEO companies stress the importance of only organic traffic, and not paid or promoted content, is because the paid versions are not sustainable.

Organic traffic means that the post or the content that you published on your site will continue to drive traffic tomorrow, next month and even the next few years. This is the reason why it's worth the effort, also keeping in mind you'll never see as high a ROI from paid traffic.

How to Build Organic Traffic?

When it comes to building organic traffic, there are some good ways and some better ways. There are also awful ways that should be avoided at all costs. Let's look at a few ways to increase your organic traffic the right way.

1 – Create the Best Content

Creating content just for the sake of creating and adding content because you know publishing articles regularly is good for SEO is certainly the wrong approach. It won't get you very far. In fact, it may harm a website's reputation in the long run. A website is the face of most businesses — It better create a good impression when a potential customer visits.

Publishing low quality blog posts read by the visitor often leads to a quick exit. Besides, great quality content always ranks better in search engines, which in turn, will drive more organic traffic to your website! Good content is also the kind of content that people would like to read and share with their friends and followers. So, creating content that is useful for your target audience should always be your aim.

2 – Go After the Low Hanging Fruit

Everybody wants to rank on the first page for their main keywords! The problem is that they are highly competitive. To rank for these broad keyword phrases requires months of time, everyday devotion to various aspects of the website today, competitors tomorrow, algorithm changes the next. Where does it end? It doesn't! So instead of spending your time to achieve something that may take a lot of your time and efforts, and may not even be attainable, why not go after the low hanging fruit — the long-tail keywords.

For instance, if you're a SEO agency, don't even try and go after 'SEO agency' as your keyword. Chances are that you'll never be able to compete with the big names out there. Why not try narrowing it down? You can be more specific and include the areas you serve. For instance, 'SEO agency in Pottstown, PA'. You can even get more specific by narrowing it to down for your target audience. For example, 'SEO agency for entrepreneurs in Pottstown, PA'. This will attract a lot more targeted traffic than just 'SEO agency' as your main keyword. In the day and age of voice searches, these are the keywords that will get you much better results.

3 – Write Consistently

Certain studies indicate the best times and days to publish a blog post — Usually when you are at your busiest. No joke. Instead, writing and updating your website consistently is key to getting organic traffic to your website.

To help you start, publish a blog post once a week minimum. Ideally the more the better, but, if you're running a business at the same time, it will be difficult to publish more without hiring some good writers. (Hureka Technologies has some). No doubt, search engines love websites that are being frequently updated. More importantly, users also love it.

Your main focus should be to please the visitors of your website, not the search engines.

A website that's updated frequently tells the users that you're serious about your business and providing helpful content. This makes it worth it for them to invest their time into following your progress. Regular updates keep people coming back. In this

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way, your content will be shared and linked more often... hopefully. Regardless, these are all ways of increasing your organic traffic.

4 – Don't Upset Google

Unfortunately, some SEO agencies like to test the limits and see what they can get away with. It's known as black hat optimization and can get you banned. What you need to do to be re-included to Google is an article in itself! Always remember that increasing organic traffic should be done ethically. Being delisted can burn your brand to the ground.

Four tips to follow to avoid penalties.

1. Don't build/buy cheap links.
2. Never ever pay for inbound links.
3. Don't even think about using exact-match anchor text.
4. Avoid publishing stolen, scraped or low-quality content.

5 – Guest Blog for Traffic, Not SEO

If you want to publish guest posts on other sites, don't do it only for inbound links. This is because the value of such links is going down. On the other hand, guest blogging for traffic is still a viable strategy. While the inbound link that you'll get at the end of a guest post may not hold much SEO value like it used to, but the exposure your content will get to a new audience is certainly worth investing time in guest blogs.

That said, there are certain best practices that you **MUST** follow while guest posting.

- Don't go after just any sites that accept guest posts. Always aim for good authoritative websites that have good quality content and a decent amount of traffic.
- Always choose websites in your own niche. Going after popular websites is useless if you're not able to reach your target audience.
- Promote your guest posts like you would your own post. This shows the other websites that you really value the opportunity to post on their blog.
- Last, but not the least, check back regularly and respond to comments. Ideally, you'd want their visitors to become your visitors. And responding to the comments is a great way to build that rapport.

It's quite evident then that building organic traffic is not easy, yet it should be preferred over paid traffic or followers that opened this month's article. This is the reason why most SEO companies are opting to increase organic traffic and are working on strategies that will help them do that.

If you have any thoughts or questions about building organic traffic, contact Hureka Technologies for a quick consultation.

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ARE YOU TOP OF MIND? ...WHERE YOU NEED TO BE?



MARKETING TIPS

By Alyse Mitten, Interlace Communications

In continuation of last month's article, let's take Marketing 101 another step further. Last month's article was about the two types of marketing, awareness and call to action. That seems simple enough. What's not simple is the next step of marketing. There are hundreds of ways to market your business. Yes, hundreds. Over the past years, I have identified over 700 ways to market your business. To have a tool to help our clients create their marketing strategies, we have created a website called twelvebytwelvematrix.com. That will be another article to tell you about our tool. Back to Top Of Mind.

Marketing is an investment in time and money. It's important to know who your target market is so you invest wisely. Let's use two examples to drive home the point of being Top Of Mind.

A landscaping company who specializes in hardscapes and decking. Their focus for marketing are consumers, with homes, and disposable income. They also need to determine how far they will travel. First thing to do is, drill down and find specific developments to promote what they offer. If I were to advise this client, I would encourage them to do a direct mail piece to a fairly established development that has homes valued over \$200,000, and the age of the homes are between 5 to 10 years old.

The direct mail piece would be done at least four times with different specials, and deadlines for each special. Along with the direct mail piece, I'd run a Facebook boost in the very same area, with the very same promotions. I'm not finished, I'd also go into special sections of local papers. Yes, print is

far from dead. It has become specialized and caters to its reader's interests. Lastly, I'd advise the client to invest in a promotional item like a trowel or a plant, and walk the community handing out the items with, you guessed it, the current promotion. Keep in mind that it takes more than seven touches before being noticed. Also, once the landscaping company gets a job in that community, it's time to promote through yard signs on that property. The likelihood of doing other projects in that very same development is highly likely as neighbors see the activity. Oh, did I mention your truck and your equipment? They need to be in pristine condition with signage. People will judge your work by what they see. If your vehicle has dents and dings or is dirty, it will be a reflection on how you do business. Ok, I could continue but I'll stop with these suggestions.

(Continued on page 50)

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SCORE TriCounty to Exhibit at the Philadelphia Small Business Expo

SCORE TriCounty is proud to announce that they will be an exhibitor at the Philadelphia Small Business Expo, on Thursday, April 12, 2018. They will share booth #406 with Bucks, Chester and Philadelphia chapters of SCORE.

The Expo is a great place for SCORE to connect with small business owners and entrepreneurs seeking business advice and mentoring. In addition, SCORE is hoping to meet with business people interested in sharing their expertise as volunteer mentors, serving as a coach to fellow business owners, start-ups and entrepreneurs.

CNBC reports start-ups are thriving in Philadelphia. The Small Business Expo will return to Philadelphia for the fourth year in a row to bring together local small business owners and entrepreneurs to network with 100+ exhibitors as well as attend over 20+ free workshops led by business experts.

PHILADELPHIA SMALL BUSINESS EXPO will take place at the Pennsylvania Convention Center | Hall B – 1101 Arch Street, Philadelphia, PA 19107 from 9 a.m. until 5 p.m. For more information, visit <https://tricityscore.org/>

About Small Business Expo: Small Business Expo® is the nation's largest small business networking and learning event in the country. From 2015-2017 it was ranked as an Inc. 5000 company as the fastest-growing privately held business. Every year, over 100,000 small business professionals and entrepreneurs across the country attend Small Business Expo to take their business to the next level. The show's owner, Film, Stage & ShowBiz Expo LLC, was founded in 2008 by Zachary Lezberg. For more information, visit thesmallbusinessexpo.com.

About SCORE: Since 1964, SCORE has helped more than 8.5 million aspiring entrepreneurs. Each year, SCORE provides small business mentoring and workshops to more than 375,000 new and growing small businesses. With 29 members across the county, SCORE TriCounty provides over 1,000 services annually to local small business owners through one-on-one counseling and small business seminars. For more information, visit <https://tricityscore.org/> or email tricity@scorevolunteer.org to learn more about getting involved as a volunteer mentor of SCORE TriCounty.

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MASTERING SOCIAL MEDIA

(Continued from page 48)

Then there are those businesses who do business with businesses, B-to-B for short. Let's look at an accountant focused on business clients. First and foremost, what will be his perfect client? Small business? Mid-Size? Corporations? Independent Contractors? Will he want to be a part time CFO? Will he want to do payroll? What's their area of coverage - 5, 10, 20 miles?

Bet you are all wondering what I'll recommend. Let's begin with Route 422 Business Advisor. Bill has created a special section focused on tax time. That's a perfect place to advertise. Now, you are saying to yourself, why would an accountant want to advertise where other accountants are? My question to you is, when traveling on a busy road and you see a McDonalds, what's the likelihood of Burger King, Wendy's or any other fast food business? It's about choice! You never want to place advertising into a publication that doesn't have any of your competition. If you are determined to advertise in the publication, then place two different types of ads: one could be a normal display ad; the other would be an Advertorial or Infomercial.

Next, Alignable. Yes, my new favorite online business social networking website. Get involved and ask questions. And, rounding up my last idea, join a Chamber and get involved. Be visible. The strategies for a B-to-B business requires more investment in time than money because of the fact that your next potential client needs to meet you and get to know you. It's about keeping yourself Top Of Mind.

Oh, there is much more I can say about both of these. Remember I have over 700 marketing ideas in my 12x12 Marketing Matrix toolbox.

The point is to know the specifics of your target market, stay focused, keep yourself top of mind, and invest your time and money wisely based on your target market.

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TRANSPARENCY IN LOCAL GOVERNMENT — THE SUNSHINE ACT



LEGAL PERSPECTIVES

By Charles D. Garner, Jr., Esquire; Wolf, Baldwin & Associates, P.C.

Municipalities are governed and regulated by many state laws. Some pertain to substantive decisions and actions, but others relate to conduct and procedure.

One of the more well-known is the *Sunshine Act*. Of late, it has drawn significant interest, locally, in many municipalities. The “Act” requires all governmental agencies in Pennsylvania to advertise its meetings and deliberate and discuss agency business in a public setting. Local agencies are better known as townships, cities, boroughs and school districts. All actions of an agency must take place at a public meeting. In addition, members of the public are afforded a right to comment prior to any official action (motion) of an agency.

As with all rules imposed by law, there are exceptions within the “Act” to allow agencies to escape a public forum and discuss certain issues behind closed doors outside the public eye. The “exceptions” are specifically enumerated in the “Act”. The most frequently used are discussed below.

Personnel. This exception relates to discussions involving a specific individual or individuals as opposed to a generic position or a group of positions.

Litigation (either threatened or actual). This exception is rather self-explanatory. It applies when an agency is a party (Plaintiff or Defendant) in a court action (lawsuit) or in an administrative proceeding.

Real Estate. This exception applies to real estate to being acquired by a municipality, either by purchase or lease. It does not apply to the sale or disposition of real estate.

Matters of Collective Bargaining. This applies to negotiations with labor unions, both uniform and non-uniform employees. Typically, a municipality will have labor contracts with its police officers and potentially with its civilian employees.

Judicial Deliberations. This is most frequently utilized by Zoning Hearing Boards and Civil Service Commissions following evidentiary hearings, but can also apply to municipalities when they are in a quasi-judicial capacity such as conditional use hearings, grievance hearings or local agency appeals.

The rationale for the five exceptions is rather apparent. None of the topics, if discussed publicly, would allow an agency to operate efficiently or effectively.

The personnel exception (although easy to abuse and overuse) is to discuss an employee’s performance, either good or bad.

(Continued on page 52)

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LEGAL PERSPECTIVES

(Continued from page 51)

Those frank discussions certainly could lead to an employee being promoted or terminated. The exemption also applies to conduct that could result in an employee being disciplined. On the other hand, it also could be used for discussions when hiring a prospective new employee.

For obvious reasons, issues involving litigation (strategy, strengths, weaknesses and/or possible settlements) need to be private so sensitive information is not shared with the opposing parties.

Similar reasons apply when a municipality is interested in acquiring real estate. The negotiations concerning the terms and conditions of an Agreement of Sale require secrecy in order not to escalate or increase the possible purchase price of the real property.

Negotiating labor contracts also requires limited public discussion in order to prepare a strategy during contract talks. Proposals and counter-proposals are exchanged during negotiation and the need for confidentiality is similar to negotiating acquisition of a real estate purchase or discussing strengths and weaknesses of litigation.

When properly used, these exceptions are necessary for an agency to address these issues when they arise. However, when any of these topics are close to resolution or finalization, they must be discussed at a public meeting and ultimately voted upon by the governing body through formal motion.

In a future article, additional topics will be discussed, which include a recent decision by the Pennsylvania Supreme Court that has perhaps expanded the use of the *Sunshine Act* through judicial process. In addition, practical applications and uses of the *Sunshine Act* for municipalities will be examined.

Charles D. Garner, Jr., Esquire is an attorney in the law firm of Wolf, Baldwin & Associates, P.C., which maintains offices in Pottstown, Reading and West Chester. He has significant experience in municipal representation, zoning and land use matters. He and the firm have other diverse experience including small business representation, municipal employment negotiation and litigation, contracts and civil litigation, and estate planning and administration. In addition, Mr. Garner is currently the Chairman of the New Hanover Township Board of Supervisors and has served as an elected supervisor since 2016. Mr. Garner can be reached at 610.323.7436 or by email to cgarner@wolfbaldwin.com.

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INTERNET AND CHANGE



DOWNTOWN DEVELOPMENT & CHANGE

By Barry Cassidy

I have previously written about the internet bringing people closer together than ever. Social media lets us know people's every move. It is now possible to let Google know your location, have amazon send all your needs through prime membership, or put your address phone number and birthdate on Facebook so all your "friends" know. We have become reliant on our electronic information stream and to form our social networks.

People today expect you to answer an email as soon as you get it. I have been traveling and not paying attention to my phone other than using the Bluetooth function to my car radio. I answer something like four hours later and I already have a second email asking why I did not respond to the first email.

Yesterday I was reading about a magnetic reversal flip in the poles and how it is overdue. Normally we have one every 450,000 years, and the Matuyama-Brunhes reversal occurred about 780,000 years ago. The article did make the point that the cosmic radiation may knock out some communications satellites, perhaps for an extended period. If that were to happen a whole generation will be lost.

Everything that they remember will be wiped away, bringing us back to life in a simpler time. Information will be on a slow-down, and the age of instant information will be wiped away for a while. It would be like it was before we had the computer and cell phones. I think some would have a hard time adapting. Someone like me would have an advantage, because the know-how that has been ascertained by my generation

ends when the last one of my generation dies, because no one does it that way anymore. It is the generation who learned to first write with a pen you dipped in the inkwell on your desk.

In a way I would like to equate the use of electronics to the invention of the cotton gin, which was the first improvement in removing seeds from cotton since the 16th century. That lead to more cotton being produced into cloth, but it also created more demand for cotton pickers, and although unintended, created a larger slave trade into the United States. The skill that was lost was the use of the 16th century technology. I am sure for hundreds of years that knowledge was key to a successful enterprise in cotton.

The instant communications through electronic means has done a lot to our society. A modern-day potentially unintended consequence is that every one looks at their phones with more frequency. Even if you are looking at pictures you have seen 100 times, but you have nothing else to do but check them out again. These were times that perhaps we would otherwise interact with people around us, and get to know them better.

(Continued on page 55)

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- BLACK:** Could mean that you're bleeding internally due to ulcer or cancer. Some vitamins could be a cause, too. Pay attention if it's sticky.
- LIGHT, WHITE OR CLAY-COLOURED:** If it's not what you're normally seeing, it could mean a bile duct obstruction or caused by meds. See a doc.
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READING EAGLE



DOWNTOWN DEVELOPMENT & CHANGE

(Continued from page 53)

It is like we know people now, but in many cases, we really know them more electronically than personally. Your "personal friends" can be merged with your "work friends" because they are people you double up with personal and electronic contact. It makes for a strong pull, maybe not to every one of the group, but probably some of them make that leap — Someone like Sue from Accounting who helped with a payroll issue and posts a lot of items about the Italian cooking.

Here is a recent example: I order my eye-glass frames from London England. I like a certain brand and they are bespoke (to your order). I found this company and communicated with Ben. I had some issues with my optometrist's lab losing my newly ordered frames. So, I had the lab contact Ben to order a replacement. I had a little more contact with Ben than the usual guy at a mail order place. When I went to England I thought I would stop by the place and meet Ben and order a couple of pairs of glasses. I could not do that because it is a factory and they do not do business that way.

I looked online in London for an eye-wear store near my hotel. I found one about two blocks away and met Richard Simms. Richard had worked for that eye-glass company that made my glasses, and he was forthcoming concerning his love for the product. Then I mentioned Ben, and he knew Ben, and we talked about Ben, but really Ben was my electronic acquaintance. But we did go on and on and I made my order and they refurbished my existing frames to make sure they were operating correctly.

When I went to my Facebook page, I realized that I have a lot of friends that I have no idea about them personally, but I certainly know what they think. Are they laid back and sending kitten videos, or are they politically opinionated in one way or another? What made me think was that I knew if their mother died, or if their kid was having a birthday. Personally, knowing someone as a causal friend, I would not know most of that stuff. I would have personal face to face time, but we may only talk about sports or the weather.

(Continued on page 56)

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DOWNTOWN DEVELOPMENT & CHANGE

(Continued from page 55)

The electronic friends, which may be friends of friends on Facebook whom I have not met personally at all, I know more about their lives.

There is a difference developing on how we know people today from when I was growing up. I think there will be a different way of relating from one individual to another in the future. It is already taking place, and a lot of interpersonal skills will change.

If the communications system goes down or is limited for a long time, I believe that there will be a disorientation which will lead to the partial collapse of society — Not only in our lifestyle and work environment, but also in the way we relate to people. Instant gratification would be on a delayed basis, and personal behavior rests on the experience of reinforcement and punishment. Someone would have blocked goal attainment because of the lack of information normally found on online social media areas which would be seriously slashed.

You can already see the attempts to change the lexicon through social media. I stopped using the term “retarded” in

August after the Pennsylvania State regulations changed it. But up until this past August, it still was the official term of the regulations governing their well-being. As actions are condemned by groups working together, we see behavior changes, so the reward and punishment is already at work. The lack of that guidance would be devastating to society as we know it.

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

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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.

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PV Stars Best of the Valley 4th Annual Awards Gala

On Thursday, February 15, 2018, nearly 150 local business and community leaders from Montgomery, Chester and Southern Berks Counties gathered at Perkiomen Valley Chamber's 4th Annual PV Stars Awards Gala held at RiverCrest Golf Club & Preserve in Phoenixville. The three-hour gala included networking, music, dinner and awards.

The evening 'kicked off' with a VIP reception and autograph session with Philadelphia Eagles Hall of Fame Member, David Akers and Gold Event Sponsors, LMS Solutions, Inc. and Phoenixville Hospital Tower Health. The talented musicians from Ursinus College Jazz Combo entertained guests during the network cocktail hour, featuring an open bar and hors d'oeuvres. In football, the initials P-A-T stand for Points After Touchdown. Keynote speaker David Akers has a new meaning for acronym PAT – Perseverance, Attitude and Teamwork. Akers shared heartfelt stories from his professional and personal life, emphasizing the importance of these characteristics in achieving dreams.

Following the keynote address, finalists were recognized, and award winners announced. "Finalists in seven award categories were recognized for contributions including community food drives, volunteer programs, charitable contributions, civic acts, employment opportunities and community service. All finalists and winners deserve recognition and celebration for their efforts in making a positive impact on our region in 2017."

Visit <https://perkiomenvalleychamber.org/2018-pv-stars-awards-gala/> to view photos and video from the event.



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Non-Profit Organization of the Year: WINNER: Daily Bread Community Food Pantry; Finalists: Health Care Access; Perkiomen Watershed Conservancy

Emerging Business of the Year: WINNER: Lower Providence Business Association; Finalists: RAZRBAR; Upper Providence Living Magazine

Citizen of the Year: WINNER: Connie Peck, former mayor of Trappe; Finalists: Schwenksville Mayor Joe Giunta; Catherine Gear, Resolution Pest

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Visit www.PVchamber.net to view membership directory

UPCOMING EVENTS

Visit the Chamber website for a complete list of upcoming events! www.PVchamber.net

March 7, 2018 – Spring Fling Mixer at Ursinus College

While the students are on Spring Break, Ursinus College will host a networking mixer on March 7, 2018 from 4:30 – 6:30pm. All welcome to attend!

Ursinus College, 610 E. Main Street, Collegeville
Members: FREE; Nonmembers \$10

March 22, 2018 – Mixer at PMA Medical Specialists

PMA Medical Specialists will host a Mixer at the Gastroenterology Center, which specializes in the treatment and diagnosis of digestive system disorders. Meet the team of specialists at PMA, enjoy networking, food and drinks. Door prizes for attendees and business card drawing for special gift!

PMA Gastroenterology Center, 420 W. Linfield Trappe Road, #100, Limerick

Members: FREE; Nonmembers \$10
5:00 – 7:00pm

March 29, 2018 – 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: 11:30am – 1pm

April 18, 2018 – Business Expo at Dow Chemical – Collegeville Exclusive Member-Only Event... PV CHAMBER BUSINESS EXPO AT DOW!



Showcase YOUR business to 1,100 regional Dow Chemical employees while networking with fellow Chamber members. Exhibitor/Non-Exhibitors may contribute to Marketing Goody Bags for DOW employees. Exhibitor table only \$175; participation in marketing bags \$30, Marketing Bag Sponsor \$200.

Register before March 6th and receive Early Bird Discount!

Registration and details call 610.489.6660 or visit <http://www.PVchamber.net>

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."

2018 PHOENIXVILLE EVENTS



First Fridays in Downtown Phoenixville – May 4, June 1, July 6, August 3, September 7, October 5

6:00-10:00 PM

Visit our Phoenixville on the First Friday of every month, May through October, to experience the vibe of our eclectic town. Sample some of the region's best craft brews, grab some local eats, shop our sweet boutiques, and listen to live music on the street. Main Street is closed between Bridge & Church Streets to allow vendors to set up and showcase their wares.

Food Truck Festival – Saturday, May 5 & Saturday, October 6

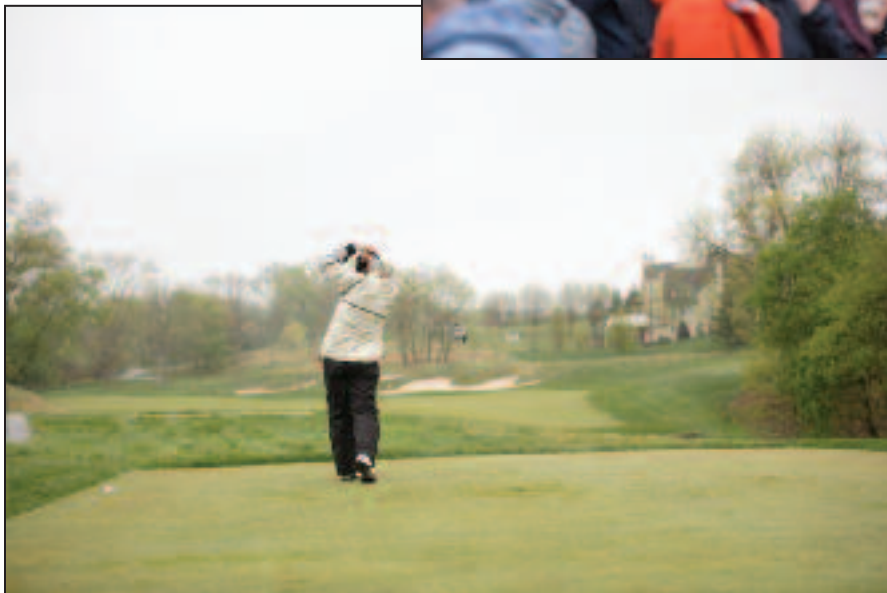
12noon – 6PM

30+ food vendors, music, arts, craft beers, and so much more. This family-friendly day of food and fun. Bridge Street is closed between Starr and Gay streets, and Main Street is closed between Price and Church Streets for this awesome food truck festival. Parking will be tricky, FREE shuttle service is available. Visit www.phoenixvillefoodfestival.com for more information



Chamber Annual Golf Tournament – Tuesday, April 24th, 11:30 AM, Rivercrest Golf Club & Preserve

The course at RiverCrest Golf Club & Preserve is one of the most exciting golf venues built in the Philadelphia area. Enjoy a fun-filled day on the course starting with lunch, golf and ending with an Awards dinner. Individual Golfer: \$175; All golfers costs include lunch, dinner, door prize, greens fees, cart, on-course refreshments and awards ceremony. Dinner Only Ticket: \$60; Join us for a delicious dinner, open bar and wonderful silent auction items! www.phoenixvillechamber.org for information and registration.



WELCOME NEW CHAMBER MEMBERS!

Kimberton Whole Foods
Bacon Me Crazy
Historic Yellow Springs, Inc.
Carah Medical Arts
Resident Theatre Company
LeBuzz

UPCOMING EVENTS

Ribbon Cutting Paragon Framing & Art, Friday, March 2, 12:15 PM

Join the Phoenixville Chamber to welcome Paragon Framing & Art to Bridge Street. Ribbon Cutting at 12:30. Grand Opening Celebrations all weekend, stop in to meet the owners and get a tour of their new space, gallery and events space. 175 Bridge Street, Phoenixville, PA. Visit our website for more information www.phoenixvillechamber.org

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – Tuesday, March 6th, 6:00 PM

Join the Phoenixville Chamber and the Jaycees at the Professional Networking Group in the Phoenixville Area. Created for business minded people aged 21 to 40 to gather in a relaxed atmosphere, YPN meets the first Tuesday of every month.

Join us to network with other young professionals. Refreshments will be provided with a Cash Bar. Bring plenty of business cards. Visit our website at www.phoenixvillechamber.org for information and registration

March Monthly Membership Breakfast – March 13th, 7:15-9:00 AM

Join the Chamber for breakfast at our new location, Phoenixville Area Senior Center, as the Phoenixville Community Health Foundation presents the State of the Foundation Report. Visit our website at www.phoenixvillechamber.org for information and registration. Cost: \$20 pre-registered, \$25 at the door. \$30 for non-members.

Chamber 101: A Comprehensive Membership Orientation – March 22th, 7:15-9:00 AM

Don't miss this chance to learn how you and your employees can take advantage of all the benefits your Chamber membership has to offer. Space is limited; you must register to attend. www.phoenixvillechamber.org

Ribbon Cutting LeBuzz, Hair Salon, Friday, March 23, 4:30 PM

Join the Phoenixville Chamber to welcome LeBuss to Phoenixville. Ribbon Cutting at 12:30 at the newest hair salon. 27 South Main Street, Phoenixville. www.phoenixvillechamber.org

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 NEW CHAMBER MEMBERS!

Ridge Pike Dental
American Treasure Tour
Romanelli Agency-Farmer's Insurance
Holy Cross Regional Catholic School
Renewal by Andersen of Greater Philadelphia
Staples, The Office Supply Superstore
Goldfish Swim School - Oaks

UPCOMING EVENTS

RSVP for all events online at
www.springfordchamber.com

March 8, 2018 – Chamber Luncheon

Cutillo's
2688 E. High St., Pottstown
11:30 a.m. to 1:00 p.m.
Topic: Township Infrastructure Plan
Presenter: Limerick & Upper Providence Townships
\$25 Members/\$35 Non-members

March 15, 2018 – Shark Think Tank

Copperfield Inn at Lakeside
594 W. Ridge Pike, Limerick
11:30 a.m. to 1:00 p.m.
\$25 - Business owners only*

April 12, 2018 – WIN Fashion Show

The Sunnybrook Ballroom
50 N. Sunnybrook Road, Pottstown
11:00 a.m. to 2:00 p.m.
\$30 per person
Ladies' & Men's Fashions
Provided by Dress Barn & Weitzenkorn's
Basket Raffles, Door Prizes, 50/50 Raffle
A portion of the proceeds will benefit
Mom's House in Phoenixville

April 17, 2018 – Network Before Work

Chick fil A
70 Buckwalter Road, Royersford
8:00 a.m. to 9:30 p.m.
Free for Members
\$10 for Non-Members

Chamber Notes

- 2018 brings lots of opportunities for mixers and events. If you are interested in hosting an event, please contact the Spring-Ford Chamber office at 610-489-7200
- Thank you to Ed Harris and the Valley Forge Tourism and Convention Board for speaking at our February Luncheon at the Landis Creek Golf Club.
- Thank you to Vibha Agrawal of Community Music School and Lisa Hollenbach of Spring Valley YMCA for organizing another successful WIN event. Celebrate the Moment was a great success.
- The WIN Fashion Show Committee is in search of basket donations to help raise money for Mom's House, the chosen charity for the 2018 Fashion Show. Money donations can be made in the Fashion Show ticket area of the Spring-Ford Chamber website
- Now is the time to reserve your ticket for the April 12, 2018 Fashion Show.



2018 Spring-Ford Chamber Annual Lunch

An amazing time was had by all who attended the January Annual Lunch by the Spring-Ford Chamber of Commerce. Bill Clement, former Philadelphia Flyer, Actor, Author and inspirational speaker entertained a record audience with his dare to lead discussion. We are proud to announce the 2018 winners:

- Chamber Member of the Year: Mark Greenberg, Minuteman Press, Royersford
- 2018 Rising Star Award: Adrean Turner, Turner Coaching, Training and Consulting
- Volunteer of the Year Award: Ronnie Fitzpatrick, Mary Kay Cosmetics
- 2018 Community Impact Award: Holly Parker and the TriCounty Community Network
- Honorable Mention for Individual Community Impact Award: Phil White, Signarama
- Congratulations to all of our amazing award winners.

Thank you to all of our sponsors who supported this wonderful event including Ambler Savings Bank as our Platinum Sponsor, Patriot Pest Solutions and Pottstown Hospital, 2018 Year Sponsors, Gold Sponsors: Comp-U-Ship, Pam Baumann Photography, Our book, giveaway sponsor Oehlert Brothers and our table sponsors: DS Pool Service, Edwards Business Systems, Harleysville Bank, Kelly Insurance Agency, Magical Memory Planners, Mary Kay Cosmetics, Minuteman Press of Royersford, Siana Carr O'Connor & Lynam, TriCounty Area Federal Credit Union, WSFS Bank.

The Spring-Ford Chamber is so proud of all of our amazing members and truly appreciate those who attend our events, take time to serve on our committees, volunteer at every opportunity and make us a wonderful chamber and community.



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