

INSIDE: Tips For Retirement Income • Social Media Tips & Strategies • Business Emergency Reserves

ROUTE 422

BusinessAdvisor

MAY 2018

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.



PROVIDING CLIENTS WITH PEACE OF MIND

Presorted
Standard
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334
Pottstown, PA
19464-0334

GET IT ONLINE 422BIZMAG.COM



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

www.towerhealth.org

POTTSTOWN HOSPITAL IS NOW PART OF ONE DYNAMIC HEALTH SYSTEM: TOWER HEALTH.



Reading Hospital • Brandywine Hospital • Jennersville Hospital
Pottstown Hospital • Phoenixville Hospital • Chestnut Hill Hospital

Tower Health Medical Group
Tower Health Partners
Tower Health-UPMC Health Plan



Did you know...
that most businesses
spend more than they
should on telecom,
merchant services and
small package shipping
and courier services
– up to 35% more?

Our concept is simple.

- ▶ We analyze your telecom, merchant services and small package shipping and courier needs.
- ▶ We give you independent and objective advice on how to optimize your configuration.
- ▶ Our fee is simply a share of the savings we generate for you.

WE ARE THE
COST REDUCTION
EXPERTS.

Andrew Rohrbough

T: 484.524.8467

www.schooleymitchell.com/arohrbough

andrew.rohrbough@schooleymitchell.com

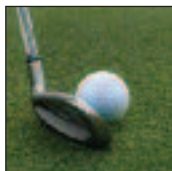


SCHOOLEY
MITCHELL

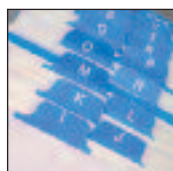


6

Cover Story: A. Mazzo Accounting provides the peace of mind of a financially sound future to individuals and businesses by offering a variety of high quality services, including tax planning & preparation, payroll, bookkeeping & accounting services, and start-up consulting.



19: Time to hit the links on the area's best golf courses



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

Visit 422bizmag.com for...

- Our Current Issue Online
- Archives with Hundreds of Useful Articles
- Video Interviews • Advertiser Links
- Federal, State, County & Local Resource Links



Follow us on LinkedIn

at: [linkedin.com/company/macnificent-pages-route-422-business-advisor](https://www.linkedin.com/company/macnificent-pages-route-422-business-advisor)



Like us on Facebook

at: [facebook.com/422BusinessAdvisor](https://www.facebook.com/422BusinessAdvisor)

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



Contents

- 12** | 5 Steps To Building A Retirement Income Plan
- 15** | Social Media Tips
Going Live On Facebook
- 16** | Focus On Successful TriCounty Area Chamber Of Commerce Members
- 23** | Focus On Engineers
- 27** | Dining Guide
Find New Places To Eat, Drink And Be Merry!
- 30** | Advertised Services Directory
What You Are Looking For – At Your Fingertips
- 31** | TriCounty Area Chamber Of Commerce
News & Events
- 42** | Retirement Planning – Part Three
- 44** | Focus On It / Technology
- 48** | Mastering Social Media
Has There Been A Change? You Be The Judge.
- 51** | Legal Perspectives
I Just Received A Utilization Review.
What Does That Mean?
- 55** | The Good Life
Your Business Emergency Reserves – Ranked First To Worst
- 57** | Regional Chamber Round-Up

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

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

To contact the Route 422 Business Advisor:
phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

422bizmag.com • 422business.com

EARTH ENGINEERING INCORPORATED

Site Investigation Scope of Work Less Costs Less... or Does It?

With the current fast pace of development throughout our area, it is easy to gloss over one of the most critical initial elements to the financial success of any project. The proper evaluation of the subsurface conditions and the economic impact on the project can be the difference between success and failure. Often this site investigation occurs either before or early in the project financing and hence the pressures to spend less are enticing. The trap however is the cost of under investigating any site and the potential financial landmines that can surface such as urban fills, weak organic soils, clays, high groundwater, rock, etc. Not to worry, a responsibly prepared scope of work for a geotechnical investigation should reveal insight into most of these conditions. The trouble occurs when the aforementioned economic pressures create a situation in which the geotechnical firm with the smallest scope and subsequent lowest price is awarded the investigation (and often the quality control inspections which is why they were motivated to undercut the scope in the beginning.)

The cost implications of under investigating a project can be tremendous. I have reviewed many reports that should have been labeled as "preliminary" but were portrayed as the complete investigation. Insufficient coverage due to a reduced scope of work has left critically important factors to be determined at a later time. I would contend that these unknowns leave the development in a state of financial uncertainty. Not defining something as simple as a rock cut can adversely affect the financial success of any project. The ability to understand and fully plan for these critical conditions hinges on a "responsible" scope of work. I have seen countless projects impacted adversely by unknown conditions that would have been recognized through even a basic scope of investigative work. Is this the fault of the developer seeking a "cheaper" investigation or the engineer for offering this less than desirable scope just to win the work? This is entirely up for debate. What is not up for debate is the impact that subsurface conditions can have on a project and the clear need to define these issues at the onset of any project.



In general, it is important to include test borings to determine the strength of the underlying soils. This is the first step. Test pits are great and they allow for a visual picture of the upper soils, but they don't give you data (other than a visual evaluation) of the soil strength. Therefore, be cautious of the quickie test pit investigation in lieu of a well planned scope of work. The real point of this discussion is that geotechnical engineers across our industry are a resource that should be consult-

ed with regarding a scope of work for any investigation that fits a development plan. Find someone that you trust to develop a scope of work for your project that protects you from being blindsided by unknown conditions. The financial savings of a cheap investigation are far outweighed by the potential losses caused by unforeseen conditions.

Earth Engineering Incorporated (EEI) has conducted thousands of investigations throughout the region and we take great pride in the client first service and comprehensive engineering we put into every project. Visit our website at www.earthengineering.com to discover all of the services that EEI provides as well as the latest news and project updates.



**EARTH
ENGINEERING
INCORPORATED**
Geotechnical Engineers & Geologists

A. MAZZO ACCOUNTING SERVICES

Anthony M. Mazzo

Providing Clients with Peace of Mind

The first thing Anthony M. “Tony” Mazzo, sees when he sits down at his desk each morning — and numerous times throughout each day — is his company mission statement imprinted in large red letters on the wall facing his desk — To help small to mid-sized businesses prepare for and achieve a financially sound future by merging high quality accounting and tax services with excellence, integrity and peace of mind.

Placing his mission statement where he can see it, and breathe it, and live it every day serves as a constant source of strength and validation, reinforcing Mazzo’s life-long commitment to personal and professional excellence. “I want to make sure that the clients I work with and their companies stay sound and grow and become more successful,” Mazzo said. “Excellent service and peace of mind have always been my mantras, and peace of mind is the big thing. I’m providing peace of mind. That’s why my clients come to me. That’s why they want me to be involved with their business. Because I help them sleep at night.”

A. Mazzo Accounting Services, conveniently located off of Route 222/Lancaster Avenue in Kenhorst, PA, provides a comprehensive variety of accounting services to individuals and businesses throughout Berks County and beyond, including start-up consulting, business accounting and bookkeeping services, tax planning and preparation services, and payroll services.

Mazzo began his career as an accountant over 30 years ago with his graduation from Alvernia University, where he earned a *Cum Laude* Bachelor’s degree in Accounting, Finance and Business Administration.

Over the past three decades, Tony Mazzo has maintained a “hands on” and “personal” approach in servicing his clients by applying his skills and knowledge to meet their business and individual tax needs. He does this through continual education, membership in professional organizations, subscribing to research and accounting newsletters, as well as attending workshops and seminars to keep him informed with the ever-changing tax laws and requirements.

Mazzo specializes in helping entrepreneurs, small businesses and start-ups, in some cases serving as a de-facto business consultant, putting together the necessary building blocks right from the start, and where applicable, recommending an appropriate attorney, insurance broker, and marketing/advertising consultant.

“I am a referral source,” he explains. “You’re not just getting A. Mazzo Accounting. You’re getting food for thought. We provide a full spectrum of consulting relationships,” he said. “Because the complexities that are involved in taxes,



PHOTO BY STYLISH IMAGES PHOTOGRAPHY



A. Mazzo Accounting Services is located at 901 Fern Avenue, Kenhorst, PA 19607

and with all the changes with generally accepted accounting principles, it's very important to stay ahead of the game. Especially with taxes, keeping on top of changing events is very important. And it's important for me to be as educated as possible because I need to work on anticipating the questions that people are going to have, and to make sure I have solid answers for those questions, because that helps reinforce their peace of mind."

Through his up-to-date knowledge and experience, Tony can assure his clients "Excellent Service and Peace of Mind" when it comes to all their personal and business tax and accounting needs. His first order of business with a new client is to help them get organized, in some cases providing them with a customized spreadsheet and making it easy for them to enter data, which provides them with peace of mind in the short term and saves them money in the long run by reducing the amount of billable time required for tax preparation. He possesses a keen understanding of how to help small to mid-sized business clients due to his background and experience as an Accountant, Accounting Manager and Corporate Controller for a variety of diverse businesses. He also has numerous years of experience in both individual and small business tax preparation.

Availability and accessibility are also among Mazzo's strengths. He responds immediately to emails and provides his mobile number to clients, taking calls 24-7,

except when he's sleeping or meeting with another client. "Small business owners want to have an accountant they can talk with," Mazzo said. "Not just once a year or once every six months. They want to have a partner who is always accessible. I'm going

to go above and beyond and also let the client know that they can bring up anything that they have concerns about. I just try to work with the person and not do it in a rigid billable format. I like to give extra value," he explains. "That's the big thing. When you pay A. Mazzo a fee, I want to make sure that you're getting above and beyond the value that is just implied in the price."

Mazzo is a member of the National Association of Tax Preparers (NATP), a member of the Greater Reading Chamber of Commerce & Industry, and a member of the Pennsylvania Association of Notaries.

"Every piece of relevant information that comes in the office, email or news post, is looked at immediately," Mazzo said. "Also, with all the changes in the industry, it's important to

attend seminars and to be a part of networking groups, especially the ones comprised of more than one person to a category, because that way I talk to different accountants," he explains. "I talk to financial people, and we can bounce things off of one another. There might be something that they are aware of that I am not and vice versa. So, it's very, very important to keep learning every day."

(Continued on page 8)

"Our goal is to provide the finest tax and accounting services. You are our number one priority, and we are committed to the highest standards of ethics and customer service."



ARE YOU SHOWING A PROFIT, YET HAVE NO MONEY IN THE BANK?

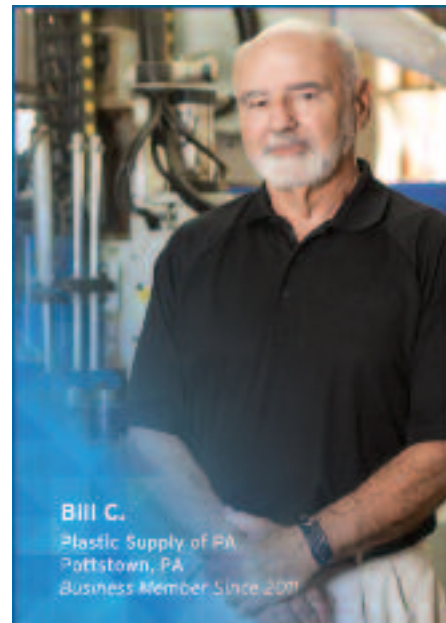
Your numbers are trying to tell you something.

If you only take a close look at your numbers annually or even quarterly, you could be missing a serious gap in your accounting practices.

Controller onDemand creates an effective accounting process that delivers an accurate financial picture to our clients all year long – not just at tax time.



www.controller-ondemand.com | 484.366.6202



Bill C.
Plastic Supply of PA
Pottstown, PA
Business Member Since 2011

Introducing your best business partner outside of the office.

Meet younity.

-  BUSINESS CHECKING
-  COMMERCIAL LENDING
-  INVESTMENT ACCOUNTS
-  BUSINESS MASTERCARD®

The best kept secret to your success is right here in your own backyard.

As a local business yourself, we understand your business needs better than anyone. That's why we offer focused financial solutions to help your business grow. From competitive rates to flexible terms, we connect you with solutions designed to grow with your business.

Put Diamond Business Services to work for you. Contact 800.503.1200 or visit diamondbiz.org to learn more.



DESTINATION

MONTCO GOLF

THREE BIG GOLF EVENTS IN THE REGION

PLAY & STAY

53 COURSES
75 HOTELS

DESTINATION

MONTCO GOLF

Annual
GOLF CLASSIC

MAY 7

HUNTINGDON VALLEY COUNTRY CLUB

MONTCOGOLFCCLASSIC.COM

VALLEY FORGE INVITATIONAL

MAY 21-26

RAVEN'S CLAW GOLF CLUB

VFINVITATIONAL.COM

BMW Championship

SEPTEMBER 4-9

ARNONIMINK GOLF CLUB

BMWCHAMPIONSHIPUSA.COM

MONTCOGOLF.COM

VALLEY FORGE
TOURISM & CONVENTION BOARD

ATTENTION: BUSINESS OWNERS AND HUMAN RESOURCE MANAGERS

Corporate Education Made Easy AND Affordable!

AFEA
American Financial Education Alliance
An IRS Approved 501(c)3 Non-Profit Organization

Let **AFEA** provide the benefit of **financial education and resources** to help your employees **reduce stress, improve focus, and increase productivity.**

- ❖ 501(c)3 Non-Profit provides Financial Education in a classroom setting with a unique approach to education
- ❖ One of the fastest growing Non-Profit Financial Wellness Programs
- ❖ 30 courses available including Social Security Benefit Options, ABCD's of Medicare, Investing for Women, Financial Fitness, Retirement Income Planning, Investing Today and more
- ❖ Employers qualify for "safe harbor" liability protections

CALL TODAY TO SEE HOW AFEA CAN BENEFIT YOUR BUSINESS AND YOUR EMPLOYEES

610-478-9500

Paul E. Fair, AFEA Chapter President/Instructor
Member, SHRM Berks Chapter

COVER STORY

(Continued from page 7)

A Mazzo Accounting Services specializes in the following areas:

Start-Up Consulting

There are many details you need to consider when it comes to setting up a brand-new business. A. Mazzo Accounting Services provides you with a checklist to guide you along the way, as well as assist you with much of the paperwork you need to complete. Through their regular business accounting services, A. Mazzo Accounting Services can assist you in budgeting, cash management, tax preparation, payroll services and so much more.

Business Accounting

A. Mazzo Accounting Services has assisted many small to midsize businesses with their accounting needs. Through their business accounting services, they can provide assistance with setting up a budget for your business, and handling your bookkeeping, payroll and tax returns. Through their bookkeeping services they can handle your Accounts Receivable, Accounts Payable, and General Ledger, on a weekly, monthly or quarterly basis. In addition, they can prepare your Balance Sheet and Profit & Loss statement on a monthly, quarterly or annu-

al basis, and can also reconcile your bank accounts and perform analysis on the other accounts in your general ledger. They can help with budgeting from the initial setup and periodic monitoring through annual review and adjustment, and with cash management including review of bank accounts, loans, lines of credit, credit cards, etc.

Tax Preparation & Planning

A. Mazzo Accounting Services has worked with many companies with the planning and preparation of their tax paperwork. They also have the experience of helping companies fix mistakes that may have happened in the past, and to find opportunities that they were not aware of. They can help you with the preparation and filing of Federal Taxes, State Taxes, and Local Income Taxes and the returns that accompany each of these. They expedite the process to their e-file system with Federal and State. They also assist many businesses with a wide range of tax needs from income tax to business privilege and mercantile taxes. They can also assist individuals in income tax return preparation. Whether you have a simple or complex return, have itemized deductions, or have a small business or rental properties, they can prepare your return.

(Continued on page 10)

LOMAX CARPET & TILE MART FLOORING SUPERCENTERS

351 W. Schuylkill Rd. • 610.323.0332

IN THE FORMER SUPERFRESH BUILDING, NEXT TO COVENTRY MALL



MEGA SALE PRICES MART-WIDE

IT'S TIME TO MAKE ROOM FOR NEW 2018 FLOORS, SO EVERYTHING ELSE IS MARKED DOWN TO MOVE! NOTHING HELD BACK!

**IN-STOCK
LVT/LVP**
Your Luxury Vinyl Headquarters!

as low as **95¢** SqFt

**IN-STOCK
CARPET**
100s of Rolls, 1,000s of Special Order Items!

as low as **39¢** SqFt

**IN-STOCK
HARDWOOD**
More Than 100 Choices!

as low as **\$2.99** SqFt

**IN-STOCK
LAMINATE**
Over 75 Choices!

as low as **68¢** SqFt

**IN-STOCK
VINYL**
More Than 75 Rolls!

as low as **39¢** SqFt

**IN-STOCK
RUGS**
Over 2,000 Oriental & Area!

Start as low as **\$99**

**IN-STOCK
REMNANTS**
100s of Carpet and Vinyl!

as low as **\$19**

**IN-STOCK
TILE & STONE**
Ceramic, Porcelain, Natural Stone...

as low as **79¢** SqFt

**Lomax is the
Largest Flooring Store in the
Tri-County Area!**

**FREE
CARPET INSTALL!**

INCLUDES
**TAKE-UP, HAUL AWAY
& DISPOSAL** OF OLD CARPET

**WATER RESISTANT
LAMINATE**

88¢ SQ.FT.

**INSTALLATION
SPECIAL***



**"WE DO IT ALL"
HARD SURFACE INSTALL***

\$2.89 SQ.FT.

WOOD • LAMINATE
VINYL • LVT
ENGINEERED STONE

INCLUDES:
BASIC LABOR • FLOOR PREP
1/4 ROUND PRIME WHITE
TAKE-UP CARPET & PAD

SAVE TIME, MONEY & HASSLES WITH OUR ALL-INCLUSIVE INSTALLATION OFFERS!

www.CARPETMART.com

*FREE CARPET INSTALL: Valid on select in-stock individual carpet rolls. Includes local delivery and basic installation. Minimum 50 sq. ft. purchase required with CreditMaster Pad or better. No hold & take any job. Customer work always req. apply. Must also install within 30 days. Offer restrictions only apply, see store for complete details. • \$2.89 HARD SURFACE INSTALL: Valid on Solid or Engineered Hardwood, Vinyl, Laminate, Clay, GFI, Engineered Stone maximum price per square foot and minimum total square foot purchase required. Custom work charges may apply. Specialty moldings and additional trim work extra. Must also install on within 30 days. Offer restrictions only apply, see store for complete details. • 610.323.0332. Visit us Online: www.lomax.com. *Specialty moldings and additional trim work extra. Must also install on within 30 days. Offer restrictions only apply, see store for complete details.

2014 W. MAIN STREET, W. NORRITON TWP.
(JEFFERSONVILLE), PA 19403



AVAILABLE FOR SALE

- Mixed Use Commercial/Apartment Building w/Detached One Car Garage Bldg.
- Separately Metered
- Total Building SF of 2,247 & Full Basement
- Zoned "C" Commercial—Permits Many Varied Uses
- Former Barber Shop Use—Shop Area Is 20'X20' - 580 SF
- 7 Macadam Parking Spaces
- Property In Very Good Condition
- New Roof in 2017—Renovated Throughout
- 3 Bedroom Apartment w/1.5 Baths
- 60' Frontage—High Visibility w/Electric Pylon Signage
- 14,000 Cars/Daily Traffic Count

Contact: Alan Apt
Email: alan@apcor.com
414 W. Main St.
Lansdale, PA 19446
Office: 215-855-6600
www.apcor.com

ALL INFORMATION FURNISHED HEREABOUTS PROPERTY FOR SALE, RENTAL, OR FINANCING IS FROM SOURCES DEEMED RELIABLE, BUT NO WARRANTY OR REPRESENTATION IS MADE AS TO THE ACCURACY THEREOF AND SAME IS SUBMITTED SUBJECT TO ERRORS, OMISSIONS, CHANGES OF PRICE, RENTAL OR OTHER CONDITIONS. PRIOR SALE, LEASE OR FINANCING OR ANY OTHER AUTHORITY NOTICE, NO LIABILITY OF ANY KIND TO BE IMPOSED ON THE ISSUERS HEREIN.



REFERENCES
AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

25+ Years of
Service

A Complete Janitorial Service for Commercial & Office Accounts

- Owner Supervised Staff
- No Job Too Small or Large
- Affordable Rates/Great Value
- Floor Waxing & Refinishing
- Carpet Cleaning - Upholstery Cleaning
- Weekly-Monthly-Yearly-Contracts



FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor
www.JDeMedio.com

COVER STORY

(Continued from page 8)

Payroll Services

A. Mazzo Accounting Services offers complete payroll services consisting of as much or as little as you need. They can issue paper checks or use Direct Deposit into the employees' bank accounts. With their full-service payroll program, they prepare your weekly, bi-weekly, monthly payroll, and prepare and file your quarterly Federal Taxes, State Taxes, and Local Payroll tax returns. Your monthly or semi-weekly payroll tax deposits and Year-end W2 and 1099 preparation is also part of their full-service payroll. And they prepare monthly/semi-weekly tax deposits and prepare the Year End W2 and 1099 forms

and reports. Finally, they can help with new hire reporting and compliance, by making sure that all the appropriate forms are properly prepared.

By combining a full array of comprehensive services with integrity, excellence, accessibility, and a team approach, A. Mazzo Accounting Services is the total package, providing peace of mind for each and every client.



**For additional information,
please call 610.775.9216; email:
amazzoaccounting@comcast.net;
visit www.amazzoaccounting.com.**



TR
Total Rental
RENTALS • SALES • SERVICE
610-935-RENT
WE HAVE
SCAFFOLDING
INT AND EXT
STYLES
www.TotalRental.com
1-888-94TOTAL
"One call...starts it all"

Total Rental is your source for:
Aerial Lifts - Air Compressors - Backhoes -
Cement Tools - Debris Chutes - Log Splitters -
Diamond Core Drills - Dazers - Excavators -
Floor Machines - Fork Lifts - Front End
Loaders - Generators - Aerators - Mowers -
Painting Equipment - Plumbing Tools -
Power Tools - Pressure Washers - Trenchers -
Sandblasters - Track Loaders - Chainsaws
and much More!

Give us a call today and lets get your job
done right!

3 Locations to serve you...

Phoenixville, Pa
610-935-RENT

Pottstown, Pa
610-970-RENT

Kimberton, Pa
610-935-4875

LOCAL IS a church

ST. JOHN'S
LUTHERAN CHURCH
Pastor Bob Machamer

LOOKING OUT for the disabled.

Local is powerful. When Pastor Bob Machamer broke his leg, he experienced a great blessing. "It made me aware of the obstacles that our physically challenged church members had to navigate," he says. That led to plans for a \$1.4 million church renovation.

After interviewing several banks, the church chose Tompkins VIST Bank for their construction loan. "They offered us a highly competitive rate, and face-to-face guidance," Bob says. "Our church is invested in Boyertown. And so is Tompkins."

Get the power of local for your business.
Go to VISTBank.com.

TOMPKINS
VIST Bank

1232 Egypt Rd., Oaks | 258 East High St., Pottstown
101 East Philadelphia Ave., Boyertown | VISTBank.com



90 Airport Road, Barto, PA 19504 • www.ballyspringinn.com



Celebrate in a Beautiful Country Setting

The Bally Spring Inn is the ideal setting to host your holiday gathering, company party, business retreat, or any event. In addition to the impressive food and service, the beautiful property and magnificent rolling hills offer a magical backdrop making it a day to remember forever!



Our beautifully appointed guest suites offer a relaxing retreat for your guests. Our seventeen guest rooms are warm and cozy offering the perfect getaway for anytime of the year.



To book your next event, please call

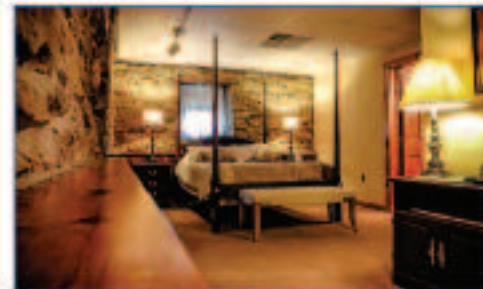
610-505-6997

or

215-272-8205

email:

Info@ballyspringinn.com



The Bally Spring Inn hosts a variety of events ranging from birthday and holiday parties to corporate gatherings.

The beautiful and relaxing environment will leave your guests with memories to last a lifetime.

THE PCTV NETWORK

***Your Hometown Station...
We're Home For You!***

NOW OFFERING:

- *Streaming on Three Channels. 24/7*
- *Unbeatable Pricing for Commercial Productions and Airtime*
- *Webisode Productions*
- *Internet Placement*
- *Live Remote Broadcasts at The Location of Your Choice*
- *Local Sports Advertising Packages*



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

5 STEPS TO BUILDING A RETIREMENT INCOME PLAN



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

Modern thinking has taught us that, as the average life expectancy continues to climb (Could age 90 be the new 70?), our real concern should be more than a magic number for retirement savings. It should be creating a retirement income plan that ensures we will have income in retirement that lasts as long as we will.

By building a strong foundation of assets and implementing strategies first to grow them, then to protect and preserve them, you are setting yourself up for retirement income success. Here are some key steps that will help you get there.

#1: Understand the Major Financial Goals of Retirement

Your objective in planning for retirement income is fairly straightforward: You want to have more than sufficient retirement income sources for your lifestyle goals, and you want to reduce threats that can diminish, reduce, or even erase those income streams.

- Maximize your Social Security income.
- Minimize taxes on retirement income.
- Allocate a portion of your savings to lifetime income.
- Reduce or eliminate income volatility.
- Generate predictable income to cover essential expenses.
- Generate secure income to cover late-in-retirement expenses.

#2: Determine Your Unique Retirement Lifestyle

Your retirement income need is as unique as your fingerprint. "How Much Money Do I Need to Retire?"

(Continued on page 14)

WILLIAMS & ASSOCIATES
ACCOUNTING • TAX • ADVISORY
CERTIFIED PUBLIC ACCOUNTANTS

HASSLE-FREE SERVICE, QUALITY RESULTS

- CPA assisted Cloud Accounting
- Certified Financial Statements
- Tax Planning & Preparation
- Estates & Trusts
- Business Valuation

610-234-0065
www.williamsata.com

YOUNG
Medical Spc

ROUTE 422 BUSINESS ADVISOR

Koch Financial Advisors & Koch Insurance Brokers



KOCH
FINANCIAL GROUP

*Navigating your financial future by growing,
managing & preserving your wealth.*

610-370-7268

www.KochFinancialGroup.com



KOCH
INSURANCE BROKERS, LLC.

www.KochInsBrokers.com

Are you sure you have enough money for your retirement or do you have some doubt?

Find out how to get from where you are today to where you want to be in your retirement.

We are truly a one-stop shop with our exclusive POD system (Professionals On Demand). We have an affiliate network of professionals for every service a senior would need. One call does it all.

We specialize in the distribution phase of your retirement with assets that are NOT in the stock market, we offer several conservative fixed-rate investments not affected by the stock market swings with above average returns.

How to Maximize your Social Security - Free Report
Find out how to take your benefit for maximum payout!

Confused about Medicare Plans and what is best for you?
FREE consultation & analysis of all plans available today!

Services We Offer

- Retirement Planning—Go from "forever taxed" to "Never Taxed"
- Business Owner & Key employee—Tax-Free retirement plans
- Estate Planning—Wills & Revocable Living Trusts, etc.
- Life Insurance & Annuities—Plans w/No Risk to Principal
- Retirement Insurance/Wealth Transfer Plans
- College planning & funding
- How to "Be Your Own Bank"
- Best ways to handle Long Term Care needs
- Final Expenses & Mortgage insurance
- Medicare—We offer all the top plans



Your one stop for all your Financial & Insurance needs

Investment Advisory Services offered through IAMS Wealth Management, LLC, a registered investment advisor.
Koch Financial Group, LLC and IAMS Wealth Management, LLC are not affiliated entities.
Koch Financial Group, LLC and Koch Insurance Brokers, LLC are affiliated entities.

BELLCO
FEDERAL CREDIT UNION

*Our trusted and experienced
professionals will offer you
solutions with the compassion
of a true neighbor.*

- Business Accounts
- Commercial Real Estate
- Commercial Loans



Experience the credit union people love!

610.373.5192 | bellcocu.org



5 STEPS TO BUILDING A RETIREMENT INCOME PLAN

(Continued from page 12)

#3: Don't Forget Your Monthly Basic Costs of Living

Remember how we said that your retirement income needs will be highly unique? That applies to your monthly fixed living expenses as much as the costs of your retirement dreams. While you outline your shared retirement vision with your partner, it's also crucial to estimate what your monthly retirement living expenses will be.

#4: Lower Your Expenses to Raise Your Income

As we have suggested, being smart about whittling down large expenses will free up more income to fund your ideal retirement, and potentially prepare you for unexpected, but likely, expenses faced by retirees.

#5: Look for Solutions that Help You Achieve Your Income Goals

So, now you would have a better idea of what retirement income needs might look like. The next step is creating personal strategies that give you the income, cash-flow, and financial freedom to enjoy your lifestyle of choice.

- **Principal protection**, or protecting your money from market investment risk.
- **Income certainty**, or generating a guaranteed retirement income that can last for a lifetime.
- **Guaranteed growth**, or growing some of your portfolio money with a minimum guaranteed interest rate.
- **Long-term care**, or getting an annuity with a long-term care benefit (especially when other long-term care planning strategies aren't available).
- **Legacy planning**, or a wealth transfer to loved ones.

These suggestions are good steps to build a solid retirement plan. A variety of income strategies can be used to make your dream retirement a reality, and they all involve the use of different financial products and vehicles. Above all, your retirement income plan should make sense for you — investments, savings, insurance, assets, planning now may see higher retirement savings, better overall retirement financial readiness, and more peace of mind.



GOING LIVE ON FACEBOOK

SOCIAL MEDIA TIPS



By Theresa Mintzer

Have you ever gone live on Facebook? If you haven't you are missing out on a great way to increase your reach and engage your audience.

Here are a few tips to get started.

- Let your audience know ahead of time that you will be going live.
- Use a creative description to pique the interest of your audience.
- Suggest that the audience share the video.
- Interact with the people that are making comments.
- Facebook is currently recommending that your videos be at least ten minutes long.
- Use a closing line to let your viewers know that you are signing off.

Now what do you talk about? You can be as creative as you like. Here are a few suggestions.

- Create a video of new products coming into your store.
- Make a video to demonstrate using a product.
- Educate your customers about new policies.
- Show your audience some behind the scenes videos of your business.
- Introduce your customers to your staff.

The most important thing you can do is to be comfortable and allow your personality to shine. Consumers buy from people that they like, know, and trust. Utilizing Facebook live is a great and inexpensive way to get your point across and educate your consumer. Bonus tip: Download the video and put it on your YouTube page. If a customer needs specific information you can send them a link to that video.

Theresa Mintzer can be reached at 484.686.2995; email: bytheresamarie@outlook.com; website: ByTheresaMarie.com



**SPENDING TOO MUCH
On MERCHANT SERVICES,
TELECOM and SMALL
PACKAGE SHIPPING &
COURIER Services?**

We Are the Cost Reduction Specialists!

We provide a **RISK-FREE, NO OBLIGATION** analysis of your telecom, merchant services and small package shipping expenses with an average savings of **27-28%!**


 Telecom


 Merchant Services


 Small Package
Shipping & Courier

Contact Tel: 484.524.8467
Andrew Rohrbough andrew.rohrbough@schooleymitchell.com

We will help your business prepare for and achieve a financially sound future!

Trust A.Mazzo Accounting Services with


Start-Up Consulting


Payroll Services


Business Accounting Services


Business & Individual Tax Preparation & Planning

- over 30 years of experience -

Contact us today for a consultation

A.MAZZO

ACCOUNTING SERVICES

901 Fern Avenue
Kenhorst, PA 19607
610.775.9216
amazzoaccounting@comcast.net
www.amazzoaccounting.com

FOCUS ON SUCCESSFUL TRICOUNTY AREA CHAMBER OF COMMERCE MEMBERS



HEARTLAND
ABSTRACT

Title Insurance Company Announces New Brand Initiative

Heartland Abstract recently announced the unveiling of its new website and business model, which focuses on the customer first and no hidden fees. Heartland's new tagline is, "Welcome to the Future of Title Insurance." Heartland Abstract owner Andrew Monastra, a real estate attorney, explains, "Our focus is on the best interests of our policyholders. We do not charge unregulated "junk fees" that many of our competitors do, and we do not ally ourselves with

any real estate agency or lender. We are 100 percent independent in order to give you quality service at a lower total cost."

Heartland Abstract was started in July, 2000 by Mr. Monastra, and was formerly located at 740 E. High Street. Bonnie Gregory joined Heartland at its inception. In addition to running Heartland Abstract, Mr. Monastra was a solo attorney from July 1, 2000 to October, 2014, focusing his law practice, primarily in Real Estate law.

Mr. Monastra joined the law firm of Wolf, Baldwin & Associates, P.C. in 2014, and moved the Heartland Abstract business to the Wolf, Baldwin building at 800 E. High Street in 2016. Attorney Julie Marburger and paralegal Jennifer Krumenacker joined Heartland Abstract at that time as well.



Levi Wolf, the managing attorney at Wolf, Baldwin, is excited about the new website. "We spent a lot of time on developing the website with local web developer Addison Technologies," said Wolf. "We wanted to focus on educating consumers that they have a choice in who to use for their title insurance, and they can choose a company which doesn't charge junk fees, which only line the pockets of real estate brokers."

"When we first founded Heartland Abstract, we utilized the same business model that our competitors did," said Mr. Monastra. "That model includes forming title agencies with realtors and lenders, and "schmoozing" those people with event tickets and sponsoring their holiday parties. Then one day I had a breakthrough — we should be focusing on the policy holders, not the realtors. Why am I catering to realtors and lenders when they are not the policyholders? Why are realtors getting benefits from the homeowner's policy? We want to exist for the homeowner, not the realtor or lender. The new website highlights what makes us different."

Heartland Abstract, Inc. serves both real estate buyers and sellers, and issues title policies and offers complete escrow closing services for residential, commercial, and industrial properties in the metro Philadelphia area. They can be reached at 610.326.6300, and they invite you to visit their new website at www.heartlandabstract.com.

Sanatoga Animal Hospital
2814 East High Street
Sanatoga, PA 19464
610-326-6346
www.sanatogavet.com

Accredited by American Animal Hospital Association since 1990
Loving Care and Compassion
State-of-the-Art Equipment
Comprehensive Approach Emphasized in Treating Patients
Dental Care • Diagnostics • Surgery
Radiology • General Preventive Patient Care

BusinessAdvisor
Promote YOUR business in the NEXT issue!
Call (610) 323-6253

BusinessAdvisor
Valley Forge Tourism & Convention Board
A CREATIVE & INNOVATIVE MARKETING APPROACH



Design. With a pu®pose.

P. Richard Frantz, AIA
architect

CALL FOR A COMPLIMENTARY SITE ASSESSMENT!

127 N. HANOVER ST., SUITE A, POTTSTOWN
610.323.0900
prf@prfrantz.com • prfrantz.com

O.W.M. LAW

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

Your Life. Your Business. Your Law Firm.

The OWM Law Business, Banking & Real Estate Team:
 James C. Kowalewski, Gary L. Stein, Michael B. Murray, Jr., Joseph K. Kowry,
 John A. Kowry, Jr., Henry T. Zala, David A. Mayay



OWM Business Lawyers handle all phases of Business including Start-up or Purchase, Contract Negotiations, Financing, Employment Issues, Succession Planning & Dissolution. OWM Real Estate Attorneys handle Commercial Development, Residential Transactions, Tax Assessment Appeals, Title Insurance, Municipal, Zoning & Land Use. Whatever your legal needs are, OWM is ready to be part of your team!

Pottstown:
 41 E. High Street
 Pottstown, PA 19464
610-323-2800



Phoenixville:
 347 Bridge Street, Ste. 200
 Phoenixville, PA 19460
610-917-9347

www.owmlaw.com

Lords & Ladies
Salon & Day Spa

Happy Mothers Day 20% OFF Gift Cards

Now thru May 13th in all seven salon locations and online!



Berks County
 Exeter • Fleetwood • Sinking Spring • Douglassville
Montgomery County
 Pottstown • Gilbertsville • Perkiomenville

1.844.725.6655 | lssalons.com

Everything Printing

Everything Printing (formerly Everything Printing & Shipping Center) has worked with thousands of businesses and individuals over the past 14 years. Many services have come and gone, but printing is the one service that has survived the ever-changing business climate.

By the end of 2018, Everything Printing will discontinue all retail packaging and shipping services. "We are no longer able to provide high quality shipping services

and support at a reasonable cost," Lee Levensgood stated. He is the owner and visionary of the business. "I could see this day coming five years ago."

With shipping services removed, the focus and attention will be entirely on design, printing, fulfillment, and bulk mailing services. A full list of products, services and contact information are available at www.EverythingPrinting.com.



A PARTNER  **NOT A CALL CENTER**

INTEGRITY
services & solutions
 Meeting Needs. Exceeding Expectations.

-  Employee Benefits
-  HR Services
-  Individual Insurance

 "[They] Continue to impress me as incredible individuals and quality business people. A great example of how business should be operated and what good can be obtained from doing the right thing." Wyomissing, PA

Visit www.integrityservicesandsolutions.com
 or call 888.963.3133 to discover your solution!

Connect with us

FOCUS ON SUCCESSFUL TRICOUNTY AREA CHAMBER OF COMMERCE MEMBERS

The Eastwood Company

The Eastwood Company is the leading, multi-channel retailer in the DIY automotive tools, equipment and restoration supply market. Eastwood was established in 1978, and is a privately held company by the original founder. In the 40 years that Eastwood has been around, it has realized a consistent record of growth.

Featuring over 4,000 unique products, Eastwood also provides solutions that inspire DIY automotive enthusiasts to "Do the Job Right" and restore or customize their vehicle. With an in-house R&D team, Eastwood develops and introduces products to the DIY market, that are traditionally not available, such as its DIY Powder Coating System. Eastwood also offers a wealth of free on-line videos and blog content to help the DIY automotive enthusiast with most any stage of their project.

In addition to online and print channels, Eastwood also has three brick and mortar locations, those being in Pottstown, PA.,

Alsip IL., and Parma OH. These retail locations are staffed with technical experts and offer a "hands on" customer experience with the products and supplies. Throughout the spring and summer months, each retail location hosts several automotive cruise-ins and events. For more information, please visit www.eastwood.com

Sanatoga Animal Hospital LLC

With quality care, a friendly staff, and a loving doctor, Sanatoga Animal Hospital is the place for your pet. Located at the corner of Park Road and High Street, just off of Route 422, the staff works hard in order to assure the safety of one's pet.

The hospital has been accredited by the American Animal Hospital Association (AAHA) for nearly 25 years. AAHA accreditation ensures that a hospital meets high standards in dentistry, diagnostic imagery, laboratory testing, surgery, pain management, pharmacy, and patient care. Only 12 percent of veterinary practices in the United States of America and Canada voluntarily allow on-site inspection by AAHA to establish and maintain these standards.

Dr. Jitendra Sharma, DVM and the team at Sanatoga Animal Hospital provides loving care and compassion. They have state of the art equipment. The services offered include dental care, diagnostics, surgery, radiology, and general preventive patient care.

A comprehensive approach is emphasized in treating patients. Routine surgeries

such as spay and neuter or tumor removal are performed with laser technology. Laser surgery is less painful for the patient and allows a faster recovery. Peri- and post-operation pain management is achieved through pharmaceutical as well as therapeutic laser treatment.

Sanatoga Animal Hospital has been voted multiple times as The Best Animal Hospital in *Mercury's* Readers Choice.

Sanatoga Animal Hospital is open Monday through Saturday. For more information and coupon please visit www.sanatogavet.com



A TriCounty Chamber Story...

As the area's community hospital and one of its' largest employers, Pottstown Hospital remains highly involved in the TriCounty Chamber of Commerce to support economic growth and create connections with community leaders that enable us to continue Tower Health's mission of advancing health, transforming lives.



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Richard Newell,
CEO,
Pottstown Hospital
Tower Health

Check out TCACC Member Benefits by scanning the QR Code: see how we can *Make a Difference* in your organization

tricountyareachamber.com; 610.326.2900



Join Pottstown's Revitalization in this Great Building for the Enterprising Business Owner or Investor!



105 E. High St.,
Pottstown
\$199,900

1st Floor
Store/Office +
2 Apartments
Upstairs

High-Visibility Location
2,000 +/- Sq. Ft. Store/Office
Full of Character w/Chandelier,
High Ceilings & Skylights
Attached 1-Car Garage



Kelly Real Estate, Inc.
610-369-3600
www.gokellyrealestate.com

Eastwood Automotive Tools
263 Shoemaker Road
Pottstown, PA 19464
610-323-9099
www.eastwood.com

DO THE JOB RIGHT.

CHEMICAL GUYS
SPEED WIPE
QUICK DETAILER

SALE
\$6.17*
SAVE 38%

Item #16226

*Limit 4 Per Customer
Expires on 5/31/2018

BRING THIS COUPON TO RECEIVE DISCOUNT!

BusinessAdvisor

Promote YOUR business in the NEXT issue!
Call (610) 323-6253

ROUTE 422 BUSINESS ADVISOR GOLF GUIDE

Bellewood Country Club

A Private Club with Something for the Whole Family

Bellewood Country Club is a virtual sanctuary, providing a complete recreational experience surrounding the simple pleasures of golf, swimming, and good food. Bellewood is nestled in a serene setting where families and friends can relax, entertain, and celebrate special events. We are centrally-located in North Coventry, Chester County, bordering both Montgomery and Berks Counties PA, close to the Schuylkill River and Route 422.

The par 71, 6825-yard layout is sculptured through 171 acres of naturally rolling terrain. Two distinctive nines give the player the best of both worlds. The front nine is very much a links-style course with gentle rolling hills and emerald fairways highlighted by the tall yellow fescue grasses and natural wetlands. The back nine is a picturesque wooded layout framed by towering oaks, pines, and bordered by pink and white dogwoods. What separates Bellewood from other clubs is our no tee time policy, quick pace of play, and meticulously maintained course.

Swim or relax in the tranquility of our private Pools and Pool bar. The Pools at Bellewood Country Club is a social gathering place for families throughout the summer. The Club features three heated swimming pools, splash park, an outdoor covered restaurant/bar pavilion, and fire pit. The Pool Bar and Restaurant hosts regular summer social events for members and guests, including but not limited to live music, beer tasting, themed dinner events, pool parties, dive-in movies, and late-night swimming throughout the season. Whether relaxing by the pool or enjoying dinner and music, the Pools at Bellewood Country Club will pro-

vide hours of enjoyment for friends and family during the summer season.

Our boutique country mansion, set in beautifully manicured grounds, is a picturesque backdrop to the most poignant moments of your life. Brides, prepare for your special day in the Bellewood bridal dressing suite, then saunter down our spiral staircase to meet your groom and say your vows together. Treat your guests to cocktails on the patio before an evening of dancing, desserts, hors d'oeuvres - you name it, we'll make it happen for you! Our specialty is intimate private parties no matter what the occasion. Bellewood has hosted countless bridal showers, baby showers, and rehearsal dinners so you can be confident that our experienced team will be attentive and helpful in creating your special event. For membership information, please call 610.718.9100 and visit www.bellewoodgolf.com.

Hickory Valley Golf Club

Welcome to Hickory Valley Golf Club, featuring Pennsylvania's "BEST 36 Holes." Hickory Valley Golf Club, located in Gilbertsville, boasts 36 Championship Holes on two exquisite courses — The Presidential and the Ambassador.

The flagship of Hickory Valley, the **Presidential Course** combines something new with something old, as the layout incorporates nine of the original 27 holes with a memorable trip through an abandoned nursery over the new nine holes.

The Presidential first will capture your imagination as it escorts our guests across wide fairways, large undulating greens and vast array of bunkers, lakes and environmentally sensitive areas. Including the signature Par 4 Second, a 450-yard gentle dogleg

The Course
The Pools
The Clubhouse

Available for Golf Outings,
Weddings, Events and Parties!

BELLEWOOD
Country Club

Memberships Available
www.bellewoodgolf.com
610-718-9100

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

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

Although shorter in length at 6,450 yards than its sibling, the elder statesmen **Ambassador** more than makes up for it in a classic mature design. What seems benign on the scorecard is not the case, as the routing weaves its way through massive 70-foot high hardwoods to gently rolling greens that slope from back to front. Continuously praised from both the occasional as well as the accomplished golfer, the Ambassador is a course for all ages and levels of ability. The Ambassador offers impeccably conditioned

fairways and some of the smallest and smoothest putting surfaces in the region.

Ever the cordial diplomat, The Ambassador does have its own version of "golf hardball" when making a strong stand for it, including the 610-yard par five 9th hole and the 465 yard par four 13, where many a quality round has gone astray... Ranked by *Golf Digest* at three and half stars, the Ambassador will thrill you with its natural beauty and creativity.

Lessons and Golf Shop

Hickory Valley Golf Shop is stocked with golf balls from Titleist, Callaway, Bridgestone, Taylor Made, Precept and others. Clothing from Ashworth, Ahead, Antigua." For golf clubs, see Ping Certified" Head Golf Professional and Director of Golf Operations, Steve Holoachock for a personal fitting. Teaching golf is one of Mr. Holoachock's passions, as he has worked for *Golf Digest Magazine* in the past as an Associate Instructor throughout the country.

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

Hickory Valley Golf Club

36 Championship Holes on two exquisite courses —
The Presidential and the Ambassador!

Pro Shop Hours
Open seven days a week
6:00 AM - Dusk
Weather Permitting

Golf Balls from Titleist, Callaway, Bridgestone, TaylorMade, Precept and others. Clothing from Greg Norman, Bermuda Sands, Antigua.

Need clubs or lessons? See our "Ping Certified" Head Golf Professional and Director of Golf Steve Holoachock.

610.754.7733
www.hickoryvalley.com

1921 Ludwig Road, Gilbertsville, PA 19525

Pennsylvania's "BEST 36 Holes."

ROUTE 422 BUSINESS ADVISOR GOLF GUIDE



Arrowhead Golf Club

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

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

visit the online store and obtain online coupons at www.arrowheadgolf.net.

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

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to

Florence McLean Owner & Operator

Our 65th Anniversary

Arrowhead Golf Club

A mature challenging public golf course with 27 meticulously maintained holes nestled in a serene wooded setting

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions • Catering

100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees Weekdays—\$20.00 Weekends—\$32.00

Riding Carts \$10.00 per person

Pro Shop • Snack Bar • Rental Clubs

5 minutes from Route 422 & 862N Intersection

For Tee Times Call (610) 582-4258

200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge. Arrowhead is happy to provide catering for your event, or you can provide the catering yourself.

You are invited to visit Arrowhead and

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

We are having a 33rd Year Anniversary Membership Celebration at Pickering Valley Golf Club with savings. However, your urgent response is needed as there are only a limited number of Anniversary Memberships available.

UNLIMITED GOLF 2018 - 2020

\$89.00
PER YEAR

**LIMITED
TIME
OFFER**

Plus a \$10 per year admin fee



610-948-2320



SPRING HOLLOW

Open to the Public!



GOLF

DINING

EVENTS



3350 Schuylkill Road (Route 724) Spring City, PA 19475

610.948.5566

www.springhollowgolf.com

Welcome to Pickering Valley Golf Club — Celebrating Over 30 Years

Pickering Valley Golf Club is a friendly, family owned public golf facility located just off the Malvern / Phoenixville exit of the PA Turnpike and minutes from King of Prussia. Pickering Valley Golf Club is also an easy drive from Philadelphia, Lancaster, and Wilmington DE.

We are one of the most scenic golf courses in Chester County offering beautiful vistas and a challenging test of golf's most seasoned players. A natural turf driving range and putting green keep you in top form. Multiple tees meet the needs of any golfer's ability. Choose Pickering Valley for your next group or company outing.

Pickering Valley is having a 33rd Anniversary Membership Celebration with huge savings. Your urgent response is needed as there are only a limited number of Anniversary Memberships available (see ad on page 20 for details).



Call 610.933.2223 or browse the website www.golfpickeringvalley.com for more information. Pickering Valley Golf Course, 450 South White Horse Road, Phoenixville, PA 19460.



Gilbertsville Golf Club

2944 Lutheran Road
Gilbertsville, PA 19525

610.323.3222

www.golfgilbertsvillegc.com



27 Hole
Public Golf Course
Leagues • Outings Available

\$10.00 OFF

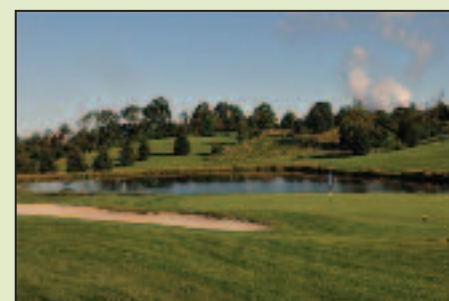
Green Fee Monday-Sunday
Not Valid with Other Offers
Must Present this Coupon

Expires 5/31/18 4228A

Spring Hollow Golf Club

Spring Hollow Golf Club, 3350 Schuylkill Road (Route 724) Spring City, is a challenging, 18-hole public Golf Course with a full-service restaurant and banquet facilities that opened in 1993 in beautiful Chester County. They are celebrating their 25th anniversary this year! Spring Hollow Golf Club is truly a hidden treasure of the Tri-County Area – In fact, they have been named “Best Banquet Facility” by the readers of the Mercury four times! The golf course has a layout that blends in the features of this one time dairy farm. The frequent elevation changes and multiple sets of tees affords players not only challenging shot selections, but also beautiful views of the surrounding area.

The Grille is the full-service restaurant at Spring Hollow. With its comfortable setting



it is a great place to meet friends after work or to have a relaxing sit-down dinner. In the warmer months, you can dine outside on the covered deck or on the patio while overlooking the golf course.

The Banquet facilities at Spring Hollow can be used for all types of events - Reunions, Birthday parties, Weddings, Business meetings, Golf Outings just to name a few. For additional information, please call 610.948.5566.

Gilbertsville Golf Club

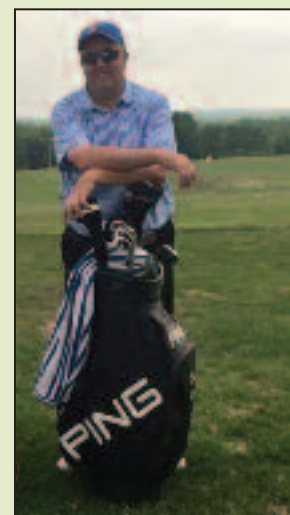
After a longer layoff than recent years past, Gilbertsville Golf Club is looking forward to a fantastic 2018 golf season! Gilbertsville Golf Club is a 27-hole facility, open to the public! Memberships Available!

Gilbertsville GC is happy to announce the hiring of Head Golf Professional Mr. Chris Carr. Along with 25+ years of Golf Professional experience, Chris has proven himself as a Master in the areas of Tournament Operation, Golf Instruction, Club Repair & Club Fitting. Having worked for Jack Nicklaus, Jim Flick, Martin Hall, Bob Thatcher and many more top names in golf; Chris has much to offer all levels of golf enthusiasts.

As always, Gilbertsville Golf Club will offer phenomenal customer service and impeccable course conditions under the supervision of Golf Course Superintendent Mr. Eric Noonan and staff. Whether you're looking for daily fee play, golf outings, league play, golf instruction or anything golf; Gilbertsville Golf Club is the place to go!



For further information, contact Chris Carr Golf Professional at governorofgolf@aol.com, or please call 610.323.3222, and visit: golfgilbertsvillegc.com. Like us on FB for upcoming deals & discounts. Book on line for potential discounts.



Chris Carr, Golf Professional

Everyone's Talking...



...about The Victory Bank Secret!

- **UNMATCHED** "White Glove" Service
- **FREE** No-Fee Business Checking Accounts
- **EASY** Remote Check Deposit
- **SIMPLE** Fixed Rate Business Term Loans
- **CONVENIENT** Variable Rate Business Lines of Credit
- **QUICK** Commercial Mortgages
- **SBA** Lending Experts

Businesses throughout the region trust The Victory Bank because we do what we promise.



The Business of Banking...Done Right



Member FDIC

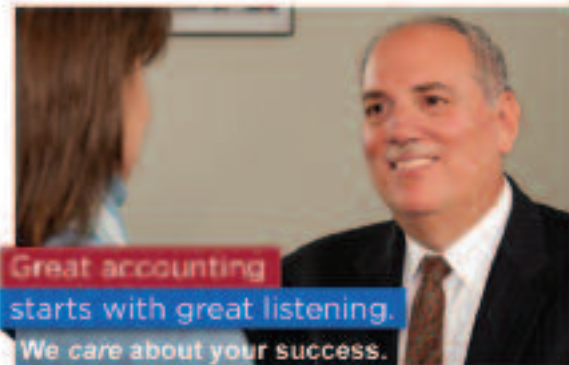


548 North Lewis Road, Limerick, PA 19468

610.948.9800 • www.victorybank.com

Specialized knowledge in:

- Tax preparation
- Small business accounting
- Part-Time CFO Service
- Payroll services
- Strategic business planning



Contact us today for a free consultation:
610-670-6170 or ron@ryderco.com

RYDER & COMPANY

Haly Home Comfort's Love of the Customer

Haly Home Comfort is a Malvern-based business that has been serving customers for over 30 years in Chester, Montgomery, Bucks and Delaware counties. Keeping customers comfortable is the goal they reach for every single day.

After a cold winter keeping customers warm, Haly Home Comfort and their sister company Great Valley Propane are thinking ahead for warmer weather- and warm weather activities like swimming, grilling, and relaxing! They are offering several specials for new home comfort systems as low as \$64.99 a month, restrictions apply so they urge people to call 610-251-0342 for complete details. And for new service customers, an AC or Heat Pump tune up is just \$59.99.

Great Valley Propane offers propane for your pools, grills, and generators. Haly Home Comfort is a one-stop shop for all home equipment needed to stay comfortable- AC, hot water heaters, boilers, furnaces. Plus, they perform oil to propane

tank conversions if you are looking for a cleaner, less expensive fuel for heating and cooking.

Haly Home Comfort also works with local construction firms, offering dumpsters at affordable prices by the week and offer propane for homes during construction at NO charge.

Haly Home's Comfort service people are the reason customers love to work with Haly- they know they only have to make one call to get their home comfort taken care of, and they know they will always speak to someone they know.

Haly keeps people warm in the winter and cool in the summer, and install generators for stormy or wintery weather. Plus, Haly offers a referral program- refer a friend and get a \$100 credit on your account, plus your friend benefits with \$100 too.

Want to be comfortable - call Haly Home Comfort today at 610.251.0342 or see halyoil.com.



PA 010857



PA 086695

Available 24/7/365

Your One-Stop-Shop for Total Home Comfort!

Heating Oil, Propane, HVAC, Tank Removals & Installs, Hot Water Heaters, Generators, Dumpsters, Temporary Propane for Construction and Service Agreements for the best price!

Call today 610-251-0342

Halyoil.com

GVPropane.com

NATIONAL BUILDING SAFETY MONTH

FOCUS ON ENGINEERS

Robert E. Lamb, Inc.

Robert E. Lamb, Inc. provides planning, design, and construction services for industrial clients and specializes in the design of manufacturing facilities, warehouses, labs, clean rooms, and offices. Founded in 1917 and based in Valley Forge, Pennsylvania, Lamb has successfully completed thousands of industrial projects of various sizes across the country.

Our in-house staff includes architects, civil, structural, industrial, mechanical, and electrical engineers, estimators, and construction management personnel. Our projects range from single-focus projects, such as HVAC improvements, to reorganizations of production areas, to new or expanded facilities.

If you are thinking of updating your existing facility or building an entirely new one

within the next few years, now is the time to start talking with us. We can work together to complete an operational planning study to align your facility with your business plans. A planning study includes activities such as work flow analyses, space planning, and the development of floor plan options. Our civil engineers can develop conceptual site layouts incorporating circulation, storm water management, security, and other required site features. They are well-versed with navigating the land development process and can help achieve regulatory permitting and approvals for your project.

Call us today at 610.666.9200 and visit www.relamb.com to learn more about how we can take your facility project from concept to completion.

Thinking of an Expansion? Our Architects and Engineers can help.

Facility managers often have a vision of what projects need to be done, but struggle with knowing where to start. The architects and engineers at Robert E. Lamb, Inc. can help transform these facility visions into reality.



Expertise:

- ✓ Master planning
- ✓ Industrial engineering
- ✓ Optimal floor plan layouts
- ✓ Land development
- ✓ Equipment integration
- ✓ MEP systems analysis

Contact us today!
610-666-9200



Robert E. Lamb, Inc.
Planning Design Construction

Valley Forge, PA

info@relamb.com

www.relamb.com

Congratulations on Bayerstown's 150

From ALL COUNTY & ASSOCIATES

Land Surveying • Civil Engineering
Environmental Permitting

Building Permit Plans... The Maze.

BE SURE TO ASK THESE IMPORTANT QUESTIONS:

How do I know if I need a Building Permit Plan?	What other Agencies will be involved?
What does the typical Building Permit Plan consist of?	How long of a process is this?
What grading or elevation needs to be shown?	How much does a Building Permit Plan cost?

Where do I find the help I need to get a Building Permit Plan done? You need to look no further than All County & Associates, Inc. (ACA). ACA is a professional Land Surveying, Civil Engineering and Environmental Permitting firm located in southeastern Pennsylvania ready to serve your Building Permit needs. Our experienced staff works throughout Pennsylvania and has done so since our inception in 1982. As a full service company, ACA has the knowledge and experience to make your goals become a reality.

We offer many other services, including:

• Subdivision/Land Development Design	• On-site Sewage Disposal System Inspections
• Environmental Permitting	• Boundary Surveys
• Hydraulic Load Testing	• Wetland Investigations

On-site Sewage Disposal System Inspections...Let it flow.

BE SURE TO ASK THESE IMPORTANT QUESTIONS:

Are you buying a house served by a septic system?	What is a drainfield?
What type of Septic System do I have?	Should the septic system be inspected?
Where are the components of my Septic System located?	How much does an On-Site Sewage Disposal System Inspection cost?
What is a septic tank?	

Where do I find the help I need to get an On-site Sewage Disposal System Inspection done? You need to look no further than All County & Associates, Inc. (ACA). ACA is a professional Land Surveying, Civil Engineering and Environmental Permitting firm located in southeastern Pennsylvania ready to serve your On-site Sewage Disposal System Inspection needs. Our experienced staff performs inspections throughout eastern Pennsylvania and has done so since our inception in 1982. As a full service company, ACA has the knowledge and experience to make your goals become a reality.

We offer many other services, including:

• Subdivision/Land Development Design	• Environmental Permitting
• Boundary Surveys	• Hydraulic Load Testing
• Wetland Investigations	• Building Permit Plans

Land Surveying • Civil Engineering • Environmental Permitting

www.all-county-assoc.com

e-mail: info@all-county-assoc.com • 1-800-220-9166

P.O. Box 472, St. Peters, PA 19479 • 610-468-3838 • fax: 610-468-6386

610-487-6445 • fax: 610-487-6787



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists

We've Got
The 422
Region
Covered!



Subsurface Investigations

Construction Inspection and
Testing

Geotechnical Design & Analysis

Clean Fill Testing

Stormwater Infiltration Testing

Laboratory Soils Testing

Carbonate Site Assessments

Environmental Site Assessments
and Remediation

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-697-5701

Lehigh Valley: 610-987-4540

South Jersey: 856-788-1001

QUALITY * COMMITMENT * PERFORMANCE

APARTMENTS



RIVERWORKS
PHOENIXVILLE
Luxury Studio, 1- and 2- Bedroom Apartments

One Month Free* | Lease Today

45 North Main Street, Phoenixville, PA 19380 | 610.709.1660 | LiveRiverworks.com

Toll Brothers *Offering made by the advertiser. This advertisement is not intended to be used to confirm availability. The advertiser is not responsible for any errors or omissions. The advertiser is not responsible for any errors or omissions. The advertiser is not responsible for any errors or omissions.

CONTRACTOR / REMODELING

FREE Estimates *Serving the tri-county area!* PA 08C410319

HOMeWerks LLC
BUILDING & REMODELING
"Quality is Our Standard"

- HOME IMPROVEMENTS • DECK & PATIO
- WINDOWS & DOORS • KITCHEN & BATH

610.369.1457
ImproveYourHome@comcast.net

BOOKKEEPING / ACCOUNTING

Breslow's Bookkeeping Business
Serving Collegeville and the Surrounding Areas
Beth Breslow • 215.272.5217 • bethbreslow@gmail.com
www.breslowbookkeeping.com

Specialized knowledge as a QuickBooks ProAdvisor helping your business with the following:

- Financial Reporting • Budgeting
- Monthly Bank & Credit Card Reconciliations
- Accounts Receivable & Payables
- Client Invoicing • Payroll Processing

Save Time & Money
Utilizing a Bookkeeper vs. a Full Time Office Employee



CORPORATE MEETING FACILITY



Peddler's Village
Where everything but ordinary.

A Beautiful Place to Wed and Dine!
610-754-8800 • peddlersvillage.com • 2000 N. 2nd St., Pottsville, PA 17860

CREDIT CARD PROCESSING

NETCOM
ERCHANT
SERVICE
CONSULTANTS
MerchantServiceConsultants.com

Call **TODAY** to find out
how to keep more money
in your business!
866-677-1608

Would you like
to keep more
PROFIT
of every
Credit Card
sale?



BUSINESS CONSULTANT



25 Years of CFO and Controller Experience
at Your Service When You Need It.

AQUALITYCFO, LLC
Financial Problem Solver & Advisor
Tony DiGirolamo • www.AQualityCFO.com

You can profit from our experience! Let us discuss your needs and determine the right service plan for your company.

Contact Tony DiGirolamo at 610.207.3081
email: Tony@AQualityCFO.com

- Business Operations
- Decision Support
- Part-Time CFO

FINANCING / LEASE

FINANCING
For Equipment, Vehicles, and Structures
◆ Finance or Lease ◆
Put our Experience to work

- We help all credit types from strong to challenged
- Start-ups considered
- Equipment "4" working capital programs

Contact Jennifer L. Berkis-Kemmerer,
1-800-743-3009
Email: jennifer.blc@comcast.net
WWW.BUSINESSLEASECONSULTANTS.COM




GARDEN CENTER/NURSERY

PUGHTOWN AGWAY

819 Pughtown Road & Rt. 100, Spring City, PA 19475
Located 1/4 mile south of Routes 23 & 100

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3
Garden Center (610-469-6888) open every day including Sunday

- Legends, Triple Crown and Buckeye feed lines.
- Baled Shavings and Bedding Pellets.
- Hay, Straw & Premium Wood Fuel Pellets.
- Organic Chicken Feeds & all kinds of Bird Seed!
- Bulk & Bagged Compost, Soils & Mulches.
- Grass & Pasture Seeds.
- Lime & Organic & Commercial Fertilizers.



INTERIOR DECORATING

DECORATING DEN INTERIORS

10% OFF select blinds
and shades
Offer ends 5/30/18

Barbara McInnis-Hayman
Owner & Decorator
484.624.4787
barbaramcinnis@hotmail.com
barbara.decoratingden.com

GIFT BASKETS

Betty's Originals

185 Mill Road
Schwenksville, PA 19473

... Gift Baskets For ALL Occasions ...

- Corporate Parties
- Spa Baskets
- Baby Baskets
- Fresh Fruit Baskets
- Cracker Snack Baskets
- PA Dutch Baskets
- Baking Baskets

Call Today
To Place Your Order
610-287-9010
Delivery & Shipping Available
**Discount on orders
of six or more!**

LIMOUSINE SERVICE

Michael's Classic Limousine
Welcomes Wanish Limousine's
Customers!

MICHAEL'S
Classic Limousine
610.929.4919
www.michaelsclassiclimo.com



GRAPHIC DESIGN

LINDA JACOBS
DOWNTOWN
De[z]ign

238 E. High St., Pottstown
484.363.7793
downtownde[design].com

LODGING

Twin Turrets Inn

A Delightful Stay is Assured

My husband, Frank, and I welcome you to
The Twin Turrets Inn. Our English Springer
Spaniel, Elizabeth Queen of the Turrets,
affectionately known as Lizzie, will also
welcome you with her joy.
Marionne Deery, Innkeeper

11 East Philadelphia Avenue • Pottstown, PA 19412
www.TwinTurrets.com 610-367-4513 • 1-877-877-7897

HEALTH / HEALTHCARE

PREMIERE SPEECH AND HEARING

Your Preferred Communication Experts

(610) 454-1177
555 Second Avenue, Suite D-204
Collegeville, PA 19426

(717) 625-0072
Lititz, PA
www.premierespeechhearing.com
FORMERLY COLLEGEVILLE SPEECH & HEARING

Don't miss out on life's simple pleasures.

Hear.
Communicate.
Live.

LODGING / MEETING FACILITY

2017 brought many exciting changes for us:

- New lobby
- Lobby Bar, serving a lite fare menu
- Sundry Shop
- Updated and expanded Sunroom
- Expanded meeting space with on-site catering
- New Fitness Center with a Yoga Studio, HD Interactive Bikes and Cross Fit Style Programing
- A Fire Pit Table in our private interior Courtyard

Come see why we have been awarded Trip Advisor's
Certificate of Excellence for the last seven years!

**The Inn at
King of Prussia**
610-265-4500 or www.bwkop.com

PAINTING & WALLCOVERING

Help Wanted!
Good Quality Painters

BANCROFT
WALLCOVERING/PAINTING, LLC
215-234-2209

Full service interior/exterior painting and wallcovering

- Interior & Exterior Painting
- Powerwashing
- Wallpaper - Removal & Installed
- Caulking & Patching Expert

HIC# PA058066

Specializing in quality work and excellent customer service before and after the sale!

SALON / HAIR STYLIST

LOOK PROFESSIONAL. FEEL PROFESSIONAL!

DISCOVER

YOUR *professional* REFLECTION

reflections

Call for a FREE consultation!

reflectionshairdesigns.com
939 E. Schuylkill Rd., Pottstown, PA 19464
610.323.2030

PRINTING & PROMOTIONAL

ALEX
PRINT & PROMOTION

Quality At The Right Price And On Time

Printing - Anything from small runs of business cards to full color catalogs with mailing

Promotional Items - Over 850,000 products available - Shirts, Mugs, Pens, Etc.

Competitive Pricing - In Many Cases Below Retail!

Impeccable Customer Service - We Answer The Phone!

Visit www.alexpromo.net to browse thousands of products and see testimonials from local customers.

Robyn Belo
Sales Rep

484-988-1156 • E Mail - jfisher@zdial.com

SECURITY SERVICES

GUARDIAN
PROTECTION SERVICES

OUR WHY
To Help Protect and Enhance People's Lives and What They Value Most

Office: 215.867.4542
Cell: 610.636.6254
Email: sbilo@gpsx.net

11 Penns Trail, Suite 400
Newtown, PA 18940
1.800.297.6054

Kip Bilo
Residential Sales Manager

REAL ESTATE / FOR SALE/LEASE

Chris James Hector
ABR, GRI, CRS
Broker / Owner
Cell: 610-316-3678
ChrisJamesHector@verizon.net

Chris James Hector Realty

Andrea Heskett
Realtor
Cell: 610-329-1622
AndreaHeskett@gmail.com

610-933-7592
Fax: 610-933-2888

Office: 213 Sherwood Ln., Phoenixville, PA 19460

POTTSTOWN \$107,500

Large twin home near the Hill School. 5 BR, 1.5 BA, LR, DR, Huge El Kit, Lndry, Bsmt, Fenced Yard, Fresh Paint, Carpet, & Tile.

INVESTORS - Home was Sect. 8 approved. Must see inside! Call Nancy 610-808-8854

Nancy & Don Peters
peterspartners@verizon.net
RE/MAX Achievers, Inc.
610-489-5900

SIGNS / BANNERS / GRAPHICS

Raise Your Business Visibility

FAST SIGNS

More than fast. More than signs.

180 Shoemaker Rd., Pottstown, PA 19464
o: 484-624-4874 | e: 566@fastsigns.com | w: fastsigns.com/566

Celebrating 25 Years Serving the Tri-county Area!

GRABER
25 YEARS
Letterin
SIGN CO.

- ◆ SIGNS & BANNERS
- ◆ TRUCK/VEHICLE GRAPHICS
- ◆ DIGITAL PRINTED DECALS
- ◆ LOGO DESIGN
- ◆ SCREEN PRINTED TEES
- ◆ EMBROIDERED APPAREL

www.graberletterin.com
610-369-1112
58 Schoolhouse Rd., Boyertown, PA

CALL (610) 323-6253 TO PROMOTE YOUR BUSINESS
IN THE ROUTE 422 BUSINESS MARKETPLACE



ROUTE 422 BUSINESS ADVISOR DINING GUIDE

Call 610.323.6253 to promote your business in the Dining Guide.



Bridge Inn Pleasantville

3 Covered Bridge Road
Oley, PA 19547

610-689-5818

info@BridgeInnPleasantville.com

www.BridgeInnPleasantville.com

Find us on Facebook
for our latest info and specials!



Bridge Inn Pleasantville Restaurant & Martini Lounge

Enjoy dining at a relaxed, comfortable pace at the Bridge Inn Pleasantville Restaurant & Martini Lounge, located at the intersection of 3 Covered Bridge Road & Rt. 73, Oley, PA 19547. All of our food is cooked to order. So, sit back, unwind and enjoy our American cuisine.

Our large menu offers many freshly made appetizers and flatbreads that set the tone for our delicious entrees. The vast entree selections include

seafood, steak, pork, chicken and pasta, as well as vegetarian options prepared by our vegetarian chef.

The upstairs Martini Lounge features live music on weekends and over 50 martinis, a wide variety of hand-crafted specialty drinks, craft beers and our newly updated wine menu. Reservations are encouraged. Please call 610.689.5818, and visit www.BridgeInnPleasantville.com. Hours: Please visit our website.



Speck's Drive-In (610) 489-2110

"Chicken at its finest!"

3969 Ridge Pike, Collegeville, PA 19426
www.speckschicken.com
Family owned and operated since 1953

Hours:
Mon - Fri 10am - 9pm
Saturday 11am - 9pm
Sunday 12:00pm - 8pm

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



"The Best Kept Secret in Chester County"

Breakfast Until 1:30 Everyday
Breakfast • Lunch
Homemade Soups • Daily Specials

Open Seven
Days a Week!

Monday - Friday
6 AM - 2:30 PM
Saturday - Sunday
7 AM - 2 PM

610-933-1646
Fax 610-935-8171
1371 Valley Forge Road (Route 23)
Phoenixville, PA 19380



Filming Site for
The Happening



**EVERYDAY
SPECIAL**

**Coventry Mall
Food Court**

7oz Angus Burger®
Fries
Beverage
\$4.49 plus tax





Find us on [facebook](#) at Gracie's 21st Century Cafe and Catering
610-323-4004

21st Century Cafe & Catering
CIVILIZED DINING
in the Country

We are here for all of your catering needs
both in-house or at your location!

We will happily accommodate your requests and extend holiday
hours to your Holiday Parties, Dinners, Luncheons, Brunches,
and other special occasions.

1534 Mantawny Road, Pine Forge, PA 19348
www.gracies21stcentury.com



ROUTE 422 BUSINESS ADVISOR DINING GUIDE

(24)

Limerick DINER

(7)

Great location for business meetings, lunches, and parties!

Delicious home-style meals in a real diner setting, seven days a week, 24 hours a day.

411 W. Ridge Pike
Limerick, PA 19468

P - 610.489.3500
F - 610.489.3151
www.limerickdiner.com

**Luncheons
Dinners
Beer
Cocktails**

Serving the area since 1960,
Route 100 South, Pottstown

**Famous for
Hand-Carved
Beef &
Home-made
Snapper Soup!**

Ye Old Coventry Pub

610-323-5790 Open every day at 11:00 A.M.

Ye Old Coventry Pub

LUNCHEONS • DINNERS
BEER • COCKTAILS

The Seven Stars Inn

is the original Chester County Steak House.
We feature overly generous portions of the finest
beef, veal and seafood



since 1736

610-495-5205
www.sevenstarsinn.com

Serving Dinners Tuesday through Sunday

263 Hoffercker Road
Phoenixville, PA 19460

CHOW!!

FRESH, CASUAL B.Y.O.

Lunch, Dinner, Sunday Brunch

www.chowbistro.com 484.902.8495

Ye Old Coventry Pub

Good Food, Good Friends and Good Times has been the motto of the Coventry Pub for many years. Conveniently located South of Pottstown and North of Bucktown on Route 100, the Coventry Pub was originally a farmhouse, and started as a pub in 1960. Ye Old Coventry Pub is famous for its hand carved roast beef — cooked and carved from a standing beef roast, and home-made snapper soup. In addition, the Pub features a full lunch and dinner menu, and a variety of sandwiches and salads, as well as a comfortable bar. The friendly Pub is a perfect place to watch sports and chat. The Pub also has a separate dining room, and we have patio dining — weather permitting — dogs are welcome to sit out at the patio.

Daily specials: Every Monday — special “2-for-dinners” with five choices — chef special dinners; Tuesday — Taco Tuesday; Wednesday — Burger Day specials; Thursday — Clam special & Trivia, 8-10 P.M. featuring fun and prizes. Weekend dinner specials include Prime Rib; Saturday afternoon — Soup and Sandwich special; Sunday — Family Day-Wert’s Birch Beer on tap from 1960s, a local favorite from Topton; Shepherd’s pie and children’s menu.

The Coventry Pub features 11 drafts with three rotating seasonal taps. There is always a draft and cocktail special. Check out our Facebook page for daily specials and events. For more information, please call 610.323.5790.

www.jtsgourmetdeliveryllc.com

JT's Gourmet Delivery, LLC



Free Home Delivery Call 610.914.8765

Jim Thomson, Owner



Everything you need from appetizers to dessert for an entire meal!

- Hand Cut Black Angus Beef
- Antibiotic-Free Chicken
- Wild Caught Seafood
- Jumbo Lump Crab Products
- Special Requests
- Gluten free, Organic, Hormone free and Natural products.

*Proud member of the TriCounty Area Chamber of Commerce
and the Greater Reading Area Chamber of Commerce,
Fully licensed and insured.*

Previously known as Rite On 10

OPEN EVERYDAY

THE LONG WAY HOME
GRILL & PUB

Minutes from Lancaster County
At the corner of routes 322 & 10

(610) 273-2444

4690 Horseshoe Pike | Honey Brook, PA 19344

waynebrookinn.com



The Waynebrook Inn / The Long Way Home Grill & Pub

Located at the corners of routes 322 & 10 in Honey Brook, the Waynebrook Inn Hotel & Suites puts a little life back in town since re-opening in November 2017. The building was originally constructed in 1865 & named the General Wayne Hotel, after General "Mad" Anthony Wayne. The hotel offers 20 rooms, three with Jacuzzi tubs. No two rooms are the same & have quite a homey feel.

Inside the hotel, you'll find The Long Way Home Grill & Pub. The story behind the name? Envision this, you're sitting at home, waiting for your significant other to arrive. As time passes, you wonder where they are. When they arrive, they tell you they took "The Long Way Home." Funny, right? Two of the partners, Cliff & Wes Long, are father & son, so the name was a play on their family name. In addition to Cliff & Wes, you'll also get to know Samantha & Paul. Honey Brook residents have expressed how much they love getting to know the new owners, as they are very hands on and present within the business.

If you're looking for a place to have your next special function, whether it's for a birthday, bridal shower or business meeting, The Waynebrook Inn has a space available to host your event. Across the hall of the grill dining room, you'll find the club room. This room can hold up to 60 guests and has a private bar available. For smaller parties of 36 or less, you can rent the garden room. This room overlooks the courtyard/garden. Looking for an outdoor space? The courtyard is the perfect spot!

The Lower Level of the Inn was converted into a sports pub in the 1990s. With live entertainment, trivia, dancing, karaoke, Sunday afternoon Jazz & more, you're sure to find something you'll enjoy at The Waynebrook Inn. To make a reservation for lunch, dinner or Sunday brunch, book your party, reserve a room or learn more about us, call 610.273.2444. "Like" us on Facebook: Waynebrook Inn. Visit us at www.waynebrookinn.com.

484-938-7125 **Pink Moose** Follow us on Facebook

Hours
Monday - Friday 7 am til 3
Wednesday 9 til 3
Breakfast 7; Lunch 11:30 to 3
Saturday 9:30 til 3
Sunday CLOSED

147 Main Street, Royersford
Historic Royersford Train Station
pinkmoose-icecream-cafe-catering.biz

Ice Cream Cafe & Catering

Molly's Shebeen Pub

TO MAKE YOUR UPCOMING EVENT MEMORABLE, PARK AN AUTHENTIC IRISH PUB IN YOUR OWN BACKYARD!

Call: 610.564.7816
www.mollysfoodtruck.com

Available for:

- Private and Corporate Events
- Bachelor & Bachelorette Parties
- Anniversary Parties
- Rehearsal Dinners
- Fundraisers
- Company Picnics
- Block Parties

3790 Morgantown Road
(10 minutes south of Reading on Rt. 100)

610-856-7887

EMILY'S
Casual Fine Dining in a Historic Landmark

Lunch: Tuesday - Friday 11:30 am - 2 pm
Dinner: Tuesday - Saturday 5 pm - 9 pm

Award-Winning Dining known for Steaks, Seafood, Pasta and more . . .

Our deck seats 100!
Perfect for business gatherings & dinners, holiday & retirement parties.
Open 7 days a week for private parties!

www.emilysberks.com

Ask about our specials!

Open
Thursday - Sunday
11:00 am - 8:30 pm

Pizzas | Strombolis
Calzones | and more . . .

Penny's Pizza
Home of the Red Top

Pick up or Delivery
Call 610-489-3636
or Order online at pennypizza.com

Facebook | Twitter | Instagram

**CALL 610.323.6253 TO PLACE
YOUR AD IN THE DINING GUIDE.**

ADVERTISED SERVICES DIRECTORY

ACCOUNTANTS		INFORMATION RETRIEVAL SERVICES	
A MAZZO ACCOUNTING SERVICES	15	CUBE INFO SOLUTIONS	45
CONTROLLER ON DEMAND	7	INSURANCE / SURETY BONDING FOR CONTRACTORS	
ACCOUNTANTS / PAYROLL SERVICES		THE KEATING AGENCY	43
RYDER & COMPANY	22	INSURANCE & FINANCIAL SERVICES	
ACCOUNTANTS / TAX / ADVISORY		NESTER INSURANCE	60
WILLIAMS & ASSOCIATES	12	INTERIOR DECORATING	
ADVERTISING / DIRECT MAIL		DECORATING DEN INTERIORS	25
JWM DIRECT	42	LANDSCAPE SUPPLY	
APARTMENTS		BLACK LAB LANDSCAPE SUPPLY	41
RIVERWORKS APARTMENTS	24	LANDSCAPING / GARDENING	
ARBORIST / TREE SERVICE		POTTSTOWN ROLLER MILLS	51
TREE SMART TREE SERVICE	43	LANDSCAPING / PROPERTY MAINTENANCE	
ARCHITECTS		CLEAN CUT LAWN SERVICE	52
P. RICHARD FRANTZ, AIA	16	LIMOUSINE SERVICE	
ATTORNEYS		MICHAEL'S CLASSIC LIMOUSINE	25
O'DONNELL, WEISS & MATTEI, P.C.	17	RHOADS LIMOUSINE SERVICE, INC.	52
WILLIAM P. BROGLEY, ATTORNEY AT LAW	41	LODGING / BED & BREAKFAST	
WOLF BALDWIN & ASSOC. PC	51	THE TWIN TURRETS INN	25
AUTOMOTIVE / HOBBIES		LODGING / MEETING FACILITY	
EASTWOOD COMPANY	18	BEST WESTERN KING OF PRUSSIA	25
AUTOMOTIVE / SERVICE		MAINTENANCE/JANITORIAL SERVICES	
BOB'S AUTO	47	DEMEDIQ'S BUILDING MAINTENANCE	10
CJ'S TIRE & AUTOMOTIVE SERVICE	47	MARKETING / ADVERTISING	
EMBODY'S SUNOCO	46	BERKS DIGITAL, INC.	45
H & F TIRE SERVICE	47	MEDICAL SPA / COSMETIC PROCEDURES	
HARON & SONS AUTOMOTIVE	47	YOUNG MEDICAL SPA	13
KING'S AUTO REPAIR, INC.	46	MEETING / EVENT FACILITY	
MEINEKE CAR CARE CENTER	47	BALLY SPRING INN	11
RED KIEFFER'S AUTO REPAIRS, INC.	46	ORGANIZATION	
WHEELS IN MOTION	46	POTTSTOWN ROTARY CLUB	58
BANKING / FINANCES		ORGANIZATION / CHAMBER OF COMMERCE	
AMERICAN HERITAGE FEDERAL CREDIT UNION	43	TRICOUNTY AREA CHAMBER OF COMMERCE	18
BELLCO FEDERAL CREDIT UNION	14	ORGANIZATION / TOURISM & CONVENTIONS	
DIAMOND CREDIT UNION	7	VALLEY FORGE TOURISM & CONVENTION BOARD	8
HARLEYSVILLE BANK	30	PAINTING & WALLCOVERING	
KEY BANK	50	BANCROFT WALLCOVERING/PAINTING, LLC	26
THE VICTORY BANK	22	PAYROLL SERVICES / BOOKKEEPING SERVICES	
TOMPKINS VIST BANK	11	EXPRESS DATA SYSTEMS, INC.	13
WSFS BANK	54	PEST MANAGEMENT	
BOOKKEEPING / ACCOUNTING		MOYERS INDOOR OUTDOOR	53
BRESLOW'S BOOKKEEPING	24	PHOTOGRAPHY PROFESSIONAL	
KARLENE'S CONSULTING	24	STYLISH IMAGES PHOTOGRAPHY	56
BUSINESS & MARKETING CONSULTANT		PRINTER / PUBLISHER	
INTERLACE COMMUNICATIONS, INC.	48	READING EAGLE	50
BUSINESS BROKERS		PRINTING & PROMOTIONAL ITEMS	
MARATHON CAPITAL ADVISORS / FINANCING ADVISORS	53	A-LEX PRINT & PROMOTION	26
BUSINESS CONSULTANT		PRINTING & SHIPPING	
AQUALITYCFO, LLC	24	EVERYTHING PRINTING & SHIPPING CENTER	16
CONTRACTOR / REMODELING SERVICES		REAL ESTATE / FOR SALE/LEASE	
DESCCO DESIGN & CONSTRUCTION, INC.	43	APTCOR COMMERCIAL REALTORS	10
HOMEWERKS, LLC	24	BRODE & BROOKS, INC. REALTORS	42
CORPORATE MEETING FACILITY		CHRIS JAMES HECTOR REALTY	26
PEDDLER'S VILLAGE	24	KELLY REAL ESTATE	18
CREDIT CARD PROCESSING SERVICES		RE/MAX ACHIEVERS, INC. PETERS PARTNERS	26
MERCHANT SERVICE CONSULTANTS	24	RE/MAX SYNERGY	56
DRONE VIDEOGRAPHY / PHOTOGRAPHY		ZUBER COMMERCIAL REALTORS	49
ROBOTIC IMAGING GROUP	54	RECREATION / GOLF	
EMPLOYEE BENEFITS / HR SERVICES / ADMINISTRATION		ARROWHEAD GOLF COURSE	20
INTEGRITY SERVICE & SOLUTIONS, LLC	17	GILBERTSVILLE GOLF CLUB	21
ENERGY		HICKORY VALLEY GOLF CLUB	19
EXELON GENERATING STATION LIMERICK	13	PICKERING VALLEY GOLF CLUB	20
ENGINEERING & ARCHITECTURAL SERVICES		RECREATION / GOLF, DINING, EVENTS	
ROBERT E. LAMB, INC.	23	BELLEWOOD COUNTRY CLUB	19
ENGINEERING SERVICES		SPRING HOLLOW GOLF COURSE	21
ALL COUNTY & ASSOCIATES	23	RECREATION/ENTERTAINMENT	
EARTH ENGINEERING	23	ESCAPE ROOM MYSTERY	51
LUDGATE ENGINEERING	48	RESTAURANTS	
EQUIPMENT RENTAL SERVICE		BRIDGE INN PLEASANTVILLE	27
TOTAL RENTAL	10	CHOW BISTRO	28
FINANCIAL ADVISORS & INSURANCE BROKERS		EMILY'S	29
KOCH FINANCIAL ADVISORS & INSURANCE BROKERS	14	G LODGE RESTAURANT	27
FINANCIAL SERVICES / WEALTH MANAGEMENT		GRACIE'S 21ST CENTURY RESTAURANT	27
AMERICAN FINANCIAL EDUCATION ALLIANCE / PAUL E. FAIR	8	LIMERICK DINER	28
CHRIS MESSMER, MSF, CFP®	42	MOLLY'S SHEBEEN MOBILE IRISH PUB	29
GOOD LIFE FINANCIAL GROUP	55	PENNY'S PIZZA	29
FINANCING / LEASE		PINK MOOSE CAFE & CATERING	29
BUSINESS LEASE CONSULTANTS	24	SOCIETY OF BURGERS AT COVENTRY MALL	27
FLOORING		SPECK'S DRIVE-IN	27
CHESMONT CARPET ONE	55	THE SEVEN STARS INN	28
LOMAX CARPET & TILE MART	9	WAYNEBROOK INN LONG WAY HOME GRILL & PUB	29
FOOD PRODUCTS / SERVICE		YE OLD COVENTRY PUB	28
JT'S GOURMET DELIVERY	28	SALON / HAIR STYLIST	
GARDEN CENTER / NURSERY		REFLECTIONS HAIR DESIGNS	26
PUGHTOWN AGWAY	25	SALON / MEDICAL SPA	
GIFT BASKETS		LORDS & LADIES SALON & MEDICAL SPA	17
BETTY'S ORIGINALS	25	SECURITY SERVICES	
GRAPHIC DESIGN		GUARDIAN PROTECTION SERVICES	26
DOWNTOWN DEZIGN	25	SEPTIC SERVICE	
HEALTH / HEALTHCARE		A HONEY DIPPER / J. BREHM, INC.	52
COMMUNITY HEALTH AND DENTAL	57	SIGNS/BANNERS/GRAPHICS	
PA DERMATOLOGY PARTNERS	30	FASTSIGNS	26
POTTSTOWN HOSPITAL TOWER HEALTH	2	GRABER LETTERIN', INC.	26
PREMIERE SPEECH & HEARING	25	TECHNOLOGY / IT	
HEALTH / HEALTHCARE / CHIROPRACTIC		EB LOGIX, INC.	44
YUCHA MEDICAL PAIN MANAGEMENT & CHIROPRACTIC		SEO 4 PROS / HUREKA TECHNOLOGIES, INC.	45
REHABILITATION	60	TELECOMMUNICATIONS EQUIPMENT	
HEALTH / HEARING CARE		SCHOOLEY MITCHELL	15
ADVANCED HEARING CARE	41	VENDING / OFFICE REFRESHMENT SERVICES	
HVAC SERVICE		ONE SOURCE OFFICE REFRESHMENT SERVICES	53
HALY HOME COMFORT	22	VETERINARIAN SERVICES	
INDUSTRIAL SUPPLY		SANATOGA ANIMAL HOSPITAL	16
CLARK INDUSTRIAL SUPPLY, INC.	54	VIDEO PRODUCTION/TELEVISION	
		PCTV NETWORK	12

PRIORITY BUSINESS BANKING

“Where Your Business is Our Priority”

Member FDIC

Services Available:

Priority Deposits

Merchant Services

Lines of Credit

Equipment Loans

Priority Remote Deposit Capture

Commercial Real Estate Mortgages

Personal Rewards Accounts

Personalized Investments

Personal Relationship Officer

Harleysville

SINCE 1915 BANK

REAL ESTATE LENDER



PENNSYLVANIA
DERMATOLOGY
PARTNERS

Next Day Appointments

Most Insurances Accepted

Board Certified Dermatologists

May is Skin Cancer Awareness Month

Schedule your appointment today at any one of our 11 locations.



Dr. Alexis Curreri, M.D.
403 Cresson Blvd, Suite 320
OAKS
(610) 994-2250



Dr. Bonnie Koo, M.D.
481 Allendale Road, Suite 313
KING OF PRUSSIA
(610) 337-3195

Visit www.padermpartners.com

to see all 11 Locations

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2018 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.



TRICOUNTY AREA
CHAMBER OF COMMERCE

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

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

CHAIRMAN OF THE BOARD

Richard Graver, Chief Lending Officer, The Victory Bank

CHAIR ELECT

Baran Schultz, CEO, Schultz Technology

TREASURER

Rich Newell, CEO, Pottstown Hospital Tower Health

IMMEDIATE PAST CHAIRMAN

Heather Chandler, President, Sealstrip Corporation

SOLICITOR

Joseph K. Koury, O'Donnell, Weiss & Mattei, P.C.

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

April Barkasi,

CEDARVILLE Engineering Group, LLC

Bill Breslawski, Maillie LLP

Sean Deviney,

The Body-Borneman Companies

Dr. Dave DiMattio, Montgomery County
Community College

Joe Fava, Clothes to Home Dry Cleaning

Twila Fisher, The Hill School

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

Rick Libra, Exelon

Dr. William Shirk, Pottsgrove School District

Frank Strunk, Tompkins VIST Bank

**CONNECT WITH YOUR
TRICOUNTY AREA CHAMBER:**

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

• TEL: 610.326.2900 • FAX: 610.970.9705

• EMAIL: info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

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

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

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

EXCITING NEWS - TCACC STARTS YOUNG PROFESSIONALS PROGRAM!

MISSION: We energize and engage TriCounty Area young professionals to create a strong **Network of Leaders**, excellent **Professional Development** opportunities, altruistic **Volunteerism** and **Community Action!**



**Lead | Engage |
Young | Professionals**
Network of Leaders, Professional Development,
Volunteerism, Community Action.



“All of the committee members, and myself, are very excited to be working on the initiative of bringing the LEYP program to fruition. This is a wonderful program for TriCounty Area Chamber members AND non-members, age 21-40, to take action to better themselves professionally, join in some volunteerism, and have fun at the same time! I hope to see everyone at the inaugural meet up at Manatwamy Still Works and at future events.”

– Josh Petruskas, Wrigley's Business Products and Services,
Chair of LEYP

This program is targeted to ages 21-40, but all are welcome to attend events, programs, etc.

LEYP is **free** for Chamber Members, and \$45 for Non-Chamber Members for the year.

Come and learn about our exciting new program!

**Join us at our
Opening Meet-Up:**

• Thursday, May 24

• 5 – 7 PM

• **Manatwamy Still Works**,
320 Circle of Progress Drive,
Suite 104, Pottstown 19464

**Free to attend; 1 Free Drink Ticket;
1 Free Food Ticket**

Register online at
tricountyareachamber.com or by
calling Tarra at 610.326.2900 -
Registration is not required
but appreciated.

Supported by:



Exelon Generation.

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



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

WELCOME APPROVED NEW MEMBERS!

Congratulations to the business listed below. Their applications were approved by the Board of Directors on April 18.

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

Cinecore Media
88 Hill Road
Green Lane, PA 18054
610.405.7716
www.cinecoremedia.com
Video Production Services
Full-service video production company

Mauger Energy
1157 Phoenixville Pike, Unit 106
West Chester, PA 19380
610.462.2236
www.maugerenergy.com
Oil/Fuel Distributors; Energy Consultants;
HVAC Contractors
Provider of heating, ventilation, and air conditioning services and liquid fuel deliveries.

The Mike Howell Team
Phoenixville, PA 19460
484.614.1674
www.themikehowellteam.com

Real Estate – Residential
Their philosophy is simple: clients come first. They pledge to be in constant communication with their clients, keeping them fully informed throughout the entire buying or selling process. They believe that if you're not left with an amazing experience, they haven't done their job. They don't measure success through achievements or awards, but through the satisfaction of their clients.

Referred by Terese Brittingham, Keller Williams Realty

Studio 413
605 Sycamore Road
Mohnton, PA 19540
610.698.2604
www.studio413.net

Photographers/Photography Studios
Corporate Photographer specializing in business Headshots, Executive Portraits and images that support business. It doesn't matter if your headshot is on LinkedIn, in a trade magazine, or at a speaking engagement, the image you use makes a lasting impression. With a great headshot (or two), you can feel confident that you are marketing yourself the right way and making a great first impression.

TriCounty Area Chamber of Commerce... PEACE of Mind for you and your business!

Problem Solving – Use us as an extension of your staff

Education – Multiple options for all employees

Advocacy – Let us be your business voice

Connections – Creating awareness of doing business with Members

Exposure – Business Development Opportunities to meet your target market and budget

CHAMBER MEMBERSHIP ANNIVERSARIES (ACCORDING TO TCACC RECORDS)

HAPPY ANNIVERSARY to the following Members:

30 YEARS

**Pottstown
Industrial Complex**

5 YEARS

First Priority Bank

Salon Evolve

1 YEAR

**Berks Fire Water
Restorations, Inc.**

**Lomax Carpet &
Tile Mart**

**Ogilvie Real Estate Team
– Coldwell Banker
Preferred**

**One Source
Office Refreshment
Services, Inc.**

*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!**

422 Business Center

**A.D. Moyer Lumber &
Hardware, Inc.**

AAA East Central

**Berks Career and
Technology Center**

**Berks County
Abstract Company**

**Cooney Manufacturing
Co., LLC**

**D.E.C. – Pottstown
Training Center**

**Edwards
Business Systems**

**Family Services of
Montgomery County**

**Frederick Living
Graber Letterin Sign Co.**

**GVF, a Transportation
Management
Association**

**Hopewell Furnace
National Historic Site**

IVC Wealth Advisors

**Janet Flack –
EXP Realty, LLC**

Judson A. Smith Co.

**Olivet Boys &
Girls Club – Richard J.
Ricketts Club**

**Pottstown Area Rapid
Transit, Inc. (PART)**

**Pottstown
Historical Society**

**Redevelopment
Authority of
Montgomery County**

**Ridge Support
Technologies**

**RiverCrest
Golf Club & Preserve**

**Schuylkill River
Greenways National
Heritage Area**

**Scott A. Weller
Carpentry & Cabinets,
Inc. dba Solar by Weller**

**Spring Ford
Country Club**

**Synergy
Environmental, Inc.**

**Traffic Planning and
Design, Inc.**

Ultraflex Systems, Inc.

**Wolf, Baldwin &
Associates, PC**

Wyndcroft School

**Yucha Medical
Pain Management
& Chiropractic
Rehabilitation**



TRICOUNTY AREA
CHAMBER OF COMMERCE

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



TRICOUNTY AREA CHAMBER OF COMMERCE

NETWORKING

Fri., May 4
9 AM – 4 PM

Leadercast

Morning Star Fellowship, 100 Limekiln Rd., Bechtelsville 19505

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

Co-Sponsor: **Leadership Tri-County; Schultz Technology**

Thurs., May 10
7 – 9 AM

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

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

Four Presenters will help you visualize your true you and achieve your personal success. You will not want to miss this evening of *celebration & empowerment!* Featuring: **Adrean Turner**, **Christine Morris**, **Lucretia Coleman**, and **Mindy Lee Lipsky**. This event will also feature the presentation of TriCounty Community Network's 3rd Annual Symposium Awards.

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

Sponsor: **Chestnut Knoll; 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

Mon., May 21
7:30 – 9 AM

Spotted Lanternfly – Pro Business Council Presentation

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

A special presentation on the **Spotted Lanternfly** - what it is, current control measures, and what does the quarantine mean to you if you're a municipality or local business? This event is the monthly Pro Business Council meeting.

No Charge; Members Only; Registration Appreciated

Tue., May 22
4 – 6 PM

Business Card Exchange

Arnold's Family Fun Center, 2200 West Dr., Oaks 19456

Arnold's is the home of 3 Bowling leagues, including Lockheed Martin, GSK and Women's Industrial. The facility is also the premiere spot for celebrations. Each year they help over 1,000 children celebrate their birthdays! In the summer, Arnold's hosts daily camps, church groups, and sport teams by providing safe, indoor fun.

Sponsored by: **Arnold's Family Fun Center**

No Charge; Members Only; Registration Appreciated

Weds., May 23
Game Time: 6:35 PM

Chamber Night at the Reading Fightin Phils

Tompkins VIST Bank Plaza, Centre Ave./Rt. 61 South, Reading 19605
Members: Join us at the Reading Fightin Phils game versus the New Hampshire Fisher Cats! Gates Open at 5:30 PM.

Find your 4 tickets in this issue of the Route 422 Business Advisor.

Sponsors: **Berks County Abstract Company; Citadel Federal Credit Union; Frederick Living; H & H Systems, Inc.; Leadership Tri-County; Orlando Law Offices, PC; Premier Orthopaedics; Brandywine Institute of Orthopaedics Division; Schultz Technology; Tompkins VIST Bank**



SAVE THE DATES

Thurs., June 7
7 – 9 AM

Membership Breakfast

Brookside Country Club, 850 N. Adams St., Pottstown 19464

Join us at this membership breakfast to congratulate the **Leadership Tri-County Class of 2018**. Members of the class will present the projects they have worked on over the last 10 months on behalf of area nonprofits.

\$26 per Member (prepaid by 6/1); \$32 per Member (invoiced or after 6/1); \$50 per non-member

Sponsored by: **Independence Planning Group; Pottstown Hospital Tower Health**

Additional Business Development Opportunities Available

Weds., June 13
11:30 AM – 1 PM

WOW Event

Salon Evolve, 214 W. Ridge Pike, Limerick, PA 19468

Enjoy networking and lunch at Salon Evolve. Demonstrations will be given on hair and there will also be consultations on skin tips for the upcoming summer months.

Limited to 25 attendees.

No Charge; Members Only; Reservation Required

Sponsored by: **Salon Evolve**

Fri., June 15
8:30 – 10 AM

June Refresh Panel

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

Several of our local leaders are coming together to present how their businesses play a large role in the community and how to encourage their employees to be active in the area. Join us as **Rich Newell**, CEO of Pottstown Hospital Tower Health, **Beth Walton**, VP/Chief Human Resources Officer with Diamond Credit Union, **Kevin Campbell**, President of Barry Isett & Associates, and **Terese Brittingham**, Owner of Keller Williams Realty Group, come and share their experiences and how to get your business active in the area.

No Charge; Members Only; Registration Required

Thurs., June 21

11:30 AM – 1:30 PM

Pottstown Progress Luncheon Presented by Pottstown Area Industrial Development, Inc.

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Save the date for our Pottstown Progress Luncheon! Come and learn all about the exciting happenings of the Pottstown Community and the vision of where the town is headed.

\$45 per Member; \$60 per non-member

Presented by: **Pottstown Area Industrial Development, Inc.**

Platinum Sponsor: **Montgomery County Community College**

Additional Business Development Opportunities Available

Tue., June 26
4 – 6 PM

Business Card Exchange

UFinancial Group, Address Announced Soon!

UFinancial Group is celebrating a new location! Come celebrate the big occasion and see the new office. UFinancial is excited to show all of our Members how their new location will make their business more effective and easier for their clients. So come out for a great night of networking!

Sponsored by: **UFinancial Group**

No Charge; Members Only; Registration Appreciated

**THE CHAMBER OFFICE WILL BE CLOSED
MONDAY, MAY 28 FOR MEMORIAL DAY.**

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.

Educational & Professional Development Opportunities for Women in the Tri-County Area

WOW – WOMEN OF THE WORKFORCE



NEXT WOW LUNCHEON

Wednesday, June 13
from 11:30 AM – 1 PM at
Salon Evolve

Demonstrations will be given on hair and there will also be consultations on skin tips for the upcoming summer months. **Limited to 25 Attendees.**

On Thursday, April 12 women in the tri-county area gathered to hear **Jo Iorio, Dale Carnegie Training**, present on the importance of networking. In case you were unable to attend, here are a few key highlights to **make the most of a networking event**:

- Networking starts with a conversation that develops into a relationship
- Make an impression
- Become genuinely interested in others
- Most importantly do not forget to follow up with someone you've met at a networking event!

Thank you to our Sponsors:

DECORATING DEN INTERIORS

HEALTHSOUTH
Rehabilitation Hospital

April's WOW Luncheon was held at La Massaria at Bella Vista Golf Course.



POWER WOW EVENT

PRESENTED BY:



WHEN:
May 16th, 5pm-8pm

WHERE:
Copperfield Inn,
594 W Ridge Pike, Limerick PA

PRICE:
\$35 per person (prepaid by 5/2);
\$40 per person (invoiced/after 5/2)

Presentation of
TriCounty Community
Network's
3rd Annual
Women's Symposium
Award:

SPONSORED BY



110 celebrating 110 years
ywca
Tri-County Area

4 presenters will
help you visualize
your true you
and achieve
your personal
success.

FEATURING:

Adrean Turner
Christine Morris
Lucretia Coleman
Mindy Lee Lipsky

POWER WOW SPEAKERS AND TOPICS

LUCRETIA D. COLEMAN

Certified Lifestyle Enthusiast, Jameri Enterprises LLC

Living Authentically: Discover, Embrace & Express Your True beYOUty for Success

MINDY LEE LIPSKY

Innovative Coaching Services, LLC

Understanding Communication Styles to Increase Sales

CHRISTINE MORRIS

Business & Productivity Mentor, Owner of Christine Morris LLC

Structure, Systems & Sanity—your path to a fabulously balanced life

ADREAN TURNER

Owner, Turner Coaching Training & Consulting LLC

Mental Fitness—Think, Do, Achieve

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. MAY'S BUSINESS OF THE MONTH WAS CHOSEN FROM MEMBERS WHO ATTENDED APRIL'S NEW MEMBER LUNCHEON.



Boyertown Community Library

Since 1986, the Boyertown Community Library (BCL) has been serving Boyertown Borough, Colebrookdale Township, Earl Township, Douglass Berks Township and the surrounding areas. BCL is a member of the Berks County Public Library System. In August 2017, the library moved to a new location at 24 N. Reading Avenue. The beautiful, historic building known as the Keystone Building, was donated by BB & T in December 2016.

The mission of BCL is to consistently exceed expectations of community residents in their demand for current and informational materials in a variety of formats for recreational and educational purposes. **The library seeks to encourage independent learning and life-long reading enjoyment.**

In 2017, BCL had over 80,000 building visits, over 19,000 computer sessions, over 130,000 items borrowed, and over 400 programs. We look forward to these numbers increasing as we strive to maximize our potential in our new space. With a larger space in which to work, the BCL has been able to expand services in order to continue to fulfill its mission. Program attendance has grown noticeably since the move and computer and Wi-Fi usage is on the rise as well.

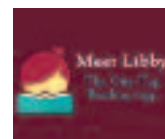
Recently offered programs for adults have covered wellness topics including CPR training, suicide prevention and college planning. Teens find a safe place to relax with friends and try new activities. We host game nights, crafting opportunities and other interest-driven programs. Families benefit from literacy programs that engage children's senses and their curiosity.

Each year, BCL provides free summer programming to help prevent summer learning loss for children and teens. Our summer programs also promote early literacy and encourage adults to read as well. It is an exciting time for people of all ages to get involved in the library. This year's program will take place June 11 to August 18 and the theme is Libraries Rock! You do not want to miss this. BCL will host special guests including our neighbors from Funky Frets, and plans include hands-on programs for diverse interests.

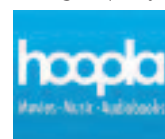
Not only does BCL provide a variety of materials and programs, but we are also a Passport Acceptance Facility. Last year the library processed 1,888 passports. We take the photos as well, for a fee of \$10.



Electronic resources that we offer include Libby and HOOPLA. These resources can be accessed directly from our website.



The new **Libby** app from OverDrive allows you to access the same collection in OverDrive but provides an easier way to navigate and browse across multiple libraries while only one tap away from your loans. Great for first time users, Libby provides a simple, yet elegant user experience designed to get you reading as quickly and seamlessly as possible.



HOOPLA allows the instant download of e-books, audiobooks, movies, and more directly from your desktop browser or through the mobile app. Stream titles or download titles for offline playback later. Hoopla's constant circulation flow provides you with the titles you want with new items added daily. Patrons can borrow up to 5 titles per month.

In January 2018, BCL was honored to receive the James K. Boyer "Quality of Life Award" from the Tri-County Area Chamber in recognition of positive contributions to the community. The library is proud to participate in community-building events throughout the year including the Philadelphia Avenue Street Fair in June, the Douglass (Berks) Township Community Day in October and December's Festival of Trees. Library staff also visit local schools extending our mission beyond the doors of our beautiful building.

Visit www.berkslibraries.org/branch/boyertown to find out about our upcoming programs or to browse our online catalog, to learn about how to sign up for a library card or to get a passport. You can also follow us on Facebook or call us at 610-369-0496.

PRO BUSINESS COUNCIL RECAP

Guest speaker Maggie Sheely of the U.S. Chamber of Commerce provided a Legislative Update at the Pro Business Council Meeting on April 8.

The next Pro Business Council meeting is Monday, May 21, 10 – 11 AM at the Chamber Office.

This will feature discussion on the **Spotted Lanternfly**. Please register online, or contact Eileen at 610.326.2900 if you are interested in attending.



SB 936 COMBATTING OPIOID PRESCRIPTIONS IN WORKERS' COMPENSATION

By Clare Romanauskas, Wanner Associates

One of many highly controversial topics being discussed Pennsylvania's very own capitol hill is another factor to combat the widespread opioid crisis. Senate Bill 936 puts forth a formulary of approved medications that could be given to workers injured on the job. With the last vote being a sheer 98-98 split it is clear the bill is a hot topic for businesses and legislatures alike within the commonwealth. Currently, most situations entail a multi-tier program in which pre-approved medicine may be prescribed and often time's generic versions are given preference. With Senate Bill 936 there would be a limit or dosage guideline to avoid over prescription of more addictive options.

The Pennsylvania Chamber of Commerce is currently endorsing the bill along with multiple associations and chambers across Pennsylvania. With Governor Tom Wolf implementing his "disaster emergency" in response to the opioid epidemic throughout the state this bill could not have been proposed at a better moment in history. Currently the guidelines for Workers' Compensation is indi-

rectly leading hard working, Pennsylvanians down dangerous paths of recovery, and managers often find workers who leave from injury are never to be seen again. Currently other states have enacted legislation of the like and have seen excellent outcomes to follow, giving our own a positive outlook for the legislation.

As Pennsylvania has been counted as one of the top two states in the U.S. struggling with the opioid epidemic this bill is pertinent to the future of workers across the commonwealth. The main concern of businesses is the rising cost of compensation premiums. As of January there was over a 6 percent increase to employers rates, affecting the daily routines and activities of smaller businesses. As more data becomes available pertaining to opioid prescriptions overall, compared to prescriptions through workers compensation, a new vote could come forth over the next coming months. As attacking the opioid crisis continuously makes it's way to the forefront of Pennsylvania politics, Senate Bill 936 could be key in combatting addictive substance abuse across the state.

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

Leadership

TRI-COUNTY

The April Leadership session focused on local Businesses.

The class began their day at the Chamber Office where they learned more about local nonprofits who have Board Openings. Part of the requirements of graduation is to secure placement on a local nonprofit's Board of Directors.

After leaving the Chamber Office, Leadership traveled to **Sealstrip Corporation**: **Heather Chandler**, President discussed the variety of easy open and resealable package options they produce in Gilbertsville. Heather gave the class a tour of the facilities and provided lunch.

Martin Stone Quarries, Inc.: **Eric Gehman**, Sr. Sales Associate, provided the class with information and a tour of the quarry. Martin Stone Quarries provides quality aggregate and Infield Mix material to southeastern PA and surrounding states. At least 50% of the stone from this quarry is used for asphalt paving.

After leaving the Boyertown area, the class made a quick stop back at the Chamber Office for a presentation on **Pottstown Area Industrial Development, Inc.** and the **I Pick Pottstown Campaign**, by Executive Director **Peggy Lee-Clark**.

The class ended their day with an overview and tour of the **Pottstown Waste Water Treatment Plant** provided by **Karen Owens, Borough of Pottstown and Class of 2018**. The Pottstown Waste Water Treatment Plant is a state-of-the-art water pollution control facility providing high levels of treatment to wastewater received from the Borough of Pottstown, and West, Upper and Lower Pottsgrove Townships.

Meet the Class

Karen Owens



Karen Owens is the Assistant Superintendent/MIPP Administrator of the Pottstown Wastewater Treatment Plant. She has worked in the tri-county area for 23 years. She is married to her husband Denny for 20 years and has two daughters: Julia and Lainey; and one son: Denny. Karen enjoys vacationing at the beach; and watching her children's sports – football, basketball & soccer.

Karen attended St. Pius X Highschool and received her BS in Biology from DeSales University. Her personal business philosophy is "do the job right the first time."

While in the class, Karen is most looking forward to visiting businesses in the tri-county area. She believes this program is important because it is an opportunity to develop skills outside of her comfort zone as well as network with leaders not necessarily in her field.

Lisa Stratton-Harvitz



Lisa Stratton-Harvitz is the Sales Manager at Schultz Technology. She has worked in the tri-county area for 2 years. Lisa is married to her husband Marty, and has two sons: Chris and Ryan. Gracie, Cooper and Sophie are her 4-legged kids. She enjoys volunteer work (Meals on Wheels, In-lans Boots, CCSPCA); working with children and animals; cooking; baking; decorating; and event planning for family and functions.

Lisa has a BS in Business Management from Temple University. Her personal business philosophy is "look for opportunities to leave the world a better place. A small opportunity can make a big impact." Her business role model is Steve Jobs.

Lisa is currently serving on the Chamber's Ambassador and Golf Committees. She volunteers frequently for Chamber events. While in the class, she is looking forward to gaining insight about all the different aspects of Leadership and the qualities it takes to be a good leader. Lisa intends to take the information and resources obtained from the program and work with a nonprofit to help them get to the next level in their mission. Lisa believes this program is important because she will be exposed to business organization cultural events that she may have not been aware of. She will gain a better understanding of the area and what she can do to help the growth of the tri-county area!

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

CO-SPONSOR



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



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

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 Business Advisor* for more categories – and more Members to connect with!

Credit Card Processing

- Netcom Merchant Service Consultants

Delis/Sandwich Shops

- Grumpy's Handcarved Sandwiches

Dentists/Orthodontists

- David McSurdy, D.M.D. Orthodontist

Distributors/Wholesalers

- Clark Industrial Supply
- East Coast Seed Connection, LLC
- Pottstown Roller Mills, Inc.
- Reading Foundry & Supply Co.

Dry Cleaners

- Clothes to Home, LLC

Economic Development

- Marc Consulting, LLC
- Montgomery County Development Corp.
- Pottstown Area Industrial Development, Inc.
- Pottstown Downtown Improvement District Authority (PDIDA)
- Redevelopment Authority of Montgomery County

Electrical Contractors

- The Longacre Co.

Employee Benefits/Consulting

- Integrity Services and Solutions, LLC

Employment Agencies

- EverStaff Recruiting
- Gage Personnel/Gage Professionals
- PeopleShare, Inc.

Engineers – Civil/Mechanical/Municipal

- ARRO Consulting, Inc.
- Barry Isett & Associates, Inc.
- BCM Engineers
- Carroll Engineering Corporation
- CEDARVILLE Engineering Group, LLC
- Gilmore & Associates, Inc.
- Gorski Engineering, Inc.
- McCarthy Engineering Associates, Inc.
- Traffic Planning and Design, Inc.

Enrichment Activities

- ArtFusion 19464

Environmental Consultants

- The Lewis Group
- Marshall Geoscience, Inc.
- Patriot Environmental Management, LLC
- Synergy Environmental Management, LLC

Environmental Contractors

- The Lewis Group

Financial Services

- Boenning & Scattergood, Inc.
- College Planning Center
- Edward Jones – Bonnie L. Thompson, Financial Advisor
- French Creek Financial LLC
- Independence Planning Group
- IVC Wealth Advisors
- Koch Financial Group, LLC and Koch Insurance Brokers, LLC
- Main Line Financial Advisors, LLC
- The Pennsylvania Community Development & Finance Corporation
- UFinancial Group

Fire/Water Restoration

- Berks Fire Water Restorations, Inc.

Fire Protection

- H & H Systems, Inc.

Floor Coverings and Materials

- My Dad's Flooring

Florists/Garden Centers/Nurseries

- Wendy's Flowers

Food Products – Specialty

- JT's Gourmet Delivery LLC

Funeral Home Supplies

- Heritage Coach Company, Inc.

Funeral Homes

- Catagnus Funeral Home & Cremation Center, Inc.
- Houck & Gofus Funeral Home, Inc.
- Schumacher & Benner Funeral Home & Crematory

Furniture

- Amy's Upcycles, LLC
- Moore's Furniture

General Contractors

- Hollenbach Construction, Inc.

Gift/Specialty Shops

- Coventry Corners
- Lindt Chocolate

Golf Courses

- Bella Vista Golf Course
- Hickory Valley Golf Club
- Reading Country Club Golf – Exeter Township



MARCH BUSINESS CARD EXCHANGE



Thank you to **Berks Fire Water Restorations, Inc** for holding a Business Card Exchange on March 13. Our members greatly appreciated the tour of the premises and the great food & beverage offering. This team truly has a great operation and a passion for their business.

Sponsored by:



NEXT BUSINESS CARD EXCHANGE

Tuesday, May 22

4 – 6 PM

Arnold's Family Fun Center,
2200 West Dr., Oaks, 19456

There's nothing better than enjoying Black Lights, Bowling and Beer!

READING FIGHTIN PHILS

FEATURED MEMBER BENEFIT OF THE MONTH



Chamber Night at the Reading Fightin Phils is Wednesday, May 23!

Members - 4 Complimentary Tickets included in this issue!

A "Night with the Reading Fightin Phils" will take place on Wednesday, May 23 at 6:35 PM. Come watch the Phils take on the New Hampshire Fisher Cats! Chamber Members receive four complimentary tickets thanks to some very generous Chamber Members. For additional tickets, please contact the office for availability.

Directions: Take Route 422 West to Route 12 East, Exit Route 61 South, stadium is ¼ mile on the right

For details on both Group Outings & Season Tickets, visit readingphillies.com.

Sponsored by: Berks County Abstract Company; Citadel Federal Credit Union; Frederick Living; H&H Systems, Inc.; Orlando Law Offices, P.C.; Premier Orthopaedics; Brandywine Institute of Orthopaedics Division; Schultz Technology; Tompkins VIST Bank

For more information, visit tricountyareachamber.com.

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

A Task for the Rt. 724 Regional Initiative Group

This month marks the one-year Anniversary and partnership re-launch between the TriCounty Chamber of Commerce, Chester County, and the Chester County Economic Development Council.

The Rt.724 Regional Initiative was created to bring together regional municipalities, local stakeholders, and business owners to focus on economic development opportunities including: available and marketable sites, regional trail system, and open space along the corridor and its surrounding commercial region. Lead by two Co-Chairs, the group functions as a volunteer committee collaborating on smart

economic development tasks, and projects throughout the region. The Rt.

724 Regional Initiative group is currently working with seven municipalities to create an "Opportunities Map" that will highlight, market, and raise awareness of priority sites along the Rt. 724 corridor.

If you are interested in attending the next Rt. 724 meeting, contact Eileen Dautrich, President, TriCounty Area Chamber of Commerce - eileen@tricountyareachamber.com or James Logan, Senior Manager-Business Development, Chester County Economic Development Council - jlogan@ccedcpa.com



Chamber Member companies participating in Module 1 included: MacKissic, Inc.; Pottstown Area Rapid Transit; and YWCA Tri-County Area.

TCACC Provides Leadership Development Training Through Supervisor Certificate Program

The first module for the Supervisor Certificate program began on April 5 and ends on May 10. This six-week program provides new and prospective supervisors the foundation for excelling in today's work environment.

This training is brought to our Members by a special collaboration between TCACC and the Greater Reading Chamber Alliance. Additional modules will be available – contact Tarra at 610.326.2900 for more information.

THE TIME IS **NOW**
THE PLACE IS **POTTSTOWN**

DON'T MISS THIS!

**POTTSTOWN PROGRESS
LUNCHEON
&
EXPO**

- Why Pottstown?
- Redevelopment Updates Announced!
- Community Collaborations Discussed!
- Investment Opportunities Revealed!

THURSDAY June 21st
11:30am to 1:30pm at the
SUNNYBROOK BALLROOM
50 Sunnybrook Road, Pottstown PA 19464

\$45 per member
\$65 per non-member

PRESENTED BY:  **TRI-COUNTY AREA
CHAMBER OF COMMERCE** 

**I Pick
POTTSTOWN!**
Pioneers of the Good Life.

[#IPickPottstown IPickPottstown.com](https://www.ipickpottstown.com)

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



Membership Anniversary Luncheon

CHAMBER HOLDS TWO MEMBER APPRECIATION EVENTS!

The Chamber hosted a Membership Anniversary Luncheon on April 10. Membership Anniversary Luncheons are just one way we acknowledge our Members for renewing their membership with us. Members enjoy making new connections, re-kindling old, and sharing their ideas, achievements as well as what keeps them up at night.

The Chamber hosted a New Member Luncheon on April 13. During the reception, attendees enjoyed lunch and networked with other New Members. They also had the opportunity to learn more about the Chamber from the staff.

Both events were sponsored by the

READING EAGLE COMPANY

CELEBRATE NATIONAL BIKE MONTH WITH GVF

Since 1956, May has been recognized as National Bike Month. National Bike Month is an opportunity to raise awareness and encourage people to try biking as a form of transportation.

At GVF, we are committed to actively advocating for biking, to reduce congestion, improve the environment and quality of life for all. We work with both public and private sectors to implement transportation demand management (TDM) strategies related to biking within the workplace or community. Below are a few of the ways we help employers inspire biking among their employees:

- Help to install bike parking around the office
- Encourage providing shower and locker facilities to employees who cycle to work
- Assist with implementing bike shares at the workplace- this is great for large campuses making it more likely for people to bike between buildings
- Encourage participation in a National Bike Challenge - more information here: <https://bike-league.org/content/national-bike-challenge>
- Assist with setting up an internal Bike to Work Challenge - providing cyclists with prizes for their accomplishments

There are numerous benefits associated with biking that can be incentives for commuters including health and savings:

- Commuting by bike is associated with the lowest risk of cardiovascular disease and cancer
- Bicycle commuters report a higher quality of life and greater satisfaction with their health than motor vehicle users
- AAA identified the cost of owning a car in 2015 was \$8,698. It costs just \$308 per year to keep a bike in shape-nearly 30 times less than cars

Sources for biking benefits: 1. Celis-Morales, C., et al, 2017 - Association between active commuting and incident cardiovascular disease, cancer, and mortality: prospective cohort study. 2. Crane, M., Rissel, C., Greaves, S., Gebel, K., 2015 - Correcting bias in self-rated quality of life: an application of anchoring vignettes and ordinal regression models to better understand QoL differences across commuting modes. 3. AAA Reveals True Cost of Vehicle Ownership, newsroom.aaa.com



How can your organization celebrate National Bike Month?

At GVF we like to practice what we preach, on **Friday, May 18th** we would like to invite you to join us for our National Bike to Work Day event! This is a free event.

At 7:15 AM there will be two organized group bike rides, one leaving from Phoenixville and one from Norristown Transportation Center heading to Valley Forge National Historical Park.

At the Park there will be a press event, exhibitors, electric bikes to test, networking, food and refreshments.

If you are unable to join the bike ride please feel free to meet us at Valley Forge Park for the press event at the Student Pavilion.

For more event details visit gvftma.com/events.

For more information on National Bike Month or how to implement biking into your workplace contact Stacey Henrich, TDM Manager, GVF at shenrich@gvftma.com.

BE A LEADER IN THE COMMUNITY

Get prepared for nonprofit board leadership in just 10 months – now accepting applications for the Class of 2019!

Contact Jennifer O'Donnell at 610.326.2900 for more information.

Leadership
TRI-COUNTY

- 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.



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



RIBBON CUTTINGS



Farmers Insurance Hill Agency,
345 King Street One West, Pottstown, PA 19464



Modelbahn Ott,
42 E. Philadelphia Avenue, Boyertown, PA 19512



Willow House Paints, 1065 East Philadelphia Avenue,
Gilbertsville, PA 19525



MARCH REFRESH

Linda Jacobs, owner of Downtown DeZign, focused on how to have a successful marketing campaign for your business.

Attendees left with fresh perspectives on how they can stand out among their competition.

NEXT REFRESH SEMINAR:

Friday, May 18, 8:30 – 10 AM, "Safety"

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.

Know someone looking for a job?

1. Have them send their resume to Melissa at melissa@tricountyareachamber.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:

- **Dan Albert – State Farm Insurance and Financial Services** – Sales Team Member
- **Jacquet Mid Atlantic, Inc.** – Quality Manager; Staff Accountant
- **Reflections Hair Designs** – Hair Stylist
- **Sanatoga Water Conditioning, Inc.** – Outside Sales Rep; Service Technician / Installer

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

Celebrating NATIONAL BETTER HEARING AND SPEECH MONTH



**By Alexa Pomante,
Au.D., F-AAA,
Advanced Hearing
Care, Pottstown**

The month of May is recognized as National Better Hearing and Speech Month. Whether

it is protecting your ears from dangerously loud sounds, having an annual hearing test, or wearing hearing aids to treat hearing loss, healthy hearing should be a part of your complete healthcare routine all year around!

Because hearing loss is generally very gradual, it is often difficult to notice. Sometimes, a loved one may even be the first to suspect you are not hearing quite like you should. Some common signs of hearing loss are asking others to repeat themselves, raising the volume on the TV, and difficulty understanding conversations in groups or noisy environments.

You may even experience tinnitus, which is ringing or other types of noises in the ears.

The first step to healthy hearing is having a comprehensive hearing evaluation. This includes a thorough case history, otoscopic examination to check for wax, and a hearing test. Even if you do not have a hearing loss, a baseline test can help to detect any future changes. By identifying and treating hearing loss, we are improving your overall health and quality of life! There are so many precious moments and sounds in life that you should hear, whether it is birds chirping or conversations with a loved one. In honor of Better Hearing and Speech Month, come to Advanced Hearing Care to start your journey to better hearing health with a complimentary hearing evaluation! Call today to schedule your appointment! 484.925.1004 for Pottstown office or 484.320.7778 for Paoli office.

(484) 624-5458
wpb@williambrogley.com

**William P. Brogley
LAW OFFICES**

A Practice
for You,
Your Business,
Your Community

Areas of Practice:

- Civil Litigation**
- Criminal Defense**
- Business & Employment Law**
- Estate Planning & Litigation**
- Education Law**
- Workplace & Personal Injury**

"Bill's focus is to avoid problems and, when avoidance is no longer tenable, to create the solution. It is about making maps and arriving at your destination calm and confident."

18 South Charlotte St., 1st Floor, P.O. Box 295, Pottstown, PA

Spring Into Better Hearing!

- Free Hearing Screenings • Free Demonstrations
- Free Clean & Checks • Latest Hearing Technology
- Tinnitus Relief • 0% Financing Available

SPECIAL HEARING EVENTS

POTTSTOWN May 7th & 8th <i>Call Today!</i> 484-925-1004	PAOLI May 9th & 10th <i>Call Today!</i> 484-320-7778
--	---

**ADVANCED
Hearing Care**

A Hearing Health USA Company

Pottstown - 1800 E High St., Suite 330 • 484-925-1004
Paoli - 30 S Valley Rd, Suite 206 • 484-320-7778
www.hearinghealthusa.com

610.924.2744

black lab

landscape supply

A BME Inc. Company

Black Mulch • Red Mulch • Brown Mulch

Triple Ground Bark • Mushroom Soil

Screened Topsoil • Gravel

River Jacks • Sand • Crushed Stone

www.blacklabsupply.com

100 Warwick Road, Elverson, PA

RETIREMENT PLANNING

PART THREE

Retirement Investing and Setbacks



By Christine Messmer, M.S.F., CFP

Whether a person has many years until retirement or it is just around the corner; investing for long term growth is essential. In an earlier article, it was mentioned that proper balance between the basic asset classes - stocks (equity assets) and bonds (fixed income) - helps to decrease market risk. Essentially, the higher the allocation to high quality bonds the lower the market risk. In addition, diversification within those basic asset classes further decreases risk and provides the best potential for above average returns.

Most importantly, the focus should be on long-term growth potential with less focus on short-term fluctuations in the market. It is not always easy to maintain that perspective when some people in the investment business use scare tactics to get retirees and others to invest too conservatively or into certain insurance products and high cost investments. Be a cautious investor and ask questions.

Most people live in retirement for a very long time, so it seems more important to protect against loss of purchasing power from long term inflation than it is to worry too much about short term market risk. In other words, retirees need to beat inflation to have enough cash flow to meet their living expenses, and equity assets accomplish that objective very well over the long term. A few potential setbacks on the road to retirement include:

- Market volatility - The best way to handle market volatility is to continue to save and invest regardless of market conditions. Maintain a high quality, low cost, diversified strategy, and try not to worry too much about the short term.

- Unforeseen emergencies - We all know or have personally experienced unforeseen emergencies. Things happen, such as, a job loss or unexpected illness or a divorce or death. In these instances, try to avoid using retirement savings especially tax deferred IRAs or 401(k) plans.
- Saving too little or starting too late or both - A financial plan assists people in looking at their financial goals and cash flow needs. It assists a pre-retiree in developing a prudent strategy and defining realistic expectations. Save as much as possible and try not to procrastinate when it comes to retirement planning.
- Multiple goals at the same time - For example, it may be more important to save more towards retirement rather than paying for college for your children. Other college funding options exist, but that is not the case for having enough retirement income. The key is to create balance by looking carefully at your objectives through planning. In other words, prioritize your goals and be realistic.

JWM
Business Services

We put your marketing in motion
JWM Direct
Way Cool Email
Kinetic Web Solutions

Proper implementation of your marketing ideas are a key ingredient to success.



www.jwmbusiness.com
610-831-9030

SERVING YOUR COMMERCIAL REAL ESTATE NEEDS!

**INDUSTRIAL BUILDING LEASE OR SALE
2228 FARMINGTON AVE., BOYERTOWN**



Shop Space



Office Space

**26,000 SF BUILDING FOR SALE AT \$725,000
LET SOMEONE ELSE PAY YOUR MORTGAGE.....
FIRST FLOOR OF 13,000 SF LEASED TO THREE TENANTS WITH
BASE ANNUAL RENT OF \$53,151 + NETS**

**2ND FLOOR IS VACANT — PERFECT FOR LIGHT MANUFACTURER
2ND FLOOR CAN BE LEASED AT \$2.25 SF + NETS FOR 8,300 SF OR
\$1.95 SF + NETS FOR 13,000 SF**

**BUILDING RECENTLY RENOVATED WITH NEW RUBBER ROOF,
EXTERIOR PAINTED, INSTALLATION OF 15 ANDERSEN SLIDER
WINDOWS AND NUMEROUS OTHER IMPROVEMENTS.**

FOR INFO CALL ED BROOKS

**BRODE &
BROOKS, INC.**
REALTORS

Look at all of our listings at
www.BrodeAndBrooks.com

215-679-4200



**TAKE A FRESH
APPROACH TO YOUR
FINANCIAL FUTURE**

Chris Messmer, MSF, CFP®

610-489-7925

**Comprehensive Financial Planning
Retirement Planning
Investment Management
Cash Flow & Risk Management
Wealth Accumulation
Tax & Estate Planning**

*Christine Messmer, P.C. is the Registered Investment Advisor,
Fee only and Fiduciary*

www.christinemessmer.com
chris@messmerfinancial.com
[@MessmerChris](https://www.instagram.com/MessmerChris)

101 Oak Street, Collegeville, PA 19426



Creative Solutions for Comfortable and Efficient Work Environments



DESCCO
DESIGN & CONSTRUCTION, INC.

1 Willow Street Industrial Park
Fleetwood, PA 19522

Renovations and Construction to take your business to the next level

610-944-0404 | www.descco.com

BUSINESS PROFILE

DESCCO Design & Construction, Inc.

DESCCO Design & Construction, Inc. is a family owned design/build construction company with over 40 years of experience in constructing thousands of projects here in Berks County and beyond. Our team includes licensed engineers, business professionals and staff with advanced degrees in building construction. Our experienced craftsmen are passionate and meticulous about every detail on their jobs. DESCSCO offers design/build, planning, budgeting, coordination and construction services for every project.

One of our goals when planning a project is that we help to improve your environment, whether it be a business office, a retail facility or even a medical office. When we improve the environment of your business, it has a positive effect on the attitudes of those who work for you and changes the perception of those visiting your business as either a first-time

guest or as a returning customer. It's a win-win for you because your employees are happier in their work environment and your customers view your business as being successful.

DESCSCO is an expert in creating solutions that best suit our customers' needs while giving them a comfortable and efficient work environment. Whatever your needs might be, no matter how great the task, DESCSCO will work with you to keep your vision, schedule and budget aligned. We offer the highest quality standards to our customers on every project, no matter the size.

If you are ready to take your business to the next level, call DESCSCO Design & Construction today! Contact us now to start planning your next renovation, addition or new construction building project! For more information visit www.descco.com.

Providing Quality Tree Services For A Reasonable Price!

We specialize in residential work



What TreeSmart Tree Service Does

- Trimming
- Shaping
- Cabling
- 24/7 Storm Response
- Removal
- Deadwood
- Bucket Truck Service
- Hazard Trees
- Topping
- Limb Cleaning
- Stump Grinding
- Woodchips
- Pruning
- Brush Removal
- Emergency Service
- Firewood

Request An Estimate

You can give us a call to ask for an estimate or go to our website at www.treesmarttreeservice.com to submit an estimate request.



TreeSmart
TREE SERVICE

For Quality Work At A Reasonable Price

Pottstown, PA • Phone: 610-323-3330
www.treesmarttreeservice.com

CELEBRATING 70 YEARS

American Heritage

CREDIT UNION

1948 - 2018

70 years of getting members the money they need.

HOME EQUITY LOANS • PERSONAL LOANS
MASTERCARD® • AUTO LOANS • MORTGAGE

Visit: 70yearsofloan.com
Call: 888.553.1234

© 2018 American Heritage Credit Union. All Rights Reserved NMLS # 433838

Federally Insured by NCUA





Superior Surety Bond Solutions to the Construction Industry

The Keating Agency, LLC. provides superior surety bond solutions to the construction industry, including general contractors, trade contractors, and builders/developers needing surety bonding. Each client gets individualized attention. We provide:

- Bid Bonds
- Performance & Payment Bonds
- Maintenance Bonds
- License & Permit Bonds
- Subdivision Bonds

For information, please call

Tom Keating, President

Office: 610-489-6168 • Cell: 484-844-5163
Email: tkeating@thekeatingagency.com

www.thekeatingagency.com
20 Cherry Avenue, Trappe, PA 19426

FOCUS ON IT / TECHNOLOGY

PAYPERCLICK – INSTANT RESULTS = BIG MONEY SEO – DELAYED RESULTS = LASTS FOREVER



By Randy Rowe; Hureka Technologies, Inc.

In an article written earlier for these pages, we covered how the criminal behavior at a respected news magazine read by at least three generations and, likely some millennials, when *International Business Times* (IBT), publishers of *Newsweek*, were exposed by *SocialPuncher* and *BuzzFeed* showing how IBT, in order to secure a government advertising contract for nearly \$3 million, purchased fraudulent traffic directed to their websites in order to embellish their presentation to the Consumer Financial Protection Bureau and secure the contract.

OTHER NEWS REPORTED IN MAJOR PUBLICATIONS:

An article written by Joe Mayes of *Bloomberg* on March 1, 2018 alerted the world to the precipitous decline in the share price of WPP Plc, the world's largest advertising agency. As of the final edit of this article, April 15, 2018, the CEO of WPP Plc has stepped down from his position, not for

the loss of clients, but for a more scurrilous accusation of 'personal misconduct'... whatever that means. Considering the loss of revenue from advertising giants Unilever and Procter & Gamble, who have reportedly *reallocated their advertising dollars to the internet*, a new adage — when the going gets rough corporations fire their CEOs — seems succinct. (emphasis mine)

Following this, on March 28, 2018, *The Wall Street Journal* reported an investigation by Adobe that described how 28 percent of website traffic comes from bots and other 'non-human signals', and, in 2015 a Philadelphia branch of an advertising company lost more than 50 percent of their subscription revenue for largely the same reason: Lost clients and fake clicks.

WHICH IS BETTER: SEARCH ENGINE OPTIMIZATION OR PAY PER CLICK?

The main difference between Search Engine Optimization (SEO) and Pay Per Click (PPC) is that traffic coming from SEO is organic and relatively inexpensive, while traffic generated from PPC is not. As the name indicates, you Pay Per Click... if someone clicks on your ad, you pay.

But if an ad is clicked by non-human entities or a click bot, you still pay, except

no one saw your ad, negating any opportunity to convert the click to a sale, and, you are out the cost of the click. According to Jupiter Research, a Forrester Research company, 81 percent of users find their desired destination through a search engine. This research makes it clear that a brand needs to have a strong presence on the search engines. How you choose to do it depends on whether you opt for SEO or PPC. When done correctly, both will get a website on the first page of the search engines for the targeted terms in front of the targeted audience but, one must keep in mind that each tactic has their respective costs and benefits.

SEOMoz, one authority in SEO, recently published an article that quantified the effectiveness of SEO vs. PPC. Their article details how organic results are **8.5x more likely to be clicked on than paid search results!** (emphasis mine)

www.eblogix.com

610.813.4900

WINNER
2017
Happening List

eb LOGIX

CIO 20 MOST PROMISING
NETWORKING
SOLUTION PROVIDERS - 2017

YOUR IT SOLUTION
Simple. Smart. Secure.

Security

Cloud and Hosted Services

**Connecting the Business and IT Worlds —
Cultivating the Perfect Partnership**

Managed Services

Network Infrastructure & Communications

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.

2129 E. High St. Pottstown, PA 19464

Hardware & Software – PC & Server Management – Backup & Recovery – Help Desk

Cube Info Solutions 610.482.4359
Your IT solution provider of choice cubeinfosolutions.com

Best in class computer support/IT services

for small and medium businesses

Call us for a FREE Network Audit/Consultation
Outstanding Service • Knowledge & Experience • Proven Track Record

Microsoft technologies (Exchange, SharePoint, Microsoft Office 365) – Cloud Services

Web Design & Development, Social Media

Business Applications, Process Automation

This is attributed to the fact that the searchers instinctively know the difference between organic and sponsored results. Subconsciously, people searching have trained themselves to ignore paid results entirely while browsing online. Also, there's ample data that suggests users are more likely to trust organic results than sponsored ads. Ranking higher organically on Google for a keyword or search phrase is a clear sign that you're an authority, and an important player in your industry.

Interestingly when conversion rates are considered, PPC holds a slight edge over SEO. This is because paid search results are 1.5x more likely to convert clicks to sales, which is explained later.

Looking at both these numbers, we can conclude that opportunity from organic search is 5.66x of paid searches. When given a choice to rank high organically or have great PPC ads — the logical choice is organic. Unfortunately, SEO takes time and requires planning... which can be said for any successful endeavor.

PPC's true strengths are its expansiveness and speed. With an effective PPC campaign in place, you can be on the first page for any number of keyword phrases within a few days but, the phrases can cost

anywhere from pennies to many dollars per click, meaning the campaign can get very expensive, very fast, especially when it's done by a novice.

The Search Engine Marketing Professionals Organization (SEMPO) has estimated that 87 percent of the search engine dollars are spent on PPC vs. just 11 percent spent on SEO.

More than \$10 billion is spent on PPC vs. only \$1 billion spent on SEO.

Essentially SEO is almost 6x more effective, and only receives 1/8th of the digital media spend. One of the reasons is there are times when PPC will have a better impact. For instance, PPC is an amazing way to get exposure to upcoming events or limited time offers that require immediate promotion. PPC campaigns are more effective for products and doodads. E-Commerce sites that have hundreds of products will fare well and often get better ROI using PPC campaigns than a business that offers web design or web development services. Nonetheless, for long-term outcomes in Internet marketing, the studies couldn't have been clearer — SEO offers better value for search engine marketing.

SEO is a long-term project. Businesses that embark upon an SEO strategy intend to be around for many years, or have been around for many years. They are businesses that exist after economic shocks and the dust finally settles. They are businesses that make decisions based on the well-being of their families, employees and communities not the next quarter stock holder meeting. A business that starts today won't rank #1 overnight, regardless SEO is a better option and the benefits proven. PPC should be used to compliment the SEO.

For creating a good and trustworthy online brand image focus more time and resources on SEO vs. PPC.

Printing and Signs Simplified!

small format

- Flyers • Brochures • Postcards

Large Format

- Displays • Yard Signs • Banners

and much more...

berks digital inc.

Conveniently located off the Spring Valley Road exit from Rt. 12.
2620 Hamodden Boulevard
Reading PA 19604 • 610-929-1200
BerksDigital.com

Call Today! New customers receive 10% OFF your first order, through Dec 31, 2018. Please mention this ad at time of order to receive discount.

Hureka Technologies Inc.
www.hurekatek.com



- Web Design & Brand Identity
- SEO
- Fully Managed Services
- Mobile
- Machine Learning
- eCommerce Solutions

BusinessAdvisor

Promote YOUR business in the NEXT issue!
Call (610) 323-6253



KING'S AUTO REPAIRS Your Best Choice for Automotive Maintenance and Repair Services

732 Penn Avenue
West Reading, PA 19611
610-376-3892
www.kingsautorepairinc.com
kingsautorepair@comcast.net

- ✓ **24 Month/24k Mile Warranty** on Parts and Service
- ✓ **Free Pickup and Delivery** within 5 miles of the Shop
- ✓ **Free Roadside Assistance*** with any purchase over \$25.00

*Covers up to \$75.00 per occurrence. Call for details.

OWNER - OPERATED **SUNOCO** **OVER 42 YEARS' EXPERIENCE**

EMBODY'S SUNOCO SERVICE STATION
1435 E. High Street, Pottstown, PA 19464
Only Full Service Station in the Area!
Phone (610) 326-2250 Fax (610) 326-0132
embodyssunoco.com

- **STATE INSPECTION**
- **GENERAL REPAIRS**
- **AIR-CONDITIONING SERVICE**
- **PA EMISSIONS TESTING**

WHEELS IN MOTION
Car Care Experts
Since 1979

525 East High Street, Pottstown, PA 19464
Like Us On Facebook: Wheels-In-Motion.biz
610.327.1945
wheelsinmotion@aol.com

- PA State Inspections
- Scheduled Maintenance
- Collision Repair
- Auto Detailing
- Classic Car Service

Call 610.323.6253 to promote your business in the Route 422 Automotive Guide!

ROUTE 422 BusinessAdvisor

Like us on Facebook
facebook.com/422BusinessAdvisor

Follow us on LinkedIn
linkedin.com/company/macnificent-pages-route-422-business-advisor



Are You and Your Car Ready for Spring?

Winter is shifting toward spring (it's about time) and that means it's time to get your car ready for warmer weather. Here are a few simple things you can do to ensure happy motoring — and make your car look and feel great.

Wash winter off your car and get it detailed. This is a deep-dish cleaning, inside and out. Spring is the best time to do it. Prices vary for this "spring cleaning" from about \$50 to as much as \$200 but especially for a newer vehicle that you intend to keep and actually enjoy driving, it's well worth the cost. Detailing should include a thorough washing (especially the underbody to get rid of winter weather chemicals and grit) and hand waxing that will make the exterior really sparkle.

For the interior — detailing includes vacuuming and extracting all the ground in gunk from hard-to-reach places, shampooing, and treating all leather and plastic surfaces.

Change your car's cabin air filter. A feature found on most late-model vehicles, a cabin air filter cleans the air that comes into the interior through the heating, ventilation and air-conditioning system. It catches dust, pollen and other

airborne material that can make riding in a car unpleasant, particularly if you have allergies or other respiratory problems.

Touch up the paint and have dings and dents repaired. This does not always mean a trip to the body shop. You can buy small bottles of automotive paint to fill in small scrapes and scratches that come from winter road grit. It is not a professional job, but it will at least prevent the enemy of sheet metal — rust — from gaining a foothold.

Check/Change your oil. Modern vehicles perform so well that they do not need oil changes as frequently as cars did in the past. But that doesn't mean they never need oil changes. And the shift of seasons is always a good time to make sure your engine oil is up to snuff. If you are running low, it could be an indication that there is a more significant problem with your motor.

Red Kieffer's Auto Repairs, Inc.

Specializing in Mercedes-Benz since 1961!

1404 Ben Franklin Highway
Douglassville, PA 19518
610-326-5754
www.kieffersauto.com

CJ's Tire & Automotive NOW OPEN IN KING OF PRUSSIA!
Better. Faster. More Affordable.




We Have the Best Prices on Tires!

Auto and light truck vehicle maintenance including:

- Tires and Tire Services
- PA State Inspections & Emissions
- Scheduled Maintenance
- Diagnostic Services
- Oil Changes
- Brakes
- Alignments

We honor National Accounts
Customized pricing and employee discounts

17 locations in the tri-county area including:

West Lawn 610-670-5922	Birdsboro 610-582-4266	Coventry 610-705-5501
Limerick 610-409-0400	Kimberton 610-933-5984	Lionville 610-524-1002
West Chester 610-455-0400	King of Prussia 484-864-5005	CJTIRE.COM Schedule an appointment 24/7

Replace your wiper blades every spring and fall. When wiper blades no longer make proper contact with the windshield surface, they can begin to squeak, chatter, skip, smear or streak reducing driving visibility. And don't forget to check your washer fluid reservoir...everybody uses more wiper fluid over the winter.

Make sure your tires are in good shape. Early spring is a good time to examine your tires. Worn tires are dangerous and can reduce fuel economy. You should also check that your tires are properly inflated — and that your spare tire has enough air. This is a good time of year to have your tires rotated and balanced, as well, so that they wear evenly and you get the maximum lifespan from each tire.

Get an alignment check. Around here, it is almost impossible to not to encounter a pothole or two on a regular basis. They are the number one

enemy of not only your tires but also your vehicle's suspension system. Almost everyone should have his or her vehicle alignment checked every spring. It assures that the suspension components are doing their job and that the angles of the tires, which affect how they make contact with the road, are still within manufacturer recommended specs. It is preventative maintenance that helps prevent irregular and premature wear out of your tires.

Lastly... remember that all cars need to be serviced at regular intervals, so now is a good time to dig out the owner's manual or go online to see what you're due for, given the mileage on your vehicle's odometer.

This message is brought to you by your friends at CJ's Tire & Automotive - Better, Faster, and More Affordable!

www.cjtire.com



3111C West Ridge Pike, Sanatoga, PA 19464
(Across from Turkey Hill)
484-752-4764 • haronandsons@gmail.com
Moved in July to New Location —
Same Great People, Same Great Service!

Haron & Sons Auto Center LLC
OVER 30 YEARS EXPERIENCE
Full Service Foreign & Domestic Car & Truck Repair
PA State Safety & Emissions Inspections
Certified • Towing • Alignment



Meineke Car Care Center #2769
1109 S Hanover Street, Pottstown PA 19465
610.718.5555

\$29.95 State Inspection & Emissions
1996 & newer cars and light trucks
State Fees Extra

Center Hours
M-F 7:30 AM - 6:00 PM
Sat 7:30 AM - 4:00 PM Sun Closed

meineke
Do with life.



FAMILY OWNED & OPERATED SINCE 1987

HFT TIRE SERVICE
Bridgestone • Firestone • Fuzion
Goodyear • Kelly • Dunlop • Michelin
Uniroyal • B.F. Goodrich • Carlisle
Continental • General • National

Performance Touring All Season Radial Tires

- Computerized Wheel Alignment / Balancing
- Full Brake Service
- Struts/Shocks
- Batteries
- Tire Repair / Wheels
- Emission Inspections
- Front End Specialists

COMPLETE AUTO & LIGHT TRUCK REPAIR

- Oil & Lube
- Inspection Station
- Exhaust Systems
- Fleet Service
- National Accounts Welcome

SAME DAY SERVICE
POTTSTOWN
610-326-2326
1379 E. Schuylkill Rd.
Pottstown, PA 19465
MON-FRI 8-5 • SAT 8-12




Visit Us At www.hftire.com

Bob's Auto 610-326-6040
335 West High Street - Pottstown, PA 19464



bobsautopottstown.com

Inspections • Emissions • Tires • Batteries
Air Conditioning • Diagnostics • Wheel Alignments
Scheduled Maintenance • Brakes • Vehicle Repairs
Tune-Ups • Oil Changes • Steering • Suspensions

APRIL IS CAR CARE MONTH!
SAVE 10%* OFF THE REGULAR PRICE OF AUTO SERVICES IN APRIL
*up to \$100 max/maint discount. May not be combined with other offers or discounts.

Join Bob's Auto VIP Club To Receive VIP-Exclusive Specials and Discounts On Automotive Services
vip.bobsautopottstown.com

MEET THE DESIGN TEAM OF INTERLACE COMMUNICATIONS



Alyse Mitten
President
alyse@gomaava.com
610-914-0142



Kasey Gray
General Manager
kasey@gomaava.com
484-709-6564



Kristen Schappell
Website Designer
kristen@gomaava.com
484-709-6564

**WEBSITE DEVELOPMENT • SOCIAL MEDIA MARKETING
EMAIL MANAGEMENT • PRINT MARKETING**

Website Designs with Marketing in Mind!

- Mobile Friendly
- Search Engine Optimized
- Social Network Integration
- Blog Management
- Affiliate & Ecommerce
Inventory Integration



**We design one-page sites
to e-commerce sites.**

**Interlace
Communications**
& goMAaVA

**DESIGN
MARKETING
SOLUTIONS**

10 Zion Church Road, Suite 201 • Shoemakersville, PA 19555
484-709-6564 • www.iciconnect.com
theteam@gomaava.com

f iciconnect gomaava in interlace communications



HAS THERE BEEN A CHANGE? You be the judge.



MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

Since January when the announcement was made about Facebook's change to their algorithm, we've been testing what we've done in the past, as well as some of our new adjustments.

In some cases, with no engagement what so ever, we didn't see any changes.

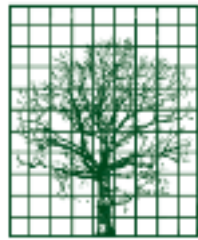
Those where we moved attention to GYBO posts and more engaging posts but less of them on Facebook, we noticed an uptick on organic reach on Google and about the same result on Facebook.

What does all this mean for those who engage with their clients through social channels? Keep doing what you've done in the past and keep an eye on your post reach. If you begin to see a decline, pull back on the amount of general posts and put a focus on engaged posts, even if you only do one or two a week.

What is a general post?

A general post is information on your products or services. It can also be a post highlighting an event you are having, changes in your hours, or announcements on vacation. These are all general posts as they may get a like or two but for the most part, people will see your post and won't engage.

(Continued on page 50)



**LUDGATE
ENGINEERING
CORPORATION**

Established 1975

ENGINEERS • SURVEYORS • LAND PLANNERS

P: (888) 646-6161 F: (610) 404-7371
www.ludgate-eng.com



Your Local Commercial Experts - Call Toll Free 1-866-948-2255

We Work For You...



IS OUR AGENT TO SELLING AGENT
FOR AN ACCEPTABLE AGREEMENT OF SALE.

FOR SALE (ZC2245) 100 PORTER ROAD, POTTSTOWN

LOWER POTTS GROVE TWP. 16,000/SF OF OFFICE BUILDING WITH GREAT INCOME AND PLENTY OF PARKING WITHIN WALKING DISTANCE TO PMVC. CURRENTLY ALMOST FULLY OCCUPIED. CALL FOR DETAILS. **Reduced to \$599,000**

Looking for space to LEASE?

(ZC1070) 100 Porter Rd., Pottstown- Professional office building situated in the immediate vicinity of the Pottstown Memorial Medical Center. Handicapped Accessible. Elevator. Ample Parking. Various Size Suites from 200-1500SF. Competitive rates and flexible terms. All utilities are included. NO COMMON AREA MAINTENANCE CHARGES.

ZC1160: 2100 E. High St., (Lower Pottsgrove)- LEASED

ZC1172: 2741 N. 5th St., Highway, Reading- Commercial property with signage on busy highway at the corner of N. 5th St. & Wilson. Former United Check Cashing Franchise with all security systems in place and operational. Paved parking on side and rear of building. Move in condition. Perfect for a multitude of businesses. \$1,500/month plus propane and electric.

ZC1181: 381 N. Lewis Rd., Royersford- Park Town Plaza Shopping Center located in Royersford. Retail/Office spaces. 5 spaces available, various sizes, various prices. Call for more information and showings.

ZC1182: 3315 Main St., Morgantown- Morgantown 1st floor office space. 17417. Approximately 2000SF. Shared bathroom. \$400/Month includes heat and A/C. Lessee pays electric. Morgantown 2nd floor office space. 26x26. Approximately 676SF. 3 offices and Bath. \$900/Month includes heat, A/C and electric.

ZC1183: 700 Main St., Red Bank- Approximately 1,700SF. First floor-reception room, conference room, computer room. 3 private offices. Second floor-4 private offices, conference room. Possibly furnished. \$1,500/Month + Utilities. *Separate meters for heat/A/C.

ZC1184: 29 E. Philadelphia Ave., Boyertown- Former Boyertown Community Library. First floor retail/office space comprised of 2654SF with basement area. Handicap bathroom + kitchenette. Call for details.

ZC1185: 224 Main Street, East Greenville- 5 room Victorian storefront/office space with a large covered porch available on high traffic street near movie theatre, salons, bus lines offices and eateries. Front and rear off street parking. \$750/Month + water and sewer.

ZC1186: 107 W. 7th Street, Pottstown- Two Story Brick Veneer/Redwood Veneer. 4 office suites/various sizes. Floor plans attached. Ceramic Tile Flooring. Central Air. (Heat Pump Units). Public water, sewer and gas. Tenant pays all individual suite utilities, janitorial and CAM. Call for details and price/GF. Sign on property.

ZC1187: 24 N. Reading Avenue, Boyertown- Boyertown Community Library 2nd floor office space. 7400SF +/- Elevator access, offstreet parking, all utilities included with monthly lease. Call for rates and details.

Call 1-866-948-2255 for more details on listings!

SOLD (ZC2236) 101 N. HIGH STREET, POTTSTOWN

PENDING (ZC2258) 389 E. PHILADELPHIA AVE. BOYERTOWN

SOLD (ZC2234) 100 E. STREET, BOYERTOWN

PENDING (ZC2252) 50 LAMAR STORE ROAD, BOYERTOWN

FOR SALE- (ZC2274) 2436 NEW SCHUYLKILL ROAD, POTTSTOWN-

APPROXIMATELY 30x68, USED AS A SHOP & STORAGE FACILITY. 3-10 FOOT DOORS AND EXTRA ROOM IN THIS RECENTLY CONSTRUCTED STRUCTURE. SITUATED ON ALMOST 1/2 ACRE THIS COMMERCIAL ZONED PARCEL HAS LOTS OF POSSIBILITIES. COME TAKE A LOOK! LAND AND BUILDING ONLY FOR SALE. **\$299,000**

FOR SALE- (ZC2182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **CALL**

FOR SALE- (ZC2188) CAMP SAWTARA RD, MYERSTOWN- 112 ACRES OF PRIME DEVELOPMENT LAND. 1/8 MILE FROM I-78 AND BERKS PARK 78 AND NEW PET SMART AND DOLLAR GENERAL DISTRIBUTION WAREHOUSES. **\$2,800,000**

FOR SALE- (ZC2237) 2741 N. 5TH STREET HIGHWAY, READING- COMMERCIAL PROPERTY WITH SIGNAGE ON BUSY HIGHWAY AT THE CORNER OF N. 5TH STREET & WILSON STREET. FORMER UNITED CHECK CASHING FRANCHISE WITH ALL SECURITY SYSTEMS IN PLACE AND OPERATIONAL. PAVED PARKING ON SIDE AND REAR OF BUILDING. MOVE IN CONDITION. PERFECT FOR A MULTITUDE OF BUSINESSES. **REDUCED TO \$1.1M** **ALSO FOR LEASE AT \$1500/MONTH plus PROPANE AND ELECTRIC. LEASE TO PURCHASE WILL ALSO BE CONSIDERED.**

FOR SALE- (ZC2253) ROUTE 562, BOYERTOWN- FIRST 500' OF PROPERTY IS IN VC ZONING AND THE REMAINING ACREAGE IS LIGHT INDUSTRIAL. FRONT IS MOSTLY OPEN AND THEN IS WOODED TO REAR AND SLOPING BACK. EASEMENT NEAR TOP OF HILL IN BACK FOR ELECTRIC COMPANY. MANY USES. **REDUCED TO \$1.1M**

FOR SALE- (ZC2257) LOT 1 & 3 E. 2ND STREET, BOYERTOWN- 2 LOTS ZONED LIMITED INDUSTRIAL IN THE BORO OF BOYERTOWN. 1 LOT IS .95 ACRES AND 1 LOT IS 2.02 ACRES. MANY PERMITTED COMMERCIAL, INDUSTRIAL, OFFICE AND OTHER USES. BOTH LOTS ARE BEING SOLD TOGETHER. THE LOTS ARE LOCATED IN THE 1ST BLOCK OF E. 2ND STREET NEXT TO THE BOYERTOWN AMBULANCE BUILDING AND ABUTS THE RAILROAD RIGHT OF WAY. CALL US FOR TAX MAP AND ZONING INFO. THIS A GREAT LOCATION TO EXPAND YOUR BUSINESS. **REDUCED TO \$1.1M**

FOR SALE- (ZC2263) 330 SHILOH ROAD, MORGANTOWN- 3 UNIT FARMHOUSE AND LARGE BARN WITH 1 RENTAL UNIT ON LOWER LEVEL ON 1.8 ACRES IN RURAL SETTING. BUSINESS ON LOWER LEVEL OF BARN WANTS TO STAY. NEW OWNER CAN MODIFY RENT. VERY CLOSE TO ROUTE 10 AND TURNPIKE IN CAERNARVON TOWNSHIP. INCOME PRODUCING PROPERTY. PROPERTY TO BE SOLD "AS IS". **REDUCED TO \$1.1M**

FOR SALE- (ZC2264) 500 E. PHILADELPHIA AVENUE, BOYERTOWN BOROUGH- GREAT INVESTMENT PROPERTY. FIRST FLOOR FORMER CHIROPRACTOR OFFICE THAT HAS MANY POSSIBILITIES AND A SECOND/THIRD FLOOR APT. THAT HAS BEEN TOTALLY RENOVATED. DETACHED 2 CAR GARAGE ALSO CAN PROVIDE ADDITIONAL INCOME. GREAT EXPOSURE ON ROUTE 73. CLOSE TO ROUTES 100 & 562. **REDUCED TO \$1.1M**

FOR SALE- (ZC2270) 601 AND 619 W. HIGH ST., POTTSTOWN- GREAT BUSINESS LOCATION WITH ACCESS TO ROUTE 100 AND 422. LEVEL CORNER PROPERTY SUITABLE FOR RESTAURANT, FOOD SERVICE/CONVENIENCE, MINI STORAGE, AUTO REPAIR, PROFESSIONAL/MEDICAL OFFICE BUILDING. **\$389,000**

FOR SALE- (ZC2271) 33 E. PHILADELPHIA AVENUE, BOYERTOWN- COMMERCIAL UNIT ON FIRST FLOOR. 3 BEDROOM APARTMENT ON 2ND FLOOR. TWO CAR DETACHED GARAGE IN REAR OF PROPERTY. ONE CAR PARKING BEHIND GARAGE. ONE CAR GARAGE USED BY TENANT UPSTAIRS. OTHER GARAGE CAN BE USED BY TENANT TENANT IN THE FIRST FLOOR. LOCATED IN MIDDLE OF BOYERTOWN. VARIOUS POSSIBILITIES. BOTH FLOORS ARE LEASED. **\$165,000**

FOR SALE- (ZC2272) 112 N. LEWIS ROAD, ROYERSFORD- MIXED USE OPPORTUNITY RES/COMM FEATURING 2 BED, 2 FULL BATH, LARGE KITCHEN, DINING/LIVING ROOMS, FINISHED BASEMENT RESIDENTIAL SIDE. SEGREGATED 3 COMM OFFICES WITH LARGE FOYER, CONFERENCE ROOM AND HALF BATH. **\$375,000**

FOR SALE- (ZC2273) 237 W. HIGH STREET, POTTSTOWN- 4600SF BUILDING SUITABLE FOR VARIOUS BUSINESSES. SHOWROOM AREA, LARGE WAREHOUSE AREA, OVERHEAD GARAGE DOOR. CONVENIENTLY LOCATED TO ROUTE 100 & ROUTE 422. APPROXIMATELY 15 PARKING SPACES. **\$250,000**

**Your Local Commercial Experts
Call Toll Free 1-866-948-2255**

KeyBank

Use the red key.®



We'll reward your business with \$5,000!*

Just bring your business to KeyBank.

A full business banking relationship with Key is always rewarding. To make it even more rewarding, we're offering this incentive to make Key your business bank.

We'll deposit \$5,000 into your business account when you do all of the following:

✓ Open your company's primary operating account with us via a **Key Business Rewards Checking Account** or a **Commercial Transaction Account**. These are both premier business accounts that adapt to your company's needs.

✓ Open a **Key Business Gold Money Market Savings®** or **Key Business Silver Money Market Savings® Account**. Both offer competitive interest rates, easy access to your funds, simple ways to avoid service charges, and are designed to help you meet your cash management needs.

✓ Open a Card Program that best suits the needs of your business — **Key2Business®, Key2Purchase®, Key Business Rewards, or Key Business Credit Card**. Each of these Mastercard® company credit cards are widely accepted and offer perks and rewards that you value most.

✓ Open a **Key Merchant Services** account, and within three months of the account being activated process \$50,000 or more through your KeyBank Business Reward Checking Account or Commercial Transaction Account. KeyBank Merchant Services provides meaningful payment solutions and operations management systems that simplify processes and build customer satisfaction, all while giving you faster access to your cash with next-day funding to your KeyBank checking account.

Get started.

Speak with your KeyBank Branch Manager today:
or contact us at 1-888-KEY4BIZ® (1-888-539-4249).

KeyBank

NOTICE: This is not a commitment to lend or extend credit. Conditions and restrictions may apply. Information and offer are subject to change without notice. All credit, loan, and lending products are subject to collateral and/or credit approval.

* In order to be eligible for the \$5,000 cash incentive payout you must:

- Open a Key Business Rewards Checking Account or a Commercial Transaction Account that is your primary operating account; account must be open and in good standing at time of incentive payout, **and**
- Open a Key Business Gold Money Market Savings or Key Business Silver Money Market Savings account; no delinquencies, deposits, account, must be open and in good standing at time of incentive payout, **and**
- Open a KeyBank Business Card Program (Key2Business®, Key2Purchase®, Key Business Rewards, or a Key Business Credit Card). Subject to credit approval. Card account must be open and in good standing at time of incentive payout, **and**
- Open and activate a Key Merchant Services (KMS) account — \$50,000+ net of chargebacks processed into your KeyBank Business Reward Checking Account or Commercial Transaction Account within 3 months of the KMS account being activated. Activation starts the day of the first KMS transaction. Key Merchant Services is subject to credit approval and subject to terms and conditions of service agreement.

This offer is non-transferable. The value of your cash incentive payout will be reported on Form 1099-MISC. Your cash incentive payout will be deposited into your account within 30 days of meeting KMS requirement. Limit one \$5,000 cash incentive payout per qualifying account. Limit one \$5,000 cash incentive payout per business. The offer period begins on 3/23/2018. Offer is subject to cancellation without notice.

KeyBank is a federally registered service mark of KeyCorp, 65718 KeyCorp, KeyBank is Member FDIC. ©2018 KeyCorp



Stay Connected for only 99¢

Enjoy full access to **readingeagle.com** for only 99¢ for the first month.



Go to **readingeagle.com** and click on First Month 99¢ or call

610-371-5122

READING EAGLE

MASTERING SOCIAL MEDIA

(Continued from page 48)

What is an engaged post?

Engaged posts gets your audience involved with the content in the post. It could be a post about your product but ask a question to engage the audience to answer. Like this, "We've been finding that people are using our widget like this. Are you using it that way or finding better solutions for it?" Another general post that could easily become an engaged post is the mention of vacation. Imagine the suggestions you'd get for vacation ideas if you admit you're a workaholic and have no clue where to go for vacation. You see, engaged posts, if properly managed, can have a life span of two to three days or even more.

Should you advertise?

We've had tremendous success with Facebook Boosts and mixed results with Facebook Sponsored Ads.

The key to ads is to be very specific with your audience. Don't waste your marketing investment on general ads unless you have a product that everyone can use. Be focused especially if you have a limited budget.

So what's the take away from all of this?

Check your data and compare pre-January 2018 data to today. If there is no change, continue with what you are doing. If you notice a change, shift to less general posts and focus on engaging posts. Make sure to include GYBO Posts focusing on keywords.

Next month's column will focus on Alignable. I have several business owners who have asked me, "What's Alignable." More to come on that subject.

Promote YOUR business in the NEXT issue!
Call (610) 323-6253

I JUST RECEIVED A UTILIZATION REVIEW. WHAT DOES THAT MEAN?



LEGAL PERSPECTIVES

By Daniel E. McCabe, Esq.; Wolf, Baldwin & Associates, P.C.

If you have been injured in Pennsylvania and are receiving workers' compensation benefits, the insurance company paying those benefits has the right to question the reasonableness and necessity of any treatment provided to you. In other words, if you have been seeing a chiropractor and the insurance company would like to question whether the treatment you are receiving is reasonable and necessary any longer, they must file what is called a utilization review, or for short, a "UR." So, what does it mean once a UR has been filed?

First, we must understand why the legislature provided for this option for insurance companies. Essentially, if an insurance company wishes to challenge whether a provider's treatment is useful any longer they cannot just simply stop paying. Once a claim has been accepted as compensable in Pennsylvania, the insurance company responsible for that claim must pay for

any treatment which is *related* to the work injury, and both *reasonable and necessary*. However, it is very important to understand that a utilization review does not review the question of whether treatment is related to the work injury. For instance, whether a specific surgery is related to a "knee sprain and strain" may be a question of relatedness and not necessarily reasonableness or necessity. If the injured worker has suffered with knee pain for a long time, and the accepted work injury is a knee contusion (otherwise known as a bruise) the insurance company may try to say that any surgery proposed by a provider would not be *related* to the work injury. So, it's important to understand that a utilization review does not address the issue of whether treatment is related to the work injury.

The purpose of a utilization review is to determine whether the treatment under review is reasonable and or necessary. An easy example of why a UR is filed is when treatment goes on for an extended period of time. If someone who has an injured back sees a chiropractor for six months, an insurance company may file a UR to determine whether that treatment is really providing relief to the injured worker. The process is started by the insurance company requesting that the Bureau appoint a utilization review organization to review particular treatment. It can be for treatment that has already passed, or treatment going into the future. Once the request for a utilization review has been filed, the Bureau will assign the file to a doctor who is in the same profession. Section 306(f.1)(6)(i), 77 PS Section 631(6)(i) provides that a utilization review of all treatment rendered by a health care provider shall be performed by a provider licensed in the same profession and having the same or similar specialty as that of the provider of the treatment under review.

(Continued on page 52)

Pottstown ROLLER MILLS Inc.

625 Industrial Highway
Pottstown, PA 19464
(610) 323-8620

- FILTER SAND, POOL CHEMICALS, DIATOMACEOUS EARTH
- LAWN AND GARDEN LIME
- SCREENED TOP SOIL
- WATER SOFTENER SALT
- DECORATIVE STONE & SAND
- PROPANE FOR GRILLING
- ALL TYPES OF MULCH BAG & BULK
- PURINA FEEDS FOR ALL TYPES OF ANIMALS
- LARGE SELECTION OF WILD BIRD FEED, BIRD FEEDERS & BIRD HOUSES
- WOOD PELLET & BRICK FUEL
- PREMIUM ANTHRACITE COAL
- WE FILL POOLS



Purina Mills, Inc.
Triple Crown

We make it EASY to talk with a lawyer.



Workers' Compensation
Estate Planning & Administration
Civil Litigation • Municipal Law

Small Business Representation
Real Estate, Land Use & Zoning
Divorce • Custody • Support

Your Local Lawyers for over 40 years

www.wolfbaldwin.com



ATTORNEYS-AT-LAW

Pottstown
610-323-7436
800 East High Street
Pottstown, PA 19464

West Chester
610-436-8300
13 W. Miner Street
West Chester, PA 19382

Reading
610-374-2400
606 Court Street, Suite 203
Reading, PA 19601



Escape in 60 minutes!

Book now at
www.escaperoommystery.com

King of Prussia

840 1st Avenue, Suite 500

Perfect for team-building events!



Rhoads Limousine

Limo Services & Group Transportation Has Never Been Easier...

24 Hour Personalized Chauffeured Service

Special Occasions

- Weddings
- Birthdays
- Proms
- Anniversaries
- Sporting Events
- Airport Transfers
- Theatre and Concerts
- Shuttle Service
- Bachelor & Bachelorette Parties

Also Rhoads Transportation

Transportation Services For All Size Groups

- Coach Buses
- Corporate Events
- Small School Buses
- Sports Teams
- Large School Buses
- Church Groups
- School Trips
- Handicap Accessibility




610.689.4600 • 800.528.3569
1816 Weavertown Road, Douglassville, PA 19518
www.RhoadsLimos.com

VISA, MasterCard, Discover, American Express

f, in, Instagram, Pinterest, Twitter

A Honey Dipper

SEPTIC SERVICE
J. Brehm, Inc.



WE PUMP WHAT YOU DUMP

Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com

LEGAL PERSPECTIVES

(Continued from page 51)

In other words, the Bureau will assign the UR in our example to another chiropractor. That chiropractor will then have 30 days to render an opinion as to whether past treatment and or future treatment (ongoing) is reasonable and necessary. During the time that this UR is being worked on by the reviewing doctor, the insurance company will not have to pay for the treatment under review. It's important to keep in mind that only bills that are under review are part of this stay, and any other medical providers and/or treatment are still the responsibility of the insurance company.

There a number of aspects of utilization reviews that are important to keep in mind. First, URs are doctor-specific. In other words, if a utilization review is filed against Dr. Smith, the injured worker is free to treat with other doctors in that same practice, or another doctor in a different practice, even if the treatment is the same as what Dr. Smith provided. Further, utilization reviews must be filed within 30 days of receipt of the bills from a provider. If a UR is filed beyond 30 days from the last billing, it is considered untimely and will be rejected by the Bureau.

Our clients often ask us if the personal statement that is requested by the utilization review organization is important. In this writer's opinion it is certainly wise for the injured worker to voice his or her opinion about the treatment. However, in 15 years of practice I've never seen a utilization review even mention the injured worker statement as being important at all.

After the medical records have been reviewed, the UR organization will issue a utilization review determination. In this determination it will discuss the various medical bills that were reviewed and make a determination as to whether the treatment is reasonable and necessary. The URO can find past treatment reasonable, and future treatment no longer necessary, or find all treatment unnecessary and unreasonable,

or all the treatment reasonable and necessary. Further, a reviewer may limit the frequency of treatments, however it may not limit the time frame of future treatments. *Snyder v. WCAB (International Staple & Mach)*, 857 A.2d 202 (Pa.Cmwlt. 2004). For instance, a UR may not limit treatment to another six months. If either party disagrees with the utilization review determination, that party must file a petition to review the utilization review determination within 30 days of receipt of the report. The utilization review petition is then assigned to a workers' compensation judge, so that evidence can be presented to either affirm or deny the determination.

The interesting thing about a petition to review a utilization review determination is that the burden to prove whether treatment is reasonable and or necessary stays with the insurance company. In other words, even though the injured worker may have filed a petition to review the UR determination, the burden stays with the insurance company to prove that the UR provider essentially got it right. Interestingly, most of the time the attorneys for the insurance company simply rely on the utilization review report.

(Continued on page 54)

CLEAN CUT

ESTABLISHED 1987

LAWN & LANDSCAPING SERVICE

Ron Buttaró
Owner/President
phone 610.495.6399
cell 610.334.8603
285 Linfield Road P.O. Box 1100, Parker Ford, PA 19457
cleancutlawnsvc1987@gmail.com

LAWN SERVICES

- Mowing
- New Lawn Installation
- Seed or Sod
- Lawn Renovations
- Mulching & Edging
- Shrub trimming
- Maintenance Contracts

LANDSCAPING SERVICES

- Creative Designs
- Trees & Shrub Installation
- Patios & Walkways
- Retaining Walls
- Enhancement Lighting
- Irrigation Systems
- Ponds & Waterfalls
- Fencing

BusinessAdvisor

Promote YOUR business in the NEXT issue!
Call (610) 323-6253



MOYER INDOOR | OUTDOOR

Moyer Indoor | Outdoor, founded in 1869 as Moyer & Son, began as a small feed mill in Souderton, PA, and has grown into a widely diversified company serving Southeastern Pennsylvania and parts of New Jersey. The expansion began in the early 1950s, when Moyer added a fuel delivery division. In 1994, in an effort to continue to grow the company, Moyer Indoor | Outdoor formed a Pest Control Division staffed with highly trained professionals.

Over the last six years, Moyer's pest division has expanded their business territory and is now serving Chester and Delaware counties. In 2017, Moyer Indoor | Outdoor opened a second location in Newtown Square, PA. Dennis Murphy, Pest Control Manager, stated, "We have been treating homes & businesses for over 20 years. We will now be able to accommodate customers in Newtown Square, West Chester, and surrounding areas."

Ready to resolve your pest problem, Moyer stands as a leading Pennsylvania pest control company that utilizes state-of-the-art technologies to combat insects and rodents efficiently and effectively. Moyer's certified Entomologists are acutely aware of the local



pest pressures, and have been trained to handle any infestation, including ants, bed bugs and other pests.

Moyer Pest Control is a member of Copesan, an alliance of premier pest management providers for commercial businesses. In 2016 and again in 2017, Moyer Pest received the *Copesan Quality Partner of the Year Award* after competing against twenty-

five companies across the United States for this prestigious award.

The Company's commitment to excellence and focus on the customer has allowed Moyer to grow and prosper for nearly 150 years. To learn more about Moyer Pest Control and all of Moyer Indoor | Outdoor services, call 215.799.2010 or visit www.moyerpest.com.

moyer
Indoor | Outdoor
Services you can count on
Pest Control
215.799.2010
moyerpest.com

**For all of your
Pest Control needs.**

Bed Bugs, Mosquitoes,
Stink bugs and more!

**Two Locations!
Newtown Square
Souderton**

Marathon Capital Advisors Marathon Financing Advisors

4 Park Plaza, Wyomissing, PA 19610

610.898.8086

Toll Free: 800.280.5927

www.vrmarathon.com

mmccarthy@vrmarathon.com

Sell Your Business • Buy a Business Mergers and Acquisitions Strategic & Succession Planning

From confidential marketing, to securing qualified buyers, to structuring the transaction, you can depend on the experience and integrity of the Marathon professionals throughout the business transition process.



VR has sold more businesses in North America than anyone else



Combining Vending,
Office Coffee Services,
Filtered Water Services,
& "Micro Markets."

... It's like having a
convenience store right
in your lunchroom!



Office Refreshment Service
1source

For additional
information, please call
800.549.3190, and visit

www.onesourcerefreshment.com for all your vending,
office coffee service, and Micro-Market needs.

**WE MIND
YOUR
BUSINESS.**

At WSFS Bank, we're always thinking about your business. So whether you're looking to grow, diversify or change altogether, our relationship managers take time to listen to your needs, recommend sound strategies and help you implement them.

WSFS bank
We Stand For Service®

WSFSBANK.COM / 1.888.WSFSBANK

©2018 Wilmington Savings Fund Society, FSB
Member FDIC | NMLS #411073

ROBOTIC IMAGING GROUP
ACCELERATED CONSTRUCTION, SALES AND LEASING

SAVE TIME AND MONEY. REDUCE PROJECT RISK. EXPEDITE DESIGN PROCESS.

- Create virtual reality tours for websites and social media
- Google street view integration
- Build compelling and interactive online retail sales strategies
- Aerial videos and still photography
- Create dimensional point cloud renderings of as-built structures
- Create inexpensive drawings in a variety of CAD formats
- Topographical mapping
- Accelerate sales and leasing of residential and commercial real-estate

(215) 375-7522 info@roboimg.com www.roboimg.com

CLARK INDUSTRIAL SUPPLY INC.
301 West High Street • Pottstown, PA 19464
610.705.3333
www.clarkindustrialsupply.com

AEROQUIP

- Performance Products
- Hydraulic Hose & Fittings
- A/C Hose & Fittings
- Weatherhead/Brass
- Metric & BSP Fittings
- Industrial Rubber Products

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms

INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

LEGAL PERSPECTIVES

(Continued from page 52)

It is then the injured worker who must provide evidence that the treatment found to be unreasonable and unnecessary is actually reasonable and necessary. This is usually done by presenting testimony from the doctor under review and from the injured worker. If the doctor whose treatment is being reviewed is willing to testify about the positive aspects of the treatment being rendered, and the injured worker is willing to testify about the positive aspects as well, most workers' compensation judges will tend to find that the treatment should continue. If the judge overturns the negative utilization review determination, all of the bills going back to when the UR was first filed must be paid by the workers' compensation carrier.

One issue that comes up during litigation is that once the utilization review is rendered against the provider (finding treatment to not be reasonable or necessary), the stay on the carrier's responsibility to pay for medical bills continues throughout that litigation. Therefore, the provider being reviewed will not get paid for many months. This raises an interesting conundrum for the doctor who is still most likely treating the injured worker.

However, in most situations the doctor continues to treat the injured worker with the hopes that the litigation will coming down in the doctor's favor.

Utilization reviews are often filed for unrepresented injured workers and often are not appealed. Limitations on treatment are mandated by these unappealed utilization reviews and because many injured workers do not know their rights, they simply believe that the insurance company has the right to dictate the frequency and nature of the treatment. If you have been injured at work and you are not represented, a utilization review is just one of many problems you are likely to face. Arrange to meet with a certified specialist workers' compensation lawyer to understand your rights.

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C.. He and managing attorney Levi S. Wolf are two of less than 200 lawyers across the state who have been certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmccabe@wolfbaldwin.com.

YOUR BUSINESS EMERGENCY RESERVES RANKED FIRST TO WORST



THE GOOD LIFE

By Merra Lee Moffitt, AWMA, CMFC, CFP, Senior Partner,
Wealth Strategist, Good Life Financial Group

Recessions are normal, and when they occur your business might incur a downturn along with many others. Thankfully, most pundits are not expecting one anytime soon. Let's hope they're right. That makes now a great time to orchestrate your emergency reserve buckets so that you can strive to be prepared when the next recession or potentially other unexpected business downturn occurs.

The Great Recession was 10 years ago, and for many of you it was a time of business peril forcing many business owners to call on all their reserves until business finally improved. The Great Recession was so deep that many business owners raided every potential source of cash they had available.

This article is an attempt to help you build and rank your reserves while business is now relatively good to get ready for a possible lean time later. Your individual rankings of best to worst sources of cash will vary, and frankly, part of the services I can provide are meant to

help you potentially achieve smooth sailing through your next business downturn.

- 1 Cut expenses. One way to improve cash flow is to need less of it.
- 2 Cut your savings into your long-term reserve buckets like retirement, redirecting into a more accessible (i.e., without penalties) short term account. That money will be available short term as well as potentially headed back into retirement when business turns good again.

(Continued on page 56)

C·O·R·E ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

STEP 1 SELECT YOUR SPACE
Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.

STEP 2 CHOOSE YOUR COLOR STORY
Professionally-designed, mix and match color schemes suit your space, your style and one another!

STEP 3 PICK YOUR PRODUCTS
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!



FLOORING SOLUTIONS MADE SIMPLE



Core Elements: Quite possibly the easiest business decision you'll make today!

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457

5 minutes from the Limerick exit of Route 422

610-495-6211

www.chesmontcarpetone.com

LIC# PA0081672

Financial Planning Have You PUZZLED?



powered by
good life

NOURISH YOUR FINANCIAL ROOTS!
CALL MERRA LEE TODAY!

Three "Interesting" Ways To Start Financial Planning:

- 1) Schedule a date night to discuss your plans.
- 2) See an advisor who is a financial planner.
- 3) Hint! Hint! Call Merra Lee.



goodlife

FINANCIAL GROUP

Merra Lee Moffitt

CMFC, AWMA, CFP®
Senior Partner, Wealth Strategist

610-628-2055 • 610.488.7353 • fax 610.628.2055
email merralee.moffitt@lpl.com • www.MerraLee.net

Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Good Life Advisors LLC, a registered investment advisor. Good Life Advisors LLC and Good Life Financial Group are separate entities from LPL Financial.



RE/MAX
Synergy

Douglasville Shopping Center



Regina McLaughlin Williams, Broker/Owner

Cell # 484-686-0307

Office # 610-385-0090

Mclaughlinregina@aol.com

THE GOOD LIFE

(Continued from page 55)

- 3 Your business emergency cash reserves. Just like your personal life, attempt to build up at least 2 months of operational cash flow for your business. If it seems like too much to keep in a savings account, put it in bucket 4.
- 4 Your conservatively invested business account that's accessible without penalties. I encourage many of my clients to build one which can be used for possible business expansion as well as a downturn reserve.
- 5 Your business line of credit. If you don't have one, potentially get one now while you don't need it. That's when banks are more likely to approve one.
- 6 Your personal reserves. Your family reserves can be 'lent' to the business.
- 7 Factoring your receivables is another alternative, but expensive way to help get through a downturn. If you are ever considering this, you will probably have already pursued less expensive options.
- 8 Your Roth account. If you have opened one for more than five years, you can withdraw up to your contributed without penalties or taxes. Pulling from your Roth looks temptingly like it should be further up on the list, but it is painful to pull from since you can only contribute \$5500 or \$6500 per year to build it back up towards your retirement.
- 9 A 401(k) loan. We're getting desperately far down the list, now. A 401(k) loan is only preferable to a withdrawal in that you get to pay yourself back, and potentially avoid penalties by doing so – if you follow all the rules.
- 10 An early redemption from your IRA/SEP/SIMPLE/401(k) retirement account. You will most likely incur penalties as well as taxes. This could be your worst option; hopefully you never need this.

If you plan and assertively build all your buckets now, hopefully you won't get beyond bucket number one and two in the next downturn. For help with a game plan towards your business reserves strategy, give me a call.

Merra Lee Moffitt, Certified Financial Planner, is a Senior Partner at Good Life Financial Group. First and foremost, she is a financial educator. In her 18 years as a professional financial planner, she has created over 384 written financial plans for families and business owners. If you want the kind of caring, thoughtful, and educated financial planning she can bring, call, click or come by at 610.488.7353, www.MerraLee.net, or 30 Commerce Drive, Wyomissing 19610. P.S. Don't use this address for too long because we have outgrown this office and we're moving! Stay tuned.

This information is not intended to be a substitute for specific individualized tax or legal advice. We suggest that you discuss your specific situation with a qualified tax or legal advisor.

Stylish Images photography

Are you trusting Your Business' image to
poor cellphone snapshots?

Business and Commercial Portraiture * Weddings * Families

Sports Action * Location, In Office or Studio Sessions

Photos for: Business Cards, LinkedIn, Websites and Annual Reports

Visit us: www.stylishimages.com

**Business Discounts available
for multiple sessions**

An ~~\$50.00~~ Studio session includes:
20-40 exposures taken (2-3 poses),
1 clothing change

Upload to our website for your review
within hours of your session.

1- Retouched High resolution digital file
emailed to you within 24 hours.
additional files available for a small fee

Can you really afford to look bad
with a price this good?

Don't settle for this



When you can have these



Nationwide Insurance
Dollfus Agency



Educator First Financial



Product Photography



610-792-9956

REGIONAL CHAMBER ROUNDUP

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

PERKIOMEN VALLEY CHAMBER OF COMMERCE

351 E. Main Street, Collegeville, PA 19426 • 610.489.6660

• info@PVchamber.net • www.PVchamber.net



Welcome to the Perkiomen Valley Chamber of Commerce!

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

For more information, contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit the Chamber website: www.PVchamber.net. Like us on Facebook @PerkValleyChamber. Email info@pvchamber.net to receive weekly emails!

WELCOME NEW MEMBERS!

Escape Trappe - Michelle Hallman
130 W. Main Street, Ste 146, Trappe
610-489-9877; www.escape-trappe.com

Blossom Counseling & Wellness - Keiko Wolfe
555 2nd Avenue, Building B, Ste 200, Collegeville
484-938-8461; www.blossom-counseling.net

American Communications Centers -
Dennis O'Hara
1000 Gravel Pike, Ste 300, Schwenksville
215-741-9538; www.accsolutions.com

Visit www.PVchamber.net to view membership directory

UPCOMING EVENTS

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

May 3, 2018 – Mixer at the Montgomery School

The Montgomery School, an independent, co-ed day school serving pre-k through grade eight in Chester Springs, PA is the location for our May Mixer. While enjoying food and drinks, network with fellow chamber members and school representatives on the stunning 60-acre campus and learn what makes this school so special. RSVP 610-489-6660.

Montgomery School, 1141 Kimberton Road, Chester Springs, PA

Members: FREE; Nonmembers \$10

4:00 – 6:00pm

May 9, 2018 – PV WIN Luncheon

Ladies...It's time to regain order, increase productivity and gain serenity! Denise MacMurtrie, Peace Restored Organizing, will share tips to help you organize your workspace. Enjoy networking from 11:30 - Noon, followed by a delicious lunch and interactive program.

Margarita's Restaurant, 350 Water Loop Lane, Providence Town Center, Collegeville

\$25 per person

11:30am – 1:00pm

June 11, 2018 – PV Chamber Annual Golf Outing

This is your opportunity to entertain clients and guests during a full day of networking and golf at the area's premier private golf course! Golf packages include greens fees, cart, lunch, beer and refreshments all day, snacks at the grove, golfer goody-bag, dinner and awards ceremony. Great sponsorship opportunities are available to meet every budget, or you may customize a sponsorship package to align with your specific marketing needs. Advance and event recognition for your business with a golfer foursome, raffle/door prize donations or contribute to the golfer goody-bags. Not a golfer? You can still join the fun by attending the networking social (dinner and awards ceremony) or volunteer some time at one of the prize holes! Sponsorship packages starting as low as \$100

Call the Chamber to add your name to the list of sponsors! **Gold Sponsor Kelly Insurance**

Supporting Sponsors: Trappe Tavern, Pizza Stop, Signarama Limerick, Maillie LLP, Margarita's

Spring Ford Country Club, 48 Country Club Road, Royersford

11:00am Shotgun Start followed by dinner reception/awards ceremony

Golf and Sponsorship Details and Registration on www.PVchamber.net or contact Renee Blomstrom to discuss a custom package!

The Chamber is seeking donations for Golfer Goody Bags, Raffle Prizes and Golf Prizes!

June 27, 2018 - New Member Orientation

Wednesday, June 27th, 8:30am – 9:30am at the PVCC office, 351 E. Main Street, Collegeville.

New members, prospects and members... join us for an informational session to learn how to maximize your Chamber membership and meet Board and Ambassador representatives!

FREE Event; Pre-registration is required. More details, contact Renee Blomstrom at 610-489-6660 or email renee@PVchamber.net. Register online www.PVchamber.net

SAVE THE DATES:

June 20th – Mixer at Pink Moose Ice Cream Café & Catering

July 18th – Mixer at the Princeton Group

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

POST EVENT

ANNUAL MEETING April 5, 2018



2018 Community Service Award Recipient, Vince Raffeo (center) with PA State Representative, Tim Hennessey (right) and David Kaplan (left).



Keynote Speaker, Dr. Barbara Russel, PVSD Superintendent, and PVCC Renee Blomstrom.



PVCC 2018-2019 Board of Directors: seated (l to r) – Sharon Hansen, Christine Verhasselt, Cathy McKeever; standing (l to r) – Renee Blomstrom (Exec. Director), Bob Clark (Vice Chair), Phil White, Laura Schlegel, Brian Dubas, Lynn Fleisher (Legal Council), David Akers (Past-Chair), Cheryl Kreider (Chair), Kip Bilo (Chair Elect), Jessica Lester (Secretary), Mike Kelly, Dave Binder and Matt Baker (Treasurer)

Ask SCORE

NEED FUNDING FOR YOUR SMALL BUSINESS?

SBA Loan Programs Might Be the Answer.

Starting a small business takes time, hard work, and money. Depending on your type of business and your present financial situation, you may find you need to reach to outside sources for funding.

One resource you can turn to for assistance in obtaining a loan to start or grow your business is the United States Small Business Administration (SBA). While the SBA does not directly lend money to small businesses, it can facilitate loans with third party lenders. Various banks, credit unions, community development organizations, and micro-lending institutions throughout the U.S. partner with the SBA to provide funding to small businesses without access to other financing options with reasonable terms.

(Continued on page 59)

**11 Robinson Street, Suite 100
Pottstown, PA 19464**
(Note: hours are subject to change)
Hours of Operation – Monday: 8am-8pm
Tuesday-Thursday*: 8am-7pm
Friday**: 8am-5pm • Saturday***: 8am-12pm
*Dental only closes at 5:00pm
**Dental only closes at 4:00pm
***Dental only closes at 3:00pm

700 Heritage Drive, Suite 701
Hours of Operation – Monday: 8am-6pm
Tuesday-Thursday: 8am-7pm
Friday: 8am-5pm
Walk-ins are welcome (For existing patients)

**800 Heritage Drive, Suite 802
(Dental)**
Hours of Operation –
Monday - Wednesday: 8am-8pm
Thursday: 8am-8pm • Friday: 8am-2pm

**Phone: 610-326-9460
Fax: 610-326-2432
http://www.ch-dc.org**

DID YOU KNOW CHDC
Provides Pediatric Care, Medical, Dental, OB/GYN and Pre-Natal, Vision and Substance Abuse treatment — with a supportive team to assist.
Kids visits include:
Medical/Dental with same day appointments, physicals for school, sports, driving permits. We also offer immunizations for all ages at 11 Robinson Street location, and at 700 Heritage Drive location.

Betty's Original Baskets

Betty's Original's, located near Limerick, PA, provides baskets and gifts for all occasions. Betty's Original Baskets has been owned and operated by Irma Burns since 1985. There are a variety of gift baskets available including fruit baskets, baby baskets and Mother's Day and Father's Day baskets as well. Great baskets combinations available for corporate parties. Options include four different kinds of cracker snack baskets; fresh fruit baskets; spa baskets; baking baskets; three varieties of baby baskets; PA Dutch baskets; and balloons. Special baskets are made to order for any occasion.

Your customized basket can be delivered or can be shipped to your location. No order is too large or too small. Order six or more baskets for a special discount. Delivery and shipping services are available. Please contact Irma at 610.287.9010 to place your order. Betty's Originals is located at 185 Mill Road, Schwenksville, PA 19473, and check out Betty's Originals on Facebook.



The Pottstown Rotary Club Wants You!



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

Visit www.pottstownrotary.org
or call Bill Wellen at
484.886.5396 to learn more!

REGIONAL CHAMBER ROUNDUP

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

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – Tuesday, May 1st, 6:00 PM, Crowded Castle Brewing Co.

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

Ribbon Cutting – LeBuzz, First Friday, May 4th, 6:30:00 PM, 27 S. Main Street, Phoenixville

Join the Phoenixville Chamber on First Friday for a ribbon cutting at LeBuzz Barber Shop. www.phoenixvillechamber.org

Monthly Membership Luncheon feat. Former Villanova Head Coach Andy Talley – Tuesday, May 8th, 11:15 AM – 1:00 PM

Join the Chamber for a luncheon at the Phoenixville Country Club as we present guest speaker Andy Talley. 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 – Thursday, May 10th, 8:30-9:30 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



The 3 Painted Pugs Ribbon Cutting

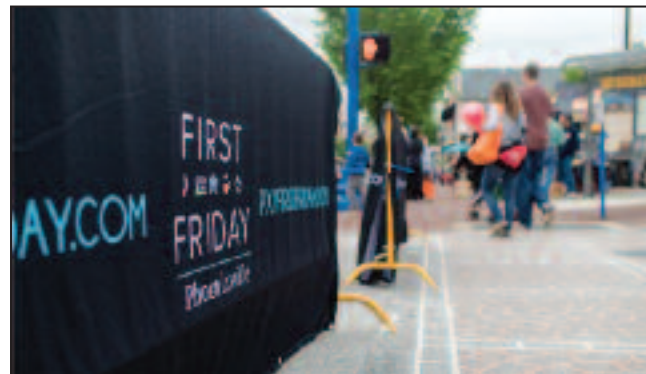
Ribbon Cutting – Carah Medical Arts, Friday, May 11th, 5:00 PM, 500 Gay Street, Phoenixville

Join the Phoenixville Chamber to welcome Carah Medical Arts with a ribbon cutting. phoenixvillechamber.org

WELCOME NEW CHAMBER MEMBER!

• Residence Inn by
Marriott – Great Valley

2018 Phoenixville Events



First Fridays in Downtown Phoenixville 6:00-10:00 PM (May 4, June 1, July 6, August 3, September 7, October 5)

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

75th Annual Dogwood Festival & Parade: May 14-19

Visit Reeves Park to experience a fun, family carnival with rides, food, and live entertainment! All-You-Can-Ride Wristband Nights Monday and Wednesday. On Saturday, the Annual Dogwood Parade makes its way through Phoenixville Borough, with a performance stop on the 200 Block of Bridge Street. Get there early to get a good spot!

Festival: May 14th – May 18th 6:00-10:00 PM; May 19th noon-10PM

Parade: Saturday, May 19th, 1:00 PM

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**

**Custom Print It
Chesterbrook Academy**

UPCOMING EVENTS

RSVP for all events online at
www.springfordchamber.com

May 3, 2018 - Chamber Mixer

Spring-Valley YMCA
19 W Linfield Rd, Royersford,
5:00 p.m. to 7:00 p.m.
Free for members/ \$10.00 non-members

May 8, 2018 - Network Before Work

Philadelphia Premium Outlets
18 W. Lightcap Rd, Pottstown
8:00 a.m. to 9:30 a.m.
Free for members/ \$10.00 non-members

May 10, 2018 - Chamber Luncheon

Spring-Ford Country Club
48 Country Club Road, Royersford
11:30 a.m. to 1:00 p.m.
Topic: Legislative Luncheon
Speaker: PA Legislators
\$25 Members/\$35 Non-members
SPONSORED BY Rick Clark, Raymour & Flanigan

May 17, 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*

May 23, 2018 - Chamber Mixer

Get "Lit" at Starr Books
70 Buckwalter Road, Royersford
5:00 p.m. to 7:00 p.m.

June 5, 2018 - Chamber Mixer

Raymour & Flanigan
300-A Water Loop Drive, Collegeville
5:00 p.m. to 7:00 p.m.
Free for members/ \$10.00 non-members

SAVE THE DATE:

- **Limerick Community Day:** Saturday, August 18, 2018 Registration now open
- **SFCC Family Golf Outing for Education:** Sunday, September 30, 2018



SPRING-FORD CHAMBER OF COMMERCE FASHION SHOW

- Thank you to our newest annual sponsor TOMPKINS VIST Bank
- Thank you to all who attended and helped with the 2018 WIN Fashion Show for the Spring-Ford Chamber including:
 - Denice Harrison, Patriot Pest Solutions our chair and Annual Sponsor
 - Pam Baumann, Pam Baumann Photography for handling all of our photography
 - Wendy McKean, Mom's House, Phoenixville for being the Charity of Choice for 2018 and for always supporting the Spring-Ford Chamber of Commerce
 - To all of the members who donated to our basket raffle
- Thank you to our 2018 Models: James Harrison, Steve Oehlert, Doug Swede, Mike Stopyra, Joe Berquist and our ladies: Lisa Hollenbach, Louise Tulio, Colleen Grawlas, Lillian Naviryo, Sabrina Haines, Adrean Turner and Vibha Agrawl.
- Thank you to our amazing volunteers: Susette Siebert, Lisa Hollenbach, Louise Tulio, Jessica Snook, Andrea Hesskett and Danielle Crist



Carla Haydt, Susette Siebert, Denice Harrison, April Thorum



Kim Kramer-Swoyer



Mark Greenberg

Thank you to the following 2018 Annual Sponsors



PATRIOT PEST SOLUTIONS, LLC
Minimizing Pesticide Use. Maximizing Results.



Ask SCORE

(Continued from page 57)

SBA sets specific guidelines for loans, which are made by its partners, and it guarantees that they'll be repaid by the borrowers. This benefits small business owners by giving them access to much-needed funding, and it eliminates some of the risk to the lending partners.

To qualify for an SBA loan, your business must meet certain criteria regarding business size, financial standing, and others. You must also meet the credit qualifications of the lender.

Several advantages of SBA loans over conventional loans include:

- Lower down payments
- Longer repayment terms

Two SBA loan programs that benefit many small businesses are:

7(a) Loan Program

These loans can be used for various purposes (such as satisfying short-term or long-term working capital needs; purchasing equipment, machinery, and supplies; buying real estate; refinancing existing debt; and more).

Microloan Program

This program provides loans up to \$50,000 to help businesses with lower dollar financing needs. According to the SBA, the average microloan is approximately \$13,000. You may not use microloans to pay existing debt, but you can use them for working capital and purchasing inventory, supplies, furniture, equipment, machinery, etc.

There are other SBA loan programs as well. For information about them, visit the SBA website's Loan Programs page (<https://www.sba.gov/funding-programs/loans>). You can also find more details about obtaining financing for both start-ups and existing small businesses on the SBA website's Borrowing Money For Your Business page (<https://www.sba.gov/business-guide/plan-your-business/fund-your-business>)

If you want to explore more potential sources of financing for your business, check out the SBA's Loans and Grants website page (<https://www.sba.gov/funding-programs>). And consider reaching out to your local SCORE Chapter to speak with a mentor who can direct you to lending institutions and organizations in your community. They can also help guide you as you prepare to approach lenders for funding.

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 tricity@scorevolunteer.org or visit the website at www.tricity.score.org.

YUCHA

MEDICAL PAIN MANAGEMENT &
CHIROPRACTIC REHABILITATION



Growing to Better Serve You



- Medical Pain Management
- Medical Weight Loss
~Lose up to 30lb in 30 Days!~
- Regenerative Medicine
 - Stem Cell and PRP Therapy
- In-House Pharmacy
- Food Sensitivity and Allergy Testing
- Physical Therapy
- Chiropractic

**NOW ADDING A DOCTOR
OF PHYSICAL THERAPY!!!**

Welcoming Dr. Lucas Rizzardi, DPT
to our team!

We are the only integrative pain management clinic in the region that offers services from a medical doctor, physician assistant, physical therapist and chiropractors!

WE GET YOU BETTER FASTER

***NO LONG-TERM
TREATMENT PLANS***

**CALL US TODAY!
610-326-2706**

Yucha Medical Pain Management & Chiropractic Rehabilitation
435 W. Cedarville Road, Pottstown, PA 19465
Tel 610.326.2706

WWW.YUCHAMEDICALCHIRO.COM



NESTER INSURANCE

Big Agency Solutions. Small Agency Attention.

**Bryan Nester
President**

bnester@nesterinsurance.com



Account Executive / Agent — John Young
Office Administrator — Kim Swoyer

Office Location:
313 West Ridge Pike, 2nd Floor
Limerick, PA 19468

Full Service Insurance Brokers

- Employee / Group Benefits
- Health Insurance
- Life Insurance
- Disability
- Vision
- Dental
- Long Term Care
- Medicare Supplements

*Call us for a FREE consultation
on offering cost effective Benefits!*

Did you hire your first employees this year?



www.nesterinsurance.com • 484.390.5312