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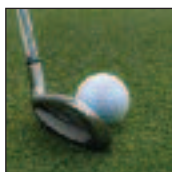


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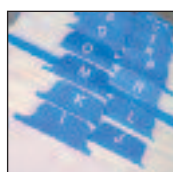
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Cover Story: *Nestled within nearly 60 acres of rolling farmland, the conveniently located Bally Spring Inn combines elegance and rustic charm with superb food and hospitality for weddings, social events, corporate meetings and retreats.*



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BALLY SPRING INN

A Unique and Special Venue for Weddings, Corporate Retreats, and Events



Albert Zvarick

Of all the wedding and event venues in the region, there are very few that rival Bally Spring Inn in terms of combining elegance, rustic charm, excellent food and superb service. Add-in accommodations in the form of 18 uniquely appointed rooms, and Bally Spring Inn is in a class by itself.

"Most places have one or the other," explains co-owner Albert Zvarick, who purchased the property with his brother and business partner John in 2010 as an investment. The brothers' main enterprise is Trident E&P, a successful international engineering and procurement firm based in Pottstown.

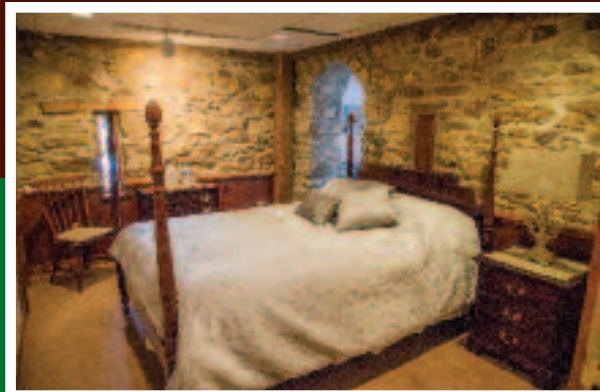
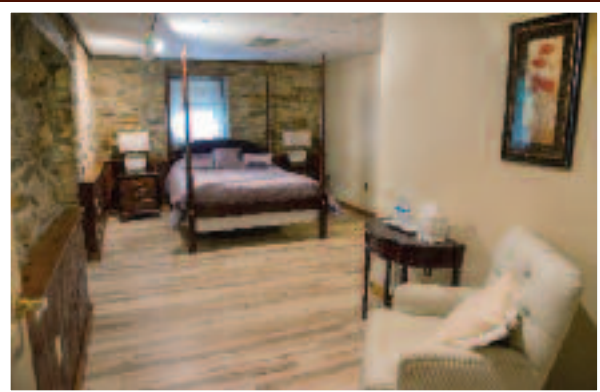
"Some other venues have the charm, but not the overnight stay possibility, or they have the overnight ability at the hotel, but not the charm," Albert said. "There are not many places like this that have 18 guest rooms right on site, so most of the wedding party can stay overnight for the weekend, including the rehearsal dinner and wedding night. Additional guests we shuttle down to a hotel in Pottstown with a shuttle bus," he said.

The brothers fondly recall growing up on a farm in the Collegeville area with their 10 siblings, raised by hard-working, loving, salt-of-the-earth parents who encouraged their children to earn academic scholarships in order to attend The Hill School and become college graduates. Enjoying the fruits of their success in the business world, the Zvarick brothers saw this investment as a means of reconnecting with their rural roots.

"We both have that sentimental feeling for the way that we grew up on a farm and love of the farm," Albert said. "We like the sense of history. My dad imbued that respect and caring about history. When the opportunity to buy this place happened, it just seemed like a perfect investment."

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We saw the potential to make it a first-class facility, and we spent quite a bit in improving it. Everything has been renovated. Our facility can accommodate up to 150 guests indoors, and up to 250 guests outdoors in our tent during the spring and summer.”

The Bally Spring Inn is set on 29 beautiful acres at the headwaters of the Perkiomen Creek in eastern Berks County. The grounds boast a historic 18th century farmhouse and barn, a limekiln perfect for stunning wedding pictures, original limestone quarries dating back to the 1700s, a private airport runway, historic stone fences and cellars, along with the perfect country side gazebo, and spacious, rolling fields surrounded with stunning hillside views of the Berks County countryside. The Inn is just around the corner from Allentown, Reading, Pottstown, Philadelphia and greater Lehigh and Delaware Valley.

The Bally Spring Inn offers superb food and services for weddings, social events, corporate meetings and retreats. Restored by Amish craftsmen from Lancaster County, the unique barn and banquet hall with handcrafted stone and woodwork boasts modern bathrooms, a large dining and dancing area with fireplace, vintage bar, modern commercial kitchen, and an expansive outdoor deck that overlooks the grounds below. Nine well-appointed guest suites, each featuring a Jacuzzi tub and historic stone work and beams, are arranged through the multi-storied building, with the honeymoon suite taking up the entire upper level.

The restored carriage house and the main house, or Farmhouse, date back to the mid 18th century, and each offers four additional finely appointment rooms. All of the buildings are constructed from native stone quarried from the property.

The unique rural ambiance and exceptional level of service at Bally Spring Inn reflect the personal emotional and financial investment of the Zvarick brothers, and the tenacious dedication to excellence of general manager Hasmik Yereghyan and her superb staff.

(Continued on page 6)



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COVER STORY

(Continued from page 6)

"It's really a perfect situation for having a personalized experience," Albert explains. "We go to great lengths to make it feel personal here. One thing we do is encourage people to bring their pets here. Some people bring their dog to their wedding, and that means a lot to them," he said. "When we do our tables, our waiters and waitresses know everybody's name at that table and interaction with our staff is on very personal level. Our bartender will make an effort to remember what drink each person is having."

Albert is also quick to credit general manager Hasmik Yereghyan for her organizational skills and her staff's attention to detail, and he has high praise for his chef, Matt. "Matt does some really neat stuff," he said. "The weekend before last, for example, he made his own home-made pasta. It was great! He shops locally to get locally grown produce when it's in season. He grows his own herbs on site, and he really makes a nice presentation of everything. . . The staff we have, including the chef, they just love working here because it's not like a restaurant where there's pressure. We have no trouble finding staff. We keep them year 'round.

When it's slow, we have them do other things because we don't want to lose them to anyone else."

The Zvarick brothers are not yet finished making improvements to the property, while remaining committed to retaining its rustic charm and character. "If we are going to make any big improvements, we'll add more guest rooms and go vertical to maintain the architecture," Albert said.

A current project is underway to enlarge the deck overlooking the creek and expand the banquet hall to accommodate up to 200 guests. "We also want to put a bridge across the creek, and a walking path to walk around," Albert said. "We're not going to do anything dramatic. We are trying not to make it too modern. It's about atmosphere. We want this facility to be as authentic as it can to the period of time when it was built, and to maintain the historical feel to the place. But little things, like adding a pond with a fountain, with the fire pit, that would add great ambience for your wedding. We added some carriages, and an old Model T for photos, to give it the old-time feel. People like to ride around. Sometimes we have a carriage out here with horses. We're going to add a couple of wagons back there."

(Continued on page 8)

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COVER STORY

(Continued from page 8)

Since the Zvarick brothers acquired and renovated the Bally Spring Inn, the wedding business has grown to the point where they host one or more weddings nearly every weekend, particularly during the popular fall and spring wedding seasons. The next phase is to build up the non-wedding business. "What we're trying to do is fill in the gaps in the week," Albert explains. "We don't want to be a bed and breakfast. Typically, people would only come on the weekends when we are booked with weddings. So, we plan to book more events during the week, whether it is a retirement party, or sweet 16, or have 20 people come here and spend two days doing corporate planning. That's really our next target for growth of the business," he said, adding, "We are trying to distinguish ourselves as being a very personable kind of experience. I think most of our reviews are five stars because of that experience."

Following is just a small sample of some of those reviews:

"I wish there were more than 5 stars to select from, because the Bally Spring Inn is definitely a 10 out of 5! Most amazing venue, most amazing team, and most amazing food!"

"A month later, I am still getting compliments about how fabulous my wedding was. I chose to have a buffet at my wedding, and I'm pretty sure that everyone went up for seconds because the food was that divine."

"My wedding day at the Bally Spring Inn was truly a dream... Our closest family and friends were able to join us for an intimate bonfire, spend the night in the many beautiful rooms the Inn has to offer. The staff at Bally Spring Inn truly made us feel like we were members of their family, and for that I am forever grateful. I would recommend the Inn 1,000 times over to anyone looking for a unique and beautiful wedding venue."



"They were phenomenal at working with our tight budget and still giving us the wedding of our dreams... Trust them when they say, 'Don't worry, we'll handle it!' because they certainly took a load and a half off when I started worrying."

"The staff was equally wonderful. The night of our rehearsal my flower girl was in tears that someone had eaten a cheese stick she brought with for a snack. Without hesitation and unbeknownst to us, Chef Matt proceeded to whip up a batch of mozzarella sticks in the kitchen and specially delivered them... Little things like that really show the true character of a person and business and the Bally blew us away."

Whether you are looking for an inspiring, comfortable setting for a corporate planning or employee retreat, or for a bucolic yet elegant wedding venue, a gem awaits you in Berks County. For more information about events at Bally Spring Inn, please contact Stephanie Raab, Director of Sales, at 610.505.6997. Bally Spring Inn is located at 90 Airport Road, Barto, PA 19504; 610.845.3500; info@ballytspringinn.com.

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BIGGER ISN'T BETTER



Written by: Sean Fox

Presented by: Andrew Rohrbough

We've all heard the biblical story of David, whose well-aimed stone brought down the giant Goliath. When negotiating telecom services, small companies armed with powerful negotiating techniques can do as well or better than their larger counterparts. Here are four tips to help:

1. Know what you have and what you need. Whether it's excess phone lines, unnecessary features or too many shared mobile plan minutes, most companies pay for services they don't need. The solution: an audit. Review contracts with service providers or a third party to understand what you are paying for. For example, most businesses can function with a ratio of one line for every three employees. Internet providers can provide traffic studies to ensure that the bandwidth you are purchasing is being utilized.

2. Scrutinize services. Carriers love to sell emerging services like hosted voiceover Internet (VoIP) that are margin-rich and tie the client more closely to the provider. Sometimes basic services get the job done for less. Ask will the service: 1. Improve the customer experience; 2. Increase efficiencies and/or productivity; 3. Reduce costs. If a carrier can't prove you'll get at least two of these results, you probably don't need the service.

3. Be willing to walk. Ever negotiated for an item in a foreign country? You thought you got a good deal at 20 percent off, and then discovered another traveler got

the same item for 70 percent off. How? The sharp negotiator probably started with an absurdly low offer and started to walk away at some point in the deal. Telecom isn't much different. Usually, all services are negotiable. Compare quotes from three sources. Ask for free features, free equipment or free months of service. Keep pushing until the carrier says no at least three times, and then walk. The offer they come back with then is usually their best.

4. Leverage. Negotiation 101 – the person with the most information usually wins. You need benchmark data on what others are paying for the same services to negotiate from an informed position. Many telecom consultants have this type of data based on the multitude of clients they represent. I've never gotten a carrier to pay a customer, but I've been able to negotiate lots of free stuff based on knowing the precedent a carrier has set with another client.



For additional information, please contact: Andrew Rohrbough, Schooley Mitchell at 484.885.4191; and visit: www.schooleymitchell.com/arohrbough.



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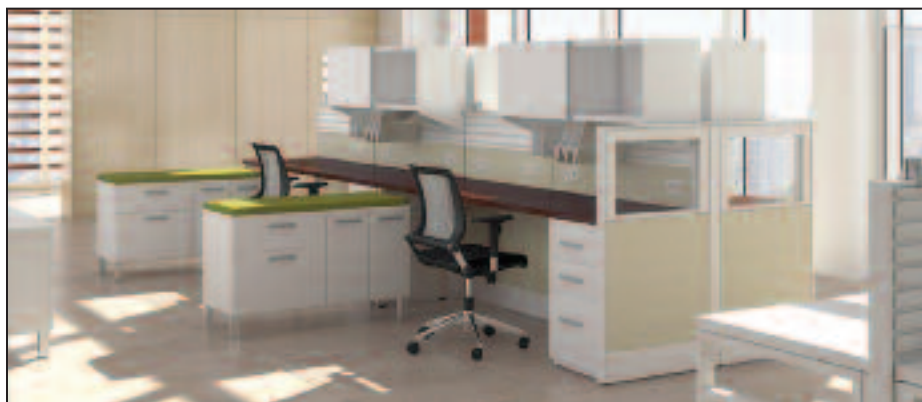
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BUSINESS SPOTLIGHT



Van Scoy Jewelers is in the midst of its 40th anniversary celebration, and according to owner Caroline Hill, they have no plans on slowing down anytime soon. Beginning as part of the Van Scoy Diamond Mine franchise, Caroline said her business bought the rights to the name in the 1980s and renamed themselves Van Scoy Jewelers. Since then, it has operated as an independent jeweler.

Caroline feels that being independent is what makes Van Scoy so great. She said, "Having a local touch is something some jewelry stores will never be able to grasp. There are these big companies that call themselves jewelers that don't even have one in their store."

The jeweler in question at Van Scoy is Sal Sermania. With over 25 years in the industry, Caroline said, "He can basically, fabricate anything and can do much more than fix broken prongs on ring." Sal's workshop is open to the public, and anyone who walks into the store can see him working. Sal is able to take an old piece of jewelry and turn it into something completely different. Caroline continued by saying, "This kind of service is something the mall's stores or internet shops can't do."

Community Involvement is also a big part of Van Scoy Jewelers. Van Scoy Jewelers has been voted as best jeweler by *Berks County Living Magazine* for



10 plus years. The category eventually had to be retired, and Van Scoy was awarded a lifetime achievement award. The award may come from the various events Van Scoy Jewelers hosts throughout the year. Periodically, an artist showcase is held where the store is transformed into an art gallery. Recently, Caroline and Patti Page helped the Girl Scouts earn their Jewelry

Badge in the store. Furthermore, Caroline recently completed a term on the Friends of Reading Hospital Board, has been involved with the Saint Joseph's Charity Ball, and just recently joined the committee for Dancing with the Stars by the Yocum Institute.

In terms of the future, Caroline says they have big plans for their 40th year. They were

named one of the Top 50 businesses in the Greater Reading Area by the Greater Reading Chamber Alliance for two years in 2017 and 2018. Caroline said that November is their official celebration, and she looks to announce big plans come that time. Until then, Van Scoy is getting ready to showcase some new product lines, which will excite a variety of different customers.

Van Scoy Jewelers is located at 2733 Paper Mill Road, Suite X3, Wyomissing, PA 19610; 610.832.3600; www.vanscoy.com.

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FOCUS ON BERKS COUNTY BUSINESS

Storage World

Founded in 1998 alongside a wooded back road in Sinking Spring known as Morgan Drive, Storage World currently owns and operates multiple storage facilities throughout Pennsylvania and New Jersey.

In March of 2017, construction began on our 11th location in Exeter, PA, which is slated to open this July. Our newest location is temperature and humidity controlled. We have numerous sizes available to meet your needs, and the entire building will have high security access control and video surveillance.

Storage World aims to provide all our customers with a positive experience. We are a straight forward, no nonsense, self-storage operator.

Recent implementation of new technology allows the option to review unit size, availability, and pricing online from the comfort of your home or office. Once you have found the right size, you have the option to reserve or rent the space from your smart phone, tablet, or computer. If you complete an online rental you will have access to the space within minutes. Your free high security lock and move in packet will be waiting for you in your



storage unit. As an added convenience, new customers receive extreme discounts towards moving truck or van rentals.

We take pride in providing quality, clean, and convenient self-storage. We have automated access, video surveillance, and 24-hour rental and payment centers, that can assist customers after hours and on weekends.

Most locations feature standard drive-up units, and select locations have climate and

humidity-controlled space. Most sites have outdoor parking spaces, so if you are tired of having your boat or RV in your driveway, we can help. At select locations, we feature XL storage units, so you can store your boat or motorhome indoors.

All our locations have moving truck or van rentals and a full line of moving and packing supplies available!

Advanced Manufacturing in Berks County

Manufacturing remains Berks County's largest industry sector by economic output and by employment with over 31,000 jobs (17.5% of local employment). Berks County's more than 500 manufacturing establishments provide jobs that pay, with average annual earnings of more than \$56,000 per year. The above average benefits packages that accompany manufacturing jobs increase average total compensation to more than \$75,000 per year. Investments in advanced manufacturing technology and productivity improvements supported steady wage growth over the past decade and above average wage growth is expected to continue going forward.

Most Berks County manufacturers find current business conditions to be favorable and the sector continue to add jobs at a modest rate. Layoffs among Berks County manufacturing workers are at historically low levels. Skilled manufacturing technicians in particular are in great demand with plentiful employment options.

(Continued on page 16)

A large advertisement for Storage World. It features a photograph of a modern, two-story storage facility with a stone and brick facade. In the bottom left corner, there is a cartoon dog mascot. The text "Storage World" is prominently displayed in a large, stylized font. Below it, it says "Opening in Exeter Summer 2018!". At the bottom, it reads "Temperature & Humidity Controlled Self-Storage" and "Check Us Out @ www.StorageWorldOnline.com". There are also social media icons for Google+, Twitter, and Facebook.

3 Things to Know About Protecting Yourself From a Lawsuit

What would you do if you found yourself suddenly sued for negligence? Would your home, retirement savings, or wages be at risk? Losing important assets is a reality faced by thousands of Americans caught up in legal battles each year. In many cases, the incident that initiated the situation began with a completely unavoidable incident.

A generally cautious driver could make a mistake on the road and suddenly find themselves liable for another person's death. The owner of a friendly dog could have a guest attacked and seriously injured by their pet. There are many other different scenarios where an accident can happen. However, there are a few things you can do in advance to help protect your financial future. Here are three tips to consider:

#1: Clearly Understand Your Risk

The first step is clearly understanding your risk. If you regularly have guests to your home, own a pool, or entertain often, there is a greater chance that a guest could be seriously injured while on your property. Parents of teen drivers and those who commute a great distance for work have a much larger probability of filing a serious auto insurance claim. By taking a look at your lifestyle, you can easily determine how much protection you need against an incident.

#2: Make Sure You Have Proper Liability Insurance Coverage

Another step to protect yourself against a lawsuit is by making sure you have proper liability insurance coverage on your auto policies. In Pennsylvania, the minimum liability limit for vehicle coverage is just \$15,000 per person and \$30,000 per accident (for

multiple people involved in an accident). With the skyrocketing cost of medical treatment, these funds can be completely used up even in even a relatively minor crash. The lesson? Always purchase a higher amount than the state requires.

#3: Consider Purchasing an Umbrella Policy

Another way to protect yourself from a lawsuit is by purchasing an umbrella policy. This type of policy acts as an extension of the liability coverage on your home and auto policies. In many cases, your insurance carrier requires that you have a certain level of liability coverage on your home and auto policies before they will allow you to purchase an umbrella policy. For most providers, this figure hovers somewhere around the \$250,000 to \$300,000 mark. However, it is important to speak with your agent directly to determine what changes you need to make to those policies.

Don't put your family's financial well-being at risk! Contact our knowledgeable team today. You may be surprised to know an Umbrella policy is very affordable—often around \$200 to \$300 a year. Additionally, you may be eligible for multi-policy discounts too. Call us at 610-413-9880 for more information on how insurance can protect you from a serious lawsuit.



Cheryl Whitcombe: Insurance Advisor



Nathaniel Eshleman: Insurance Producer



Tawnya Eldredge: Client Services Director



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FOCUS ON BERKS COUNTY BUSINESS

(Continued from page 14)

Continued productivity growth will likely allow the Berks County manufacturing sector to retain its position as the region's leading sector in economic output for the next decade. However, these same productivity improvements will mitigate job growth in the sector. At the same time, the ever-changing shop floor environment will require workers with increasing education and skills. The Berks County Workforce Development Board (WDB) expects that a thriving advanced manufacturing sector will still employ approximately 30,000 workers in 2025.

Berks County manufacturing employers face unprecedented demographic changes and skills shortages. Quite simply, the 31,000 workers who make up Berks County's experienced manufacturing workforce continue to age and many are approaching retirement or retiring at an alarming rate: 54 percent of incumbent workers in the sector are age 45 or older and 25 percent are age 55 and older.

As a result, the Berks County Workforce Development Board (WDB) projects that local manufacturing employers will need to hire at least 6,000 skilled and semi-skilled replacement workers by the end of 2025. At the same time, these employers will need to up-skill new entrants as well as their existing employees in order to remain internationally-competitive. Particular attention must be paid to developing critical technical skills in industrial maintenance (mechatronics), precision machining, welding technology and quality systems which make up an increasing share of essential skills in the modern advanced manufacturing workplace. In fact, the viability of many semi-skilled production and other manufacturing jobs depend directly on employer success in attracting, training and retaining skilled technicians. Employer judgments about their ability to find and develop the skilled talent they need will impact their expansion planning decisions regarding capital investment in technology. Simply put, companies will not invest in plants and equipment that they cannot effectively operate and maintain.

The current reality is that most semi-skilled and entry-level production workers lack the technical skills needed to advance into higher-paying technical positions without additional education and training. As a result, these individuals may lack employment security in a changing technology-driven environment and could be at risk for job elimination or forced replacement. While not all production workers need to acquire higher level technical skills, more and more will need to do so if their employers are to thrive and expand. In addition, many skilled manufacturing technicians are challenged to acquire the knowledge, skills and abilities necessary to

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stay current with increasing-sophisticated and integrated advanced manufacturing equipment and systems.

This manufacturing demographic and skills problem has been decades in the making and local employers, especially small-medium size firms, cannot solve it with their own resources. As a forward thinking job retention, layoff aversion and economic development strategy, the Berks WDB supports a return to the historical practice of capitalizing on incumbent worker technical training to build advanced manufacturing worker competencies, while matching newly-entering talent with experienced employees for knowledge transfer. Individual production and maintenance workers will benefit by avoiding future job losses and attaining broad-level employment security in the sector. In cases where up-skilled workers do become dislocated, the enhanced technical skills provided by such training will enable them to be more quickly reemployed in similar well-paying jobs at other more successful local manufacturers.

(Source: Berks County Workforce Development Board)

Berks Association Provides Big Benefits to Small Business

Small Business owners in Berks will be excited to hear about the recent launch of the Small Business Resource Association, a service organization created to support small business through a variety of hands on services, benefits and cost-effective resources that deliver "connections for success."

Gary Seibert, business consultant and president of the SBR Association, realized a common need among many of his clients owning small businesses — a lack of time and resources to help them navigate through their day-to-day challenges that are threatening their business success. "So many small businesses struggle because of fundamental mistakes made early on in their business plan," says Seibert. "They are usually very skilled in the type of work they do, but they lack the background and experience in running a business," he adds.

The Small Business Resource Association provides a variety of resources such as

technology resource help, HR and staffing solutions, business expansion strategies, legal and accounting support and strategic marketing planning. Unique to the Association's structure is the "Pitch and the Huddle," two services that help entrepreneurs launch and grow their business. In addition, the SBRA will place a focus on the employee and their family. Last but not least, is the ability to provide its members with savings on all types of insurances, including what every business needs — affordable health insurance.

The Small Business Resource Association is accepting members at its offices at 2395 Lancaster Ave. in Shillington. More information is available at sbrassociation.org.

Berks Digital Inc.

Gary and Elaine Brown founded Berks Digital Inc. in 2005, with a focus on maturing digital printing technologies, which have changed the printing industry. Starting in the basement of their Muhlenberg township home they quickly outgrew the home business. In 2008 they moved operations to their current location at 2620 Hampden Boulevard, Reading PA. In 2010 Berks Digital acquired a competing company that focused on the "Large Format" market and 2017 marked the 12th consecutive year of sales growth for the firm. 2017 also was the seventh consecutive year that Berks Digital placed on the Greater Reading Chamber Alliance Entrepreneurial growth list.

"This year we've upgraded our digital color press for expanded service and quality," said Gary Brown, partner at Berks Digital. With continued investment in automation technologies they have been able to offer both large and small companies fast turnaround times on high quality digitally printed materials at competitive prices.

Berks Digital can take on large production print, sign and banner orders, producing thousands of high quality pieces for large companies in a few days. "We've been able to prove that we can meet the needs of big business, when we get to speak to the right person in these companies the value we provide is pretty clear" said Gary Brown.

Berks Digital offers small format printed materials that businesses use, such as brochures, flyers, postcards and much more. Large format printing includes banners, pop-up displays, fine art reproductions and store signage.

With a focus on quality and customer service, Berks Digital has both national and local customers that rely on their expertise to make their print buying pleasant and affordable.

For additional information, please call 610.929.1200 and visit www.berksdigital.com.

Titus AIR SYSTEMS



Titus Air Systems, as with so many companies before it, started when opportunity knocked. Officially launched in 2008, the move into manufacturing was precipitated by an offer from Air Products and Chemicals, Inc. for Titus to take over the manufacturing and support of what was previously known as the Prism brand of membrane nitrogen generation systems.

Titus Air Systems' parent company, The Titus Company, has long been one of Air Products' largest distributors of membrane dryers to industrial, commercial and governmental markets. The move made sense because The Titus Company had long been a trusted partner and promoter of membrane technology, and it was committed to revolutionizing the industrial gas drying and nitrogen generation fields. The product transfer has worked beautifully.

The Titus Company started life as a manufacturer's representative with the C.M. Kemp Manufacturing Company in 1986. At the time Kemp was a major supplier of compressed air and gas drying systems, and Steve Titus had worked for Kemp for almost 10 years at the time he started The Titus Company. His knowledge of both Kemp's products and the markets they served led to the rapid development of The Titus Company as a major industrial distributor in eastern Pennsylvania, New Jersey and Delaware. Eventually, The Titus Company became a full service distributor for air compressors and air treatment products in these



markets. This success coupled with the opportunity presented by Air Products' made the decision to expand into a manufacturing operation an easy one.

Since 2008 Titus Air Systems has ascended rapidly to become one of the most respected and innovative companies in the compressed air and gas dehydration and nitrogen generation markets. They have done this with a staff that brings 20+ years of experience on average to the industry. From application engineering to product design and fabrication, Titus Air Systems brings a wealth of expertise to the markets it serves. With award winning designs such as the TNX Series Expandable Nitrogen Generators and their turn-key skid mount or containerized systems, Titus is able to take on even the most demanding compressed air dehydration or nitrogen generation applications.

With the launch of several new technologies, including pressure swing adsorption systems, Titus has now moved into markets as diverse as laboratory, food & beverage, naval & merchant marine, chemical & petrochemical, nuclear, and pharmaceutical. Recent offerings focus on supplying dry air or nitrogen for food packaging, tank blanketing, laser cutting, purging and altitude chambers. The sales growth experienced has led to an expansion of the manufacturing facilities and the addition of more engineering and fabrication personnel. Titus Air Systems is proud to be a thriving manufacturing business in southeastern Pennsylvania.

For any and all compressed air or gas needs, Titus Air Systems has a cost effective & efficient solution. Contact James Bowers at 888.722.5253 or James.Bowers@TitusAir.com with any questions that you might have.



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ESTATE PLANNING

PART ONE - INTRODUCTION

Why is Estate Planning an Essential Component of Financial Management?



By Christine Messmer, M.S.F., CFP®

Estate planning is an important part of your overall financial management strategy because with a plan in place you will avoid unintended consequences. Certain plan documents will assist you in your lifetime, whereas other documents will assist upon death. If you become incapacitated, then you will have a trusted, competent person or persons that you have named to handle your financial and health affairs. If you pass away, then your assets will be distributed per your wishes. Each person or family has unique circumstances, and planning may be simple or complex.

Even if you have an estate plan in place, it is important to review it periodically to ensure it is still meeting your objectives and wishes. Something as simple as checking your beneficiary designations may save your estate money and assist in avoiding unintended consequences to your loved ones or other heirs.

Your estate is comprised of everything that you own, including:

- ☐ Cash and cash equivalents - savings, money market, certificates of deposit
- ☐ Securities - stocks, bonds, and mutual funds
- ☐ Retirement plans - IRA, 401(k), 403(k) and other plans
- ☐ Real estate - residence home, vacation property, rental property
- ☐ Business interests
- ☐ Collections - art, antiques and other collectibles
- ☐ Face amount of life insurance - applies if you own it
- ☐ Other assets of value

The way in which you own property is an important consideration in estate planning. If you own assets in your individual name, then you need a "Last Will" to prevent your wealth from going to unintended beneficiaries. Without a last will, the court decides who gets your assets, and it is based on state law. In Pennsylvania, the laws will protect a surviving spouse and children, but assets may not pass exactly as you wish.

(Continued on page 20)

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POTTSTOWN HOSPITAL RECEIVES GET WITH THE GUIDELINES-STROKE GOLD PLUS QUALITY ACHIEVEMENT AWARD

Pottstown Hospital has received the American Heart Association/American Stroke Association's Get With The Guidelines®-Stroke Gold Plus Quality Achievement Award. The award recognizes the hospital's commitment to ensuring stroke patients receive the most appropriate treatment according to nationally recognized, research-based guidelines based on the latest scientific evidence.

Pottstown Hospital earned the award by meeting specific quality achievement measures for the diagnosis and treatment of stroke patients at a set level for a designated period. These measures include evaluation of the proper use of medications and other stroke treatments aligned with the most up-to-date, evidence-based guidelines with the goal of speeding recovery and reducing death and disability for stroke patients. Before discharge, patients should also receive education on managing their health, get a follow-up visit scheduled, as well as other care transition interventions.

"Pottstown Hospital" is dedicated to improving the quality of care for our stroke patients by implementing the American Heart Association's Get With The Guidelines®-Stroke initiative," said Debra Bennis, Pottstown Hospital Spokesperson. "The tools and resources provided help us track and measure our success in meeting evidenced-based clinical guidelines developed to improve patient outcomes."

"We are pleased to recognize Pottstown Hospital for their commitment to stroke care," said Eric E. Smith, M.D., national chairman of the Get With The Guidelines Steering Committee and an associate professor of neurology at the University of Calgary in Alberta, Canada. "Research has shown that hospitals adhering to clinical measures through the Get With The Guidelines quality improvement initiative can often see fewer readmissions and lower mortality rates."

According to the American Heart Association/American Stroke Association, stroke is the No. 5 cause of death and a leading cause of adult disability in the United States. On average, someone in the U.S. suffers a stroke every 40 seconds and nearly 795,000 people suffer a new or recurrent stroke each year.

About Get With The Guidelines®: Get With The Guidelines® is the American Heart Association/American Stroke Association's hospital-based quality improvement program that provides hospitals with tools and resources to increase adherence to the latest research-based guidelines. Developed with the goal of saving lives and hastening recovery, Get With The Guidelines has touched the lives of more than 6 million patients since 2001. For more information, visit heart.org.

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ESTATE PLANNING

(Continued from page 18)

A last will protects families with minor children by allowing parents to name guardians for them. Basically, if you want your assets and loved ones protected when you are no longer able, then you need an estate plan.

Jointly held assets and assets that pass to a beneficiary are considered "Will Substitutes." Life insurance contracts, annuity contracts, IRA accounts, pension plans, 401(k) and 403(b) plans all use beneficiary designations. A deed may be a will substitute if more than one person is listed on a deed to real estate. Even with a trust account, we advise people to have a last will or pour-over will. When a person has a trust, the goal is to change the title of assets to the trust. Sometimes people acquire assets and forget to title them in the name of their trust. Trusts will be discussed in a future article.

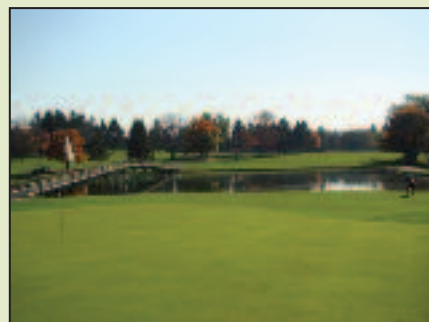
Other documents that people should have in place for good estate planning, include:

Durable Power of Attorney (DPOA) and Living Will and/or Healthcare Power of Attorney. A DPOA allows you to name a agent or more than one agent to manage

your financial affairs in the case of incapacity. A healthcare power of attorney may be separate or written in conjunction with a living will. This document allows you to name an agent or more than one agent to make healthcare decisions if you are unable to do so, and it provides instructions for your loved ones regarding end of life care or the medical treatment you wish if you are unable to express your wishes.

Estate planning is an essential component of financial management. Understanding what comprises your estate, how your assets are titled, and learning about the basic documents that can be put in place to protect yourself and your loved ones is just the beginning. In future articles, the plan is to educate, so that when you follow up with an attorney to set up your plans or to review current plans you will have a much better understanding of what is needed and why it is needed. Furthermore, the explanations are not intended to be legal advice. As a financial advisor, my job is to educate and to help individuals with their overall financial management.

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.

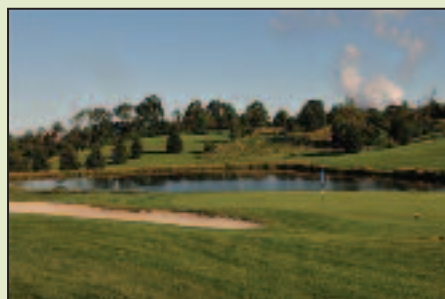
Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered 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.

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.

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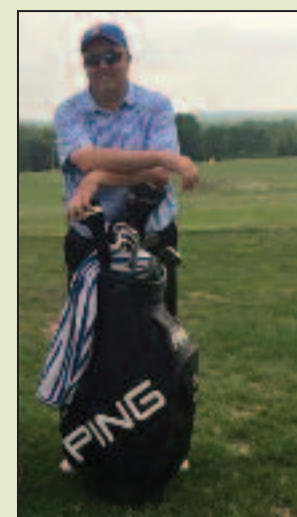
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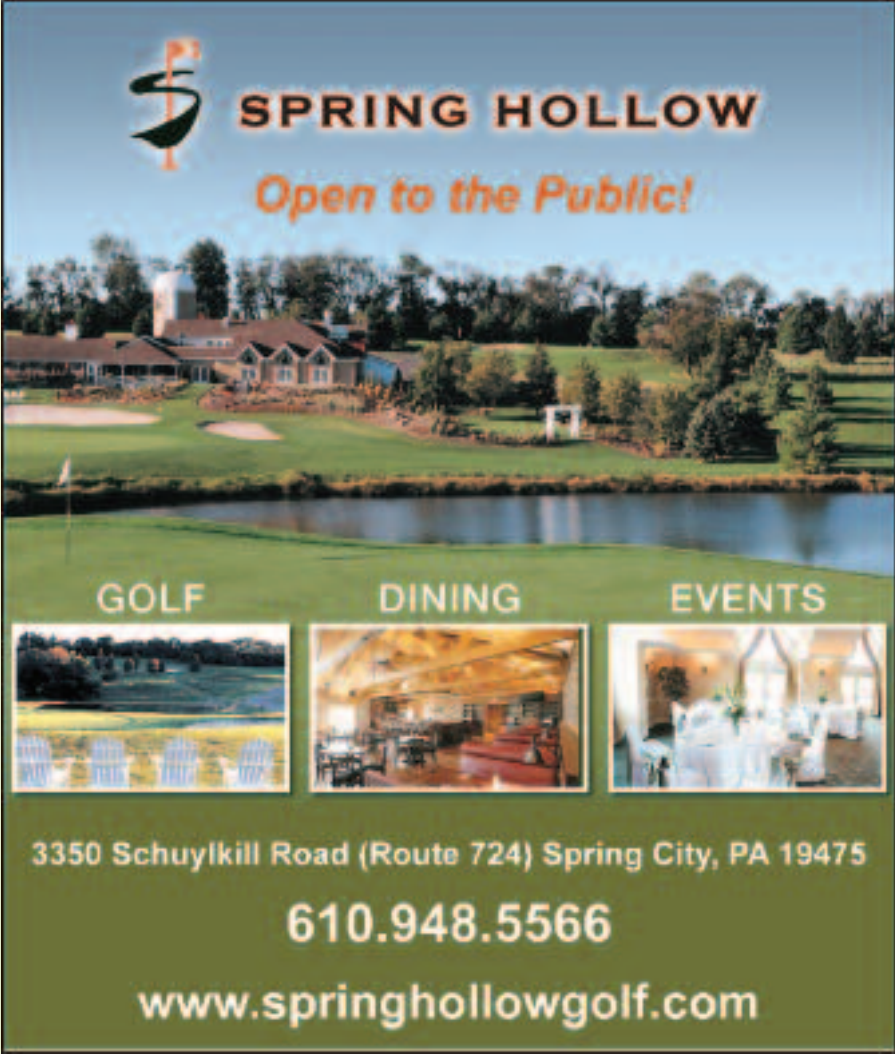
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porates nine of the original 27 holes with a memorable trip through an abandoned nursery over the new nine holes.

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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.

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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 HOLAUCHOCK for a personal fitting. Teaching golf is one of Mr. HOLAUCHOCK's passions, as he has worked for *Golf Digest Magazine* in the past as an Associate Instructor throughout the country.

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**- Rick Libra, Vice President,
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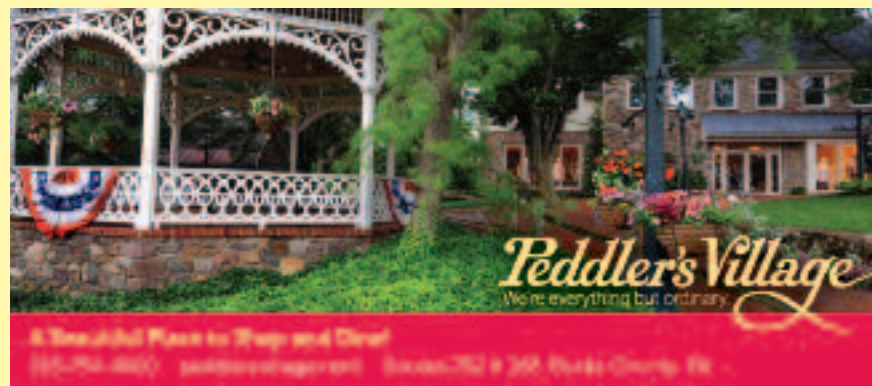
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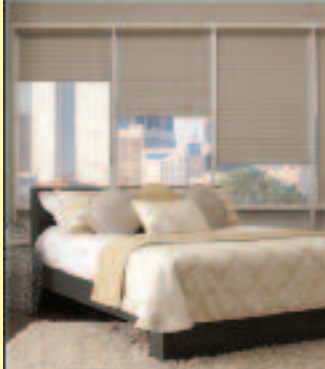
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RECESSION READINESS

11 WAYS TO SAIL THROUGH YOUR NEXT BUSINESS DOWNTURN



THE GOOD LIFE

By Merrilee Moffitt, AWMA, CMFC, CFP®

Every business has ebbs and flows. Some are seasonal, like landscapers, busy all summer with little income in winter.

Other businesses are more tied to the economy, like dentists whose clients think teeth work is optional in a recession. There will be times when income is growing and your company is profitable and times when conditions for growth are not so good. The astute business owner tries to get ready for the next downturn. While some of these ideas may be quite simple in concept, the real trick is developing the discipline to put them into practice. That's because there never really seems to be any 'extra money'.

We'll touch on 11 ways to prepare for the next downturn in your business:

1. Adjust your Attitude. Growing sales will not always go on growing. Recessions are normal (and hopefully not happening soon). Seasonal slowdowns are normal. Even short-term inability to run your business (and be the chief sales officer) are eventual. Any revenue above your breakeven trend line should be partially allocated to future downturns.
2. Pay yourself first. Put away some dollars each month towards your shortfall months. Challenge yourself to do it even if you can't or don't think it's enough.
3. Double up on savings directed to retirement plans, escrow accounts, and emergency reserve contributions in months where income is 'good'.
4. On the flipside, turn off the contributions in months where income is less than

breakeven. By doing #3 above, you've created a 'bill' you don't have to pay during a shortfall.

5. Redefine your breakeven. If you increase your definition of how much you need to make each month to pay all your bills by including the three just mentioned, you increase the likelihood of doing just that. Most business owners will not rest until they've paid all their bills.

6. Find alternate sources of income. Landscapers often provide snow plowing services in the winter or own a Christmas tree farm.

7. Having a spouse with a predictable income is another way to help even out the low spots. If he or she has a salaried job, then a certain amount of income is probably assured. This is one good reason to not have your spouse be part of your business.

(Continued on page 29)



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INVEST IN YOUR EMPLOYEES and you will be INVESTING IN YOUR FUTURE



By Gary Seibert, Entrepreneur and President, Small Business Resource Association

Have you ever taken the time to figure out the true cost of a BAD hire? The U.S. Department of Labor Statistics conducted a national survey and concluded that it costs the average employer an estimated 30 percent of the individual's first year potential earnings. *The Harvard Business Review* suggests that as much as 80 percent of employee turnover is due to bad hiring decisions. The National Business Research Institute found that 43 percent of employers cited the need to fill a position quickly as the main reason poor hires were made.

All this research, and more, supports the idea that there is a high cost to bad hiring.

Behind every highly successful company is a CEO or OWNER who truly believes in the value of investing in the Recruiting process, Hiring procedures, Training standards and Continual Improvement of their most valuable asset — their EMPLOYEES. They constantly ask themselves "Have I thoroughly thought about and written down the best possible policies and procedures that would make me a better EMPLOYER, or better yet, make me the best employer my staff has ever worked for?" They realize that the more time they invest in hiring, training, welfare and development of their staff, the more cost savings they will gain by retaining employees, and achieving greater goals, in order to become more successful and profitable.

A few questions you might ask yourself are:

- What is the DNA and Culture of my company and will the new hire fit into it?
- What does my new employee orientation program look like and is it consistent?
- How good is my training program, and better yet, how good is my trainer?
- Do I really have job specific benchmarks and career paths for my employees?
- How do we supervise, motivate and reward our employees?
- Do we help our employees achieve a more enriched family life?
- Would I enjoy working for me????

Great companies know that their success relies on great employees. Great employees usually have happy and united families. Invest time and money into your future by investing in your staff and their families. You will be glad you did, and you will most likely avoid the negative returns brought by dissatisfied employees.

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THE GOOD LIFE

(Continued from page 27)

8. Make practice payments before taking on a new debt. If your business needs a new truck or machine that you can't pay in full, make payments to a 'debt service' bucket for several months before actually taking out that loan. That way you'll have several months of payments in reserve should your business hit a downturn.

9. If your business is seasonal, take your vacations in the off season so you can focus on profits in the best part of your year.

10. Cut employee hours in the off season. Some employees actually look forward to downtime so they can spend time with family, recoup, or do their own projects.

11. Create marketing campaigns to draw customers in your downturn. For example, a painter who offers a discount for painting in January. Oh, and by the way don't stop marketing just because you are in a downturn.

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.

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- 2) See an advisor who is a financial planner.
- 3) Hint! Hint! Call Merra Lee.



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The Coventry Parlor at Laurel Locks

The Coventry Parlor at Laurel Locks, located at 653 Laurelwood Road, Pottstown 19465, is a historic property has been in business over 50 years. Formerly called Coventry Ice Cream Parlor, some things have stayed the same, but many things have been added. We are open year 'round, and have recently opened a second location in South Coventry Township, at 1503 Ridge Road, Pottstown 19465.

The Parlor offers a full breakfast and lunch menu. We are noted for our fluffy omelets, fresh roasted turkey, just right chicken salad and our soups are hands down unbeatable. Enjoy our quaint dining room to enjoy a meal catching up with family and friends, or the hustle and bustle of the ice cream bar in the heat of the summer! The Parlor boasts a large field with picnic tables, and a great view to enjoy your ice cream and watch the sunset over the corn fields.

We are PA Preferred, so you can be sure you are getting quality, homemade food from Pennsylvania's finest growers. The Parlor offers Leib's Ice Cream, Kolb's milk, Reppert's Candy and Ralph Good potato chips, Divine Apples, and Wild Tea — All good things from local Pennsylvania companies.

Our new location in South Coventry has everything our main location has to offer, and includes our bake kitchen. From that kitchen comes the best scents of sweetness. We are always baking AP Cakes and shoofly pies, cookies and layer cakes. We are known for our Peach crisp in the summer, and Apple Dumplings in the fall and winter. The peaches and apples are supplied by another local company, Shanesville Fruit Farm.

We offer fundraising options that include breakfast bonanza's, scoop nights and apple dumplings. We can cater parties up to 100 people, and work with you to build a customized menu and can make just about anything.

For additional information, please visit our website: www.coventryparloratlaurellocks.com and find us on Facebook. Check out our locations at 653 Laurelwood Road, Pottstown 19465, 484.300.4911; and 1503 Ridge Road, Pottstown 19465, 484.624.8468.

Bruster's Real Ice Cream

July is National ice cream month. Bruster's Real Ice Cream is celebrating its own anniversary. Bruster's Real Ice Cream located at 241 West Ridge Pike in Limerick, next to Waltz Golf Farm on, opened on Father's Day 12 years ago. The store and its freshly made ice cream was an instant hit. Owners Sheelagh and Dave Straub say there is a real difference in quality and taste between the ice cream that is made fresh daily at Bruster's, and flash frozen ice cream that is delivered by a truck. The store also makes its own waffle cones and offers a complete product line including: dishes, cones, sundaes, banana splits, brownie sundaes, milk shakes, freezes, blasts, floats and... Every day the store offers 24 different ice cream flavors (they have over 200 different ice cream recipes), water ices, sorbets, yogurts, sherbets, and NSAFF ice creams.

Shortly after opening 12 years ago, Sheelagh received a request to bring the freshly made ice cream to Limerick Community Day. This request was the start of what has grown to a significant catering business. The store purchased a mobile ice cream cart that can serve 700 single dishes. Today, catering events include: community events, home parties, graduation parties, weddings and corporate events. Each week Bruster's ice cream is served at SAP headquarters, and throughout the year the store will serve ice cream at over 300 events. Bruster's has catering options for small events (35 people or less) and can also handle large events that also involve custom sundae bars. Bruster's is open all year, and when you are in a hurry or the weather is not so nice, you can still get your treat by using the drive-thru. Bruster's also offers in-store birthday parties. These parties are a delicious and fun alternative. The kids learn and help in the making of ice cream, sample flavors, help make a waffle bowl, make and eat a sundae, learn how to decorate a cake, and then the group helps to decorate an ice cream cake for the birthday child. Bruster's is truly a community business and a gathering place to meet with friends and family. Bruster's is located at 241 West Ridge Pike, Limerick, PA 19468; 610.489.8880.

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ROUTE 422 BUSINESS ADVISOR DINING GUIDE

C E L E B R A T I N G

NATIONAL CULINARY ARTS MONTH

Gracie's 21st Century Café & Catering

Gracie's 21st Century Café & Catering is celebrating 30 years of serving the area and beyond — fresh organic gourmet dining with just a hint of decadence. We also offer Corporate & Celebration Catering in our eclectic style, just for you, at our beautiful location or at a site of your choice.

Wednesday, our Blue Plate Special night, has kept our seasoned staff happily working and offering our guests more frequent opportunities to dine with us. A different entrée is offered each Wednesday at a special price to include salad and home-made bread.

Date Night Thursdays featuring a shared appetizer, two entrées, and a bottle of wine to entice a bit of romance, brings you to the table to just "be together."

Fridays features Jazz on our beautiful patio or in our neon bar, with fireplaces in all three intimate dining rooms in the winter.

Saturday dining is always a special event for family, friends or clients.

Mark your calendars for our Annual Caribbean Festival to benefit for the JDRF on September 23, 2018. Join us, won't you, for some civilized dining in Pine Forge, Alfresco

or in one of our lovely dining rooms. My staff and I look forward to serving you and to sharing a "Good Vibe!"

Gracie's 21st Century Café is located at 1534 Manatawny Road, Pine Forge, PA 19548; 610.323.4004; www.gracies21stcentury.com.



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The restaurant includes three separate dining rooms and a pub/tavern area for your dining pleasure. Yellow House Hotel offers intimate and cozy yet casual dining with a variety of seafood, steak and poultry entrées gracing the dinner menu.

The house specialties are jumbo lump crab cakes and baby-back ribs, prepared in our own savory barbeque sauce. And for the sweet tooth, a luscious sampling of homemade desserts completes the dining experience. The lighter appetite will find a generous selection of soups,

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The Yellow House Hotel, built in 1801 at the intersection of Routes 662 and 562 in the scenic Oley Valley, originally served as a stagecoach stop and country store for travelers between Reading and Philadelphia. Since then, the Yellow House Hotel has evolved into a restaurant and hotel with a fine dining reputation for its delectable bill of fare and pleasing, comfortable atmosphere. While the ownership of the Yellow House Hotel has changed hands over the years more than 25 times, the hotel has remained a charming focal point of the Oley Valley, both inside and out. Gift Certificates are available for purchase year round.

For additional information or reservations, please call 610.689.9410, and visit www.yellowhousehotel.com.



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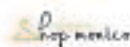
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TRICOUNTY AREA CHAMBER OF COMMERCE

MESSAGE FROM THE CHAIRMAN

As we concluded the 2017-2018 program year on June 30, Rich Graver stepped down from his role as Chairman of the Board. I look forward to advancing the accomplishments the Chamber has achieved during Rich's leadership as I begin my first year as Chairman of the Board. In this Message, I am excited to highlight some of the initiatives taking place in the 2018-2019 program year.

LEYP – Lead Engage Young Professionals



The Chamber's New Young Professionals Program – This program is targeted to ages **21-40**. LEYP's mission focuses on creating: a strong *Network of Leaders*, excellent *Professional Development* opportunities, altruistic *Volunteerism* and *Community Action*. Check out page 43 for a recap of their first event. Contact Tarra at the office if you would like more information on this young professional program.

Family Business Roundtable

Program devoted to Family Business Members of TCACC - Whether you're running a family business or working at a family business – this roundtable group is for you! There will be a survey distributed within the next few weeks to Chamber Members who run/work at family businesses to help with future planning of roundtable sessions. **Potential topics, among others, that may be discussed at meetings:**

- *Passion or Obligation*
- *Holidays – From the Conference Room to the Thanksgiving Table*
- *Culture – How to guarantee those not related feel like family*

Networking Opportunities

Membership Breakfasts will be happening every month. Join us at our first monthly breakfast on July 19 from 7 – 9 AM at Copperfield Inn. Aliya Hammond will be presenting on Storytelling: Social Media.

- **NEW Networking Breakfast** we are offering – By signing up for these special breakfasts, you are guaranteed to have a 1-minute time frame to present your business to everyone in attendance. First networking breakfast is on Thursday, August 9 from 7 – 9 AM at Gatsby's at the SunnyBrook Ballroom.

Please do not hesitate to contact Eileen or the Chamber Staff if you have questions on any of the initiatives listed above.

I look forward to working with the Chamber's Board of Directors and volunteers. I would also like to welcome the following as new members to the board: Lee Levensgood, Everything Printing; Greg Richardson, Traffic Planning and Design, Inc.; and Michael Stevens, BB&T. April Barkasi, CEDARVILLE Engineering Group, LLC will join the Executive Committee as Treasurer while Heather Chandler, Sealstrip Corporation, will be leaving her role as Immediate Past Chairman. Joe Fava is also leaving his role as Board Member – thank you to Joe and Heather for their commitment.

Thank you to our current Members of the Board of Directors, and again, welcome to the new faces! Please refer to page 44 for a complete list of the Chamber's Board of Directors.

– **Baran Schultz**, TCACC Chairman of the Board



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

Baran Schultz

“They helped me grow and I still get business every day from the chamber. I believe we're only as good as our chamber, locally, referring other business and buying local I truly believe in that.”

“We're fully on board (with the TriCounty Area Chamber of Commerce). I truly live and breathe it. I give back and help as much as I can. And I would suggest to anybody who is not a chamber member, they should join. TriCounty Area Chamber of Commerce is a great place to network and build relationships. You're going to get to know everybody in the community, which you need to do if you're going to live and work in this community.”

“I think right now we have all of our board members taking accountability. Everybody who is there wants to be there. There's a commitment. We did our leadership retreat to focus on where we are going. We know there are things we have to do and want to do to grow as a chamber.”

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

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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, Leadership Tri-County Director,
jennifer@tricountyareachamber.com

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

MAKING A DIFFERENCE IS WHAT WE DO!

WELCOME APPROVED NEW MEMBER!

Congratulations to the business listed below. Their applications were approved by the Board of Directors on June 20.

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

Coventry Parlor at Laurel Locks
653 Laurelwood Rd.
Pottstown, PA 19465
484.300.4911
www.coventryparloratlaurellocks.com
Ice Cream Parlors
Our company lives up to our slogan "more than just ice cream." In addition to ice cream, we offer breakfast, lunch, catering, birthday parties, baked goods and fundraising opportunities. Stop in and say Hi!

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!

Government/Governmental Agencies

- Rick Loughery Chester County Recorder of Deeds

Graphic Design

- Linda Jacobs Downtown Dezin LLC
- WrightBrain Design, LLC

Health and Beauty Aids

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

Health Clubs/Fitness Centers/Gyms

- MaxOut Strength Studio

Health Maintenance Organizations

- Wellness Council of Boyertown

Home Care Services – Seniors

- SeniorLIFE

Home Health Care Services

- Family Caregivers Network, Inc.
- Visiting Nurse Association of Pottstown & Vicinity

Home Inspections

- HomeTeam Inspection Service

Hospitals

- HealthSouth Reading Rehabilitation Hospital
- MedSurg Urgent Care
- Patient First
- Patient First Urgent Care
- Physicians Care Surgical Hospital
- Pottstown Hospital Tower Health

Hotels/Motels/Bed and Breakfasts

- The Twin Turrets Inn

Ice Cream Parlors

- Coventry Parlor at Laurel Locks

Industrial Mechanical Contractors

- D.G. March and Associates/Enviromat Company, Inc.

Insurance Companies

- The Body-Borneman Companies
- Chris Rowe, State Farm Agent
- Combined Insurance Company

Insurance Companies (Continued)

- Dan Albert- State Farm Agent
- Evans, Hauseman & Richard, Inc.
- Falco and Associates, Inc.
- Farmers Insurance Hill Agency
- Gerhart, Hartman & Ritner Insurance Agency
- Independence Blue Cross
- Nester Insurance
- Richard A. Zuber Insurance Agency
- Ron Black Agency/The Laskey Group
- Sigel Insurance Group
- State Farm – Drew P. Leck, Agent
- State Farm – Rick Orio Agency
- Tompkins Insurance
- Weigner Insurance & Financial Services, Inc.

Interior Decorators/Designers

- Artemis Design, Inc.
- Decorating Den Interiors
- GNG All Holiday Decorators
- Lifestyles Design

Janitorial Services/Supplies

- L&J Cleaning Service, Inc.

Kitchen and Bath Design/Remodeling

- Innovative Kitchens and Baths

Landscaping and Lawn Care Services

- JC Outdoors

Libraries

- Boyertown Community Library
- Pottstown Regional Public Library

Limousine Service

- Rhoads Limousine Service, Inc.



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

30 YEARS

Colorworks
Graphic Services, Inc.

15 YEARS

The Perkiomen School

10 YEARS

Complete
Family Eyecare, Ltd.

1 YEAR

Combined
Insurance Company

Helping People

Get Homes

Turner Coaching Training
& Consulting, LLC

Member Renewals

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

Barry Isett & Associates, Inc.
Catagnus Funeral Home & Cremation Center, Inc.

Cuisine India
GreenAllies
Haron & Sons Auto Center LLC
Linda Jacobs Downtown Dezin LLC

Marshall Geoscience, Inc.
David McSurdy D.M.D. Orthodontist
Montgomery County Development Corp.

NAMI PA, Montgomery County Office Technologies

PA Industrial Equipment, Inc.
Penn Foundation, Inc.
Pivot Physical Therapy

Pottstown Regional Public Library
Schuylkill Holdings
SEO 4 Pros dba Hureka Technologies
Smale's Printery
The Victory Bank
Richard A. Zuber Realty

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@tricityareachamber.com**



TRICOUNTY AREA
CHAMBER OF COMMERCE

5 WAYS YOUR CUSTOMERS WIN WITH YOU AS A CHAMBER MEMBER

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

Here are 5 examples:

- 1. You're in the Know** - When you're a member of the chamber you know what's going on in the business community.
- 2. You Have Inside Knowledge (and Tickets) for Events** - As a member, you may be able to purchase tickets earlier or bring an interested guest - **you come off looking like a rock star to your customer or vendor.**

3. You Know About Legislative Initiatives

- The chamber is busy working behind the scenes for all businesses in your area.

4. You Become a Resource

- You become a connector in the community and someone they patronize to get the inside scoop.

5. You Hire the Best

- As a chamber member, you get to meet a wide variety of people and expand not only your sales networking but your career network as well.

BUSINESS SPOTLIGHT

July's Business of Spotlight is Pottstown FARM. Learn more about them at the event on Thursday, July 12 from 4-6 PM, located at the NW Corner of Charlotte & High Sts. in Pottstown!



Pottstown FARM is up and running for its 3RD season!

The Open-Air F.A.R.M Market, (Farm & Artisan Regional Market) is happy to announce more than 25 vendors are attending this year's market, offering fresh vegetables, jellies, pickles, pork, eggs, fruits as well as a variety of local artists offering unique gifts and everyday items for you and your family.

Thanks to a grant from Pottstown Area Health & Wellness Foundation, our market is able to offer incentives this year to help everyone in our community learn and enjoy healthy choices. Live music will be at every market, and we are happy to announce the Two Bite Club will be available EVERY week of the market. Children, 12 and under can try a fresh item of the week at the market and get a card stamped. They will also receive a \$5 coin to then spend at the FARM. It's a great way to teach your child about healthy eating habits.

During this season's market, we will have live music, special events and speakers who will help teach a variety of healthy eating programs. As we continue to grow, our downtown businesses are also growing! Be sure to stop down to Henry's Café, Mostellar's Seafood and enjoy delicious Market Specials each FARM night. Our new PUB will be open and be sure to enjoy ice cream before you leave at our new Ice Cream Café. Many of our local businesses will leave their shops and have grab and go items at the market – Beverly's Pastry Shop will be selling 'farm' cookies, Grumpy's will be selling soups, salads and cobbles to go.

Our regular vendors for the 2018 season are: Kaiya Naturals, New Bee Ranch, Stonekeep Meadery, Brooks Coventry Plants, Words of Art by Ali J, Scentual Gardens, Ken Crest, Gladiolus Farm, Booster BBQ, Blake's Mother's Cookies, Hound



Dog Honey, Ethel's Artisan Vinegar, Geneva's Joy, Tail of the Snail, Candle Krazy, Sew Bee Mine, Stony Hill Farm, Mosaic Community Gardens, Balanced Living Nutrition Store*

Small Batch Kitchen, Backyard Beans, Beverly's Pastry Shop*, Blue Zen*

Grumpy's Handcarved Sandwiches*, Manatawny Still Works, and Snouts & Sprouts. Some special guests throughout the season will include Words of Art by Ali J & Cannin' & Jammin'.

We pride ourselves in having predominately self-produced products at our FARM. Our artisans create their own pieces of art and our farmers bring their food right from the ground to our market. If there are farmers that are not bringing from their own farm, they are sharing from local, neighboring farms that are self-producing by local farmers who cannot attend our market. One thing you will NOT find at the market – avocados, pineapples or oranges, as none of these grow in Pennsylvania. It was a quick lesson that we just never thought about until a farmer at the first market was asked about these items. Needless to say, our experience of creating an open-air market in Pottstown was a learning experience for sure!

We look forward to seeing everyone at the FARM! 2nd & 4th Thursdays, 5-7:30 PM.

More information is available at www.pottstownfarm.org.

MAY BUSINESS CARD EXCHANGE

Arnold's Family Fun Center hosted our May Business Card Exchange on Tuesday, May 22. Members enjoyed GoKart Racing, playing games, bowling, and more! Thank you to Arnold's for showing the Members your cool space!

Sponsored by:



NEXT BUSINESS CARD EXCHANGE

- Thursday, July 12
- 5 – 7 PM
- Pottstown FARM, NW Corner of Charlotte & High Streets, Pottstown 19464



ROUTE 422 BUSINESS ADVISOR

The Chamber has a unique relationship with the *Route 422 Business Advisor* - the official newsmagazine of the TriCounty Area Chamber of Commerce.

FEATURED MEMBER BENEFIT OF THE MONTH

For more information on this benefit check out the *Route 422's* website - www.422business.com; call 610.323.6253; or email: 422business@comcast.net.

BENEFITS OF THIS UNIQUE RELATIONSHIP INCLUDE:

- Enables Chamber members to market goods and services to a regional audience of qualified business owners, managers, and key decision makers.
- The opportunity to be featured in a cover story or inside story, video interviews, and website links.
- Distribution is over 14,000 copies monthly!
- Chamber members get an advertising discount!
- Opportunity to catch up on Chamber activities in each issue.
- Expands our influence, and yours, to a larger region.



JUNE BREAKFAST RECAP

Chamber Members hear about
Leadership Tri-County Community Projects

- 1 **Youth Grow for GreenAllies** – Karen Owens, Pottstown Borough Wastewater Treatment Plant & Joanna Lew, Exelon
- 2 **Communications Plan for Boy Scouts of America** – Cradle of Liberty Council – Aaron Briggs, Exelon and Marie McGinnis, Pottstown Hospital Tower Health
- 3 **Marketing Plan for Foundation for Pottstown Education** – Bunny Boyle, TCACC and Jeffrey Cardwell, Pottsgrove School District
- 4 **CandyBar Bingo for PSA, Inc.** – Lisa Stratton, Schultz Technology and Ashley Faison, YWCA Tri-County Area

Continued on page 36

**THANK YOU
TO OUR SPONSORS:**



The next **Membership Breakfast** is on
Thursday, July 19 from **7 – 9AM** at
Copperfield Inn in Limerick. This breakfast will feature
discussion on **storytelling through social media**.

BUILDING COMMUNITIES



Mark Your Calendars!

NETWORKING

Thurs., July 12
5 – 7 PM

Business Spotlight

Pottstown FARM, NW Corner of High and Charlotte Streets, Pottstown 19464

The Pottstown FARM would like to invite you to join us for a one of a kind networking event at the Open - Air Farmer's Market in Pottstown. With more than 25 unique farm vendors, you will have a great selection of fresh foods, unique crafters, and much, much more. Local farm-to-table restaurants will have foods for everyone to taste fresh from the farm!

Sponsored by: **Pottstown Downtown Improvement District Authority**
No Charge; Members Only; Registration Appreciated

Mon., July 16
8:30 – 10 AM

LEYP: Leadership-Generational Differences

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

LEYP is hosting our very first Professional Development program! Come join us as Rick Libra, Site Vice President of Limerick Generating Station, speaks about Leadership and how different generations view leadership qualities in different ways. LEYP is a program for young professionals ages 21 – 40.

No Charge; LEYP Participants Only; Registration Required

Thurs., July 19
7 – 9 AM

Membership Breakfast – Storytelling: Social Media

Copperfield Inn, 594 W. Ridge Pike, Limerick 19468

Social Media is becoming more of a necessity these days. Join us at the July breakfast to discover ways to spark meaningful engagements and interactions, share your narrative, and build personality by learning how to tell your brand's story on social media. Aliya Hammond is a Social Media Strategist, Trainer, and Consultant that assists businesses and organizations with their social media story.

\$26 per Member (prepaid by 7/12); \$32 per Member (invoiced or after 7/12); \$50 per non-member

Fri., July 27
8:30 – 10 AM

Refresh Friday: Networking

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

Come join us for a refresh panel with 3 individuals who will be sharing their tips and tricks to making sure you can grow your network to the best of your ability. Our panel consists of **Bill Wellen**, Owner at FASTSIGNS, **Eileen Dautrich**, President of the TriCounty Area Chamber of Commerce, and **Bill Vitiello**, Business Development Officer at The Victory Bank. All bring a different perspective and philosophy to the networking process.

No Charge; Members Only; Registration Required

SAVE THE DATES

Thurs., Aug. 9
7 – 9 AM

Membership Breakfast – Networking

Gatsby's at the Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Eggstra, Eggstra, Hear all about it! This Membership Breakfast is sure to be loaded with information and networking. By signing up for this breakfast, you are guaranteed to have a 1-minute time frame to present your business to everyone in attendance. Make sure you take advantage of this opportunity and sign up now.

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

Business Development Opportunities Available

Tues., Aug. 14
4 – 6 PM

Business Spotlight

Boyertown Area Multi-Service, 200 W. Spring St., Boyertown 19512

Enjoy a great night at the Boyertown Area Multi-Service Inc. Located in Boyertown, they strive to help people and strengthen the community. From the Food Pantry to medical appointments, the Boyertown Area Multi-Service company provides the community with much needed programs since 1973. Their new facility was completed in 2006, so come out and enjoy a tour of their great facility!

Sponsored by: **Boyertown Area Multi-Service**

No Charge; Members Only; Registration Appreciated

Weds., Aug. 15
11:30 AM – 1 PM

WOW Luncheon – Diversity & Inclusion

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

Lucretia Coleman, Jameri Enterprises LLC, will speak on Diversity and Inclusion. More details to come!

\$26 per Attendee (prepaid by 8/8); \$32 per Attendee (invoiced or after 8/8)

Business Development Opportunities Available

Fri., Aug. 17
8:30 – 10 AM

Refresh Friday: Emotional Intelligence

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

More details to come!

No Charge; Members Only; Registration Required

Mon., Sept. 10

Annual Golf Outing

Reading Country Club Golf, 5311 Perkiomen Ave., Reading 19606

Registration

Lunch

Shotgun Start

Dinner

EARLY BIRD PRICING Available until 7/31/18

\$145 per person for Lunch, Golf and Clambake; \$400 per Foursome

Business Development Opportunities Available

If you are not a golfer, join us for networking and dinner - **\$45 per Chamber Member; \$55 per non-member**

Fri., Sept. 14
7 – 9 AM

Membership Breakfast – Legislative

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Our legislators are a vital part of our community and how we have a voice in our own government. The current running legislators will be presenting at this breakfast on their different stances on hot topics that effect everyone. Come out and learn about who will be representing your area.

\$26 per Member (prepaid by 9/7); \$32 per Member (invoiced or after 9/7); \$50 per non-member

Sponsor: **Boyertown Oil and Propane**

Business Development Opportunities Available

Tues., Sept. 18
4 – 6 PM

Business Spotlight

Steel River Playhouse, 245 E. High St., Pottstown 19464

Experience for yourself the Steel River Playhouse that is home to over 90 plays, musicals, concerts, and recitals every year. They strive to bring together the performing arts with the much needed economic growth of the downtown Pottstown area. As an artistic outlet in the community, Steel River prides itself on investing in the future of the local residents and children. Come out and experience the amazing venue for yourself and you could win tickets to one of the next upcoming shows!

Sponsored by: **Steel River Playhouse**

No Charge; Members Only; Registration Appreciated

**Reminder –
the Chamber Office is
closed Wednesday, July
4 for the Independence
Day Holiday.**

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.

JUNE BREAKFAST RECAP (CONTINUED)



5 Pottstown Works for The Salvation Army of Pottstown – Diana Liriano, The Victory Bank and Kelly Kozik, Aesculap

6 Marketing Plan for the Pottstown Cluster of Religious Communities – Siva Mahalingam, Cube Info Solutions and Lori Bernhard, Boyertown Area Multi-Service

7 Welcome New Members!

The following New Members were announced at the June Breakfast: Attract Engage Inspire, LLC; GNG All Holiday Decorators; MedSurg Urgent Care; Seedcopa; and Studio 413.

New Members in attendance from L to R: Marie Shires, Seedcopa; Agnieszka Singh & Susan Graveno, MedSurg Urgent Care; Jenna Armato, Attract Engage Inspire LLC; Anne Marie Gaughn and Anne Gaughan, GNG All Holiday Decorators; and Don Carrick, Studio 413.



6



7



Back Row, L to R: Jeffrey Cardwell, Pottsgrove School District; C.Aaron Briggs, Exelon; Lisa Stratton, Schultz Technology; Diana Liriano, The Victory Bank; Karen Owens, Borough of Pottstown; Marie McGinniss, Pottstown Hospital - Tower Health; Bunny Boyle, TriCounty Area Chamber of Commerce; Jennifer O'Donnell, Director Leadership Tri-County;
Front row L to R: Kelly Kozik, Aesculap; Joanna Lew, Exelon; Ashley Faison, YWCA Tri-County Area; Siva Mahalingam, Cube Info Solutions; Lori Bernhard, Boyertown Area Multi-Service

Leadership

TRI-COUNTY

CLASS OF 2018 GRADUATION!

Congratulations to the Leadership Tri-County Class of 2018!

On Thursday, June 7, the Class of 2018 celebrated graduation at Brookside Country Club in Pottstown.

The day's commencement activities also included a round of mini-golf at Manatawny Green Mini-Golf!

The Chamber would like to give special thanks to the class members for their commitment during the last 10 months, sponsors of the participants, the companies that provided tours, guest speakers, and all of the other supporters of the program.

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!



SAVE THE DATE

GOLF OUTING

MONDAY, SEPTEMBER 10 2018

READING COUNTRY CLUB

EARLY BIRD SPECIAL BEFORE JULY 31!
550.00 PER FOURSOME
145.00 SINGLE PLAYER

AFTER JULY 31
600 PER FOURSOME
155.00 SINGLE PLAYER

**CALL 610.326.2900 OR VISIT
TRICOUNTYAREACHAMBER.COM TO
REGISTER**



PARKING

People tend to think of parking challenges related solely to not enough parking spaces for employees, but it can also mean having too many open parking spaces that are taking up precious land for other amenities.

We know from history that too much parking creates a reliance on the automobile that contributes to congestion, higher pollution, lower productivity time due to traffic and other influences that negatively affect quality of life.

Here are some best practices to reduce the need for parking spaces within your organization:

Charging for parking by the day, not by the month: This is one of the most powerful tools that employers can use to encourage their employees not to drive alone to work. When commuters are made to think about a daily rate, rather than a monthly cost it has a big impact.

Priority parking for shared-rides: Shared parking is a way to reduce the need for excessively large parking lots. Encourage employees to ride to and from work together by providing prime parking spaces reserved for carpoolers and vanpoolers. Ensure these benefits are promoted to employees on a regular basis.

Provide a commuter benefit tax that pays for public transit: RideECO is an employer offered benefit. It helps commuters



pay for the cost of getting to work on public transportation. RideECO allows commuters to use pre-tax dollars to pay for their commute. And employers save money by driving down payroll taxes with every dollar a commuter deducts.

Bike parking and amenities: Making bicycling an attractive option for accessing a site can reduce the traffic and parking demand at the site.

These are just some ways employers can reduce the need for parking spaces.

Parking Studies

GVF's parking inventories evaluate the existing conditions and provide accurate counts of the parking availability and the parking use. With the inventory, your organization will have the right information to determine if changing parking requirements is right for your community.

Contact Stacey Henrich at shenrich@gvftma.com today for more information on how you can reduce your parking needs or for more information on parking studies.



**Check out next
month's issue
for a full recap
of the Pottstown**



**Progress Luncheon presented by
Pottstown Area Industrial Development, Inc.
held on Thursday, June 21!**

CREATING CONNECTIONS

WOMEN OF THE WORKFORCE



On Wednesday, June 13 women in the tri-county area gathered at Salon Evolve for demonstrations and consultations to prepare hair and skin for the summer months. Attendees enjoyed the opportunity to network while being pampered.

Thank you to our Host: Salon Evolve

UPCOMING WOW LUNCHEONS

WEDNESDAY, AUGUST 15

from 11:30 AM – 1 PM at
Brookside Country Club in Pottstown;
Lucretia Coleman,
Jameri Enterprises LLC will speak about
Diversity and Inclusion.

WEDNESDAY, OCTOBER 24

from 11:30 AM – 1 PM at
Bally Spring Inn in Barto;
Coach Mindy Lee Lipsky will talk
about DISC and how you can
better communicate to individuals
once you understand their
natural disposition

POWER WOW RECAP

TRI-COUNTY AREA WOMEN'S ROUNDTABLE

The Chamber hosted its fifth-annual Tri-County Area Women's Roundtable on May 1 at Copperfield Inn. Women enjoyed an evening of empowerment, inspiration, and perseverance featuring four speakers:

- **Lucretia D. Coleman, 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, Christine Morris, LLC** – Structure, Systems & Sanity – your path to a fabulously balanced life
- **Adrean Turner, Turner Coaching Training & Consulting, LLC** – Mental Fitness – Think, Do, Achieve

**SPECIAL THANK YOU
TO OUR SPONSORS:**



eliminating racism
empowering women
ywca
Tri-County Area



Power WOW Speakers (L to R): Christine Morris, Christine Morris, LLC; Lucretia D. Coleman, Jameri Enterprises, LLC; Mindy Lee Lipsky, Innovative Coaching Services, LLC; and Adrean Turner, Turner Coaching Training & Consulting, LLC.



Chestnut Knoll



YWCA Tri-County Area

The Chamber was also happy to partner with TriCounty Community Network to present TCN's 3rd Annual Women's Symposium Awards. Congratulations to the winners in the following categories:

- **Entrepreneurship** – April Barkasi, CEDARVILLE Engineering Group, LLC
- **Community Impact** – Amy Wolf and Amy Francis, Pottstown's GoFourth Festival
- **Leadership** – Stacey Woodland, YWCA Tri-County Area
- **The Legacy Awards:**
 - Legacy in Community Impact Award: **Dr. Myra Forrest**
 - Legacy in Leadership Award: **Honorable Dr. Valerie Arkoosh, Chairwoman Montgomery County Commissioners**



Dr. Myra Forrest



Honorable Dr. Valerie Arkoosh

MAKING A DIFFERENCE IS WHAT WE DO!

LEYP

Lead Engage Young Professionals – had our first opening Meetup at Manatawny Still Works on May 24. LEYP is the Chamber's Young Professional Group whose mission is: We energize and engage TriCounty Area young professionals to create a strong *Network of Leaders*, excellent *Professional Development* opportunities, altruistic *Volunteerism* and *Community Action*!

**Thank you to our
Opening Meetup sponsor:**



Stay tuned for future activities.
If you would like more information on LEYP, please contact Tarra at the Chamber Office at 610.326.2900.



PHOTOS BY HOFFMAN STUDIOS

2018 BUDGET SUMMARY

This year the Pennsylvania State Legislature and the Governor passed a state budget before the June 30th deadline and thanks to steady revenues this budget does not seek to increase taxes on residents and business.

The FY2018/19 budget represents a \$718.9 million (2.2 percent) increase in General Fund state expenditures compared with the 2017/18 available year (adjusting for supplemental appropriations). With the exception of education increases, much of the increase pays to simply maintain current programs and services. In other words, a cost-to-carry budget. The cornerstone of the governor's first term has been a commitment to education and the compromise budget plan moving today delivers on this commitment. Within this package of bills is an increase to higher education that assumes at least a three percent increase.

Specifically, the budget includes:

- An increase of \$189.6 million for Pre-K through 12, including \$25 million for Pre-K/Head Start, \$100 million for Basic Education Funding, and \$10 million for Career and Technical education.
- Increases funding for higher education, including additional investments in Pennsylvania's community colleges, the Pennsylvania State System of Higher Education, and the state-related universities.
- Launches the PAsmart initiative to align workforce development efforts across commonwealth agencies to more efficiently deliver services for all Pennsylvanians, which will prioritize \$30 million for investments in computer science and STEM education programs and expand apprenticeship and industry partnerships.
- \$74.5 million will go into the Rainy Day Fund, which is the first time money has been put into that fund since FY2006-07 budget.

For more information on specific line items or programs please contact the Chamber offices or Alex Rahn, our Government Affairs consultant at 717-378-3388 or arahn@wannerasso.com.

Based on Member participation and popular demand of exposure at key events, we created multiple sponsorship packages. These opportunities are even enhanced with additional marketing visibility.



Community Partner

Commerce Partner



Connections Partner

Contact Tarra at 610.326.2900 or tarra@tricountyareachamber.com to set up an appointment to discuss your options!

MAKING A DIFFERENCE IS WHAT WE DO!

RIBBON CUTTINGS



MedSurg Urgent Care,
1808 Swamp Pike, Suite 200, Gilbertsville, PA 19525

Pottstown PUB,
251 East High Street,
Pottstown, PA 19464



2018-2019 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Baran Schultz, CEO, Schultz Technology

CHAIR ELECT

Rich Newell, CEO, Pottstown Hospital Tower Health

TREASURER

April Barkasi,
CEDARVILLE Engineering Group, LLC

IMMEDIATE PAST CHAIRMAN

Richard Graver, Chief Lending Officer, The Victory Bank

SOLICITOR

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

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Bill Breslawski, Maillie LLP

Sean Deviney,
The Body-Borneman Companies

Dr. Dave DiMattio,
Montgomery County Community College

Twila Fisher, The Hill School

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

Lee Levengood, Everything Printing

Rick Libra, Exelon

Greg Richardson, Traffic Planning and
Design, Inc.

Dr. William Shirk, Pottsgrove School District

Michael Stevens, BB&T

Frank Strunk, Tompkins VIST Bank

UPCOMING REFRESH SEMINARS

Refresh

Refresh Fridays are held on
Fridays from 8:30 – 10 AM at
the Chamber Office. Here are
a few that are coming up:

- July 27 – Networking
- August 17 – Emotional Intelligence
- September 21 – Maximize Membership
- October – TBD
- November 16 – Advocacy
- December - TBD

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.

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CHANGE IN TRANSPORTATION ALONG THE 422 CORRIDOR



DOWNTOWN DEVELOPMENT & CHANGE

By Barry Cassidy

Recently I returned to Philadelphia after being in Pittsburgh the better part of the last three years looking after my father. Any of you that have elderly parents will soon find out choices in your life will sometimes take a back seat to what you have to do as a responsible family member. Although Pittsburgh, to me, is like being in social Siberia, I would not change a moment of sharing my father's last days.

In my desire to return to civilization, I called my friend Manny DeMutis and we worked out a plan for me to return and hang out with him while I worked on a couple of projects, and finished up my Master's Degree program in "Cities" at the London School of Economic and Political Science. One of the projects was to work on the electric line relocation with PECO and Verizon, and provide my government relations skills.

The second project was to look into the *greenline* Project which entailed running a train line from Phoenixville to Paoli. After I spoke with some of my industry contacts, it became apparent that we had to move quickly, because of the nature of the right of way that would be used to provide the train route after the Norfolk Southern DeVault line ends (in DeVault). So, we put together a scope of services, and discussed the chances of that line becoming a reality.

The issue of a trail was discussed for that line recently and I believe it was kind of a follow up to the talk about the "Patriots Trail" which I encountered when I tried to

do the *greenline* the first time. I will never forget when Norfolk Southern called me and told me I had a competitor for the purchase of the rail line. I asked, "Who?" I was told the Chester County. I soon found that there was a study underway for the Patriots Trail that was not public knowledge... which I labeled a secret plan.

Then we could not get the support of the Borough of Phoenixville. That plan at that time was doable, and I was sure I could have financed it. Now, years later, we will study it, but the window may have passed. The consultants asked me a question, "Why would you go to Paoli when you could go to Philadelphia?" My response was kind of stupid I guess, because I replied, "I like Paoli!"

After some thought, I agreed going into the city would probably be a better alternative. Considering all of the housing being built in the area, it would be good to have a train into the city. It would allow for an entirely new cohort group to live out in the Phoenixville suburban area.

(Continued on page 46)

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DOWNTOWN DEVELOPMENT & CHANGE

(Continued from page 45)

One has to admit that the downtown revitalization was a success, and people like to live near the arts and entertainment district that was created, largely due to the efforts of Robb Frees and Manny DeMutis.

I brought up to the consultants that the much sought-after King of Prussia/Casino line was already in the works, and we could tag on to that. The response was puzzling, as they said, "Why would you want to go to Upper Darby?" I remembered Mike Chitwood was the officer in charge of South Street right before I got there and I always liked talking with him, and he was now the Chief over in Upper Darby. Also, I went there once to see Steely Dan at the Tower Theater, but other than that I was at a loss. I was soon to find that the KOP/Casino line went to 69th Street Station.

They said that we could look at an extension of the R-6 line... now renamed something else but I am going to go with R-6 here in this article. Then it occurred to me they were talking Schuylkill Valley Metro light. "Heaven to Betsy" I replied, as I remembered all the controversy and how people were trying to get me to pull the greenline and go with the Metro. I kind of wanted no part of re-creating that

project, but was told this one would be different.

It was explained to me that this project could utilize technology currently in use in Europe that used an engine that went from Diesel to Electric. Kind of the hybrid solution that could have worked for the Metro and eliminated the cost of electrification of the rails. I remember some of the discussions I had in London with the people that were creating the Crossrail, which will make one of my school projects accessible from center city London. They told me this kind of innovation had been done before, while discussing financing of railroads and how it affected my taskforce project on the Royal Docks, in East London.

So, I started drinking the Koolaid and brought it to the attention of Phoenixville Borough Council, which already was predisposed to that plan. Seems like I was jumping on a train that others were waiting to arrive. The Mayor jumped on board with a "Mayor's Taskforce" and the project was officially born. We assembled a committee, voted on the scope of the project and awarded the contract to veteran railroad consultant Thomas Frawley.

(Continued on page 48)

CREATING A CONTENT CALENDAR THAT WORKS FOR YOU

SOCIAL MEDIA TIPS



By Theresa Mintzer

Everyone will give you an opinion on the "right" way to post social media content. Truthfully, you must figure out a system that works for you and

be consistent. How do you get from being overwhelmed, to a monthly content plan? Here are a few tips.

What are the various social media platforms you are currently posting on, and how often are you posting? Is that working for you? Make a note of what you think you need to change. If you are not posting consistently, what is a realistic goal?

Look at what is going on in your business over the next few months. Are you launching a new product? Are you preparing for a price increase? You can put together a plan now that will prepare your customers for those things. If you

are going to increase prices, think of some ways that you can educate customers on the value of your product.

What else can you use for content? You could post Motivation Monday, Tip Tuesday, Feature Friday, etc. Creating valuable content that customers might share helps spread word about your business.

Grab a calendar or create a spreadsheet and try to plan out at least a month's worth of content. Make note of days that you will share live videos or current pictures.

Now it's time to execute your plan. You can schedule posts out for the future on some platforms. There are scheduling programs that will schedule multiple platforms at the same time. Also, you can hire a freelancer to schedule your social media for you.

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



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DOWNTOWN DEVELOPMENT & CHANGE

(Continued from page 46)

I had originally thought about forming subcommittees at that meeting but thought twice. This is a month and a half long study, and before everyone gets excited, let's see what facts relating to the project will be presented. People look at me sometimes as "wide eyed" and a "dreamer" and I am sure there is some truth to that. I always feel that hard work and effort can sometimes make dreams come true.

It is apparent that Manny DeMutis has a dream for the city he is creating in the once downtrodden Borough of Phoenixville. I was able to play a small part in helping him once. Maybe we can make it happen again. By the time this article comes out in the *Route 422 Business Advisor* we should be close to understanding what the results of the study will show.

Of course, it appears there is a grant for that... it is a demonstration program grant... section C looks like the eligible section and the narrative will read something like this:

The demonstration project would illustrate a means by which to expand the electrified SEPTA regional rail service network into the rapidly growing US 422 corridor, without the need to make very large capital investments in new electrifi-

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

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WHAT IS A FUNERAL TRUST?



Provided by Greg Koch, Koch Insurance Brokers LLC, Koch Financial Group LLC

Like other major life events, pre-funding your funeral will give you peace of mind, comfort and assurance knowing that money will be there to pay your final expenses. Now, wouldn't it be nice to have an insurance policy that is designed to do exactly that? Pay for your funeral costs, while also having the money protected from Medicaid or creditors so it will be available for its intended purpose?

HOW WILL MY SURVIVORS PAY FOR MY FUNERAL?

Few people have the resources to pay for a funeral outright. Without advance planning and funding, your survivors may need to reach into savings, use credit cards, take out a loan, or even sell personal assets. Money set aside in your savings accounts may be tied up with probate delays for months.

WHERE DO I GET THE MONEY FOR A TRUST?

You probably already have it! Sometimes all it takes is a little rearranging to create your complete financial picture in a way that works best for you. Consider your rainy-day fund, a certificate of deposit, money market account, an annuity or cash value in Life insurance. By using money from these sources to fund an insurance policy, you're simply using existing assets to ensure your final expenses are taken care of to make life easier for those you leave behind. Excess funds are paid to your estate or named beneficiary.

(Continued on page 51)

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WHAT IS A FUNERAL TRUST?

(Continued from page 49)

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ing, your survivors may need to use their personal savings or credit cards, possibly take out a loan or sell personal assets. Money set aside in your personal savings accounts may be tied up with probate delays.

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PROTECTING YOUR SMALL BUSINESS FROM HACKERS

While data breaches at big companies like Target, The Home Depot, and Sony get a lot of press, small businesses are also at risk. Because small companies do not typically have the financial resources, technical support, or processes in place to lock down data as effectively as larger firms, they are arguably at greater risk.

The threats are very real and growing for all companies — not just large corporations. According to Symantec's 2018 Internet Threat Report, Targeted attack groups are on the rise, and the US presents their biggest target. Their methods are low tech and highly effective: Last year, 71 percent of attacks began with spear phishing.

Spear phishing is an email or electronic communications scam targeted towards a specific individual, organization or business. Although often intended to steal data for malicious purposes, cybercriminals may also intend to install malware on a targeted user's computer.

Cybercriminals often look at attacking less-protected small companies as a gateway for attacking larger companies with which the small businesses have relationships.

Getting hacked can cause a plethora of problems.

- Inconvenience
- Lost productivity
- Additional costs (to make corrections to your system to remove the threat and prevent future successful attacks)

- Liability (if customers' confidential data is compromised)

- Damage to your brand's reputation

Although hackers have become extremely sophisticated and efficient in their methods, you do have ways to help prevent your small business from falling prey to them.

For starters, educate yourself.

• The Small Business Administration offers a number of free online resources about cyber-security. They cover topics such as Introduction to Cybersecurity, Top Ten Cybersecurity Tips, Protect Against Ransomware, Tools for Small Business ... and more. Visit <https://www.sba.gov/managing-business/cybersecurity> to access this free information.

• Federal Communications Commission (FCC) also offers information and resources to help small business owners learn how to protect themselves from cyber threats. You can even get started creating your own customized cybersecurity plan through the website's Small Biz Cyber Planner 2.0 tool.

(Continued on page 54)

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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. **\$1,250,000.00**

FOR SALE (ZC2257) LOT 1 & 3 E. 2ND STREET, BOYERTOWN- 2 LOTS ZONED LIMITED INDUSTRIAL IN THE BORO OF BOYERTOWN. 1 LOT IS .36 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 ADJUTS THE RAILROAD RIGHT OF WAY. CALL US FOR TAX MAP AND ZONING INFO. THIS A GREAT LOCATION TO EXPAND YOUR BUSINESS. **REDUCED TO \$400,000**

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 CAERMARVON TOWNSHIP. GREAT INCOME PRODUCING PROPERTY. PROPERTY TO BE SOLD "AS IS". **REDUCED TO \$400,000**

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 \$400,000**

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. **\$799,000**

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. **Asking \$1.5 million**

FOR SALE (ZC2273) 237 W. HIGH STREET, POTTSTOWN- 16000SF 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**

FOR SALE (ZC2275) LOT #5, QUARRY ROAD, DOUGLASSVILLE- COMMERCIAL/INDUSTRIAL BUILDING LOT SITUATED IN INDUSTRIAL PARK. VERY CONVENIENT TO RTS 100, 422, 724, 662. 3+ACRES WITH APPROVED LAND DEVELOPMENT PLAN TO CONSTRUCT A BUILDING COMPRISING OF UP TO 29,120SF OF FLEX SPACE. CALL FOR DETAILS OF LOT CONFIGURATION. PROPOSED BUILDING WITH PARKING AREAS. PUBLIC WATER, SEWER, GAS AVAILABLE. ALL THE TEDIIOUS WORK IS DONE. IT'S READY TO GO IF YOU ARE! **\$350,000**

FOR SALE (ZC2276) SCHOOLHOUSE ROAD, SOUDERTON- LEVEL 9 ACRE LOT WITH 75' FRONTAGE. PUBLIC WATER (NOT CONNECTED) AND PUBLIC SEWER AVAILABLE (ON THE STREET). POWER COMPANY (PECO) HAS AN EASEMENT TO SERVICE ELECTRICAL LINES. **\$895,000**

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READING EAGLE

Ask SCORE

(Continued from page 52)

A few other ways to increase your cybersecurity include:

- Using anti-virus, anti-spyware, and anti-malware software for protection and keep your computers' software up to date.

- Prevent unauthorized use of your computers, mobile devices, and networks by protecting them with passwords and securing them in a safe place when unattended.

- Secure your Wi-Fi Network. Configure your access point or router so it will not broadcast your network name (SSID) and require that users need to have your password to access your Wi-Fi.

- Use strong, unique passwords for all of your online accounts. Consider using a password management tool that stores and encrypts your unique password info. Those programs make it easier to manage using random, complex passwords because you can authorize them to automatically fill in your info or automatically log you into accounts. They alleviate the worry of remembering individual passwords every time you need to log in on a site.

For more ways to minimize your small business's risk of getting hacked by cybercriminals, talk with a knowledgeable information technology professional who understands the security needs of small businesses. Also, consider reaching out to your local SCORE chapter for guidance. SCORE mentors have wide-reaching expertise and experience in helping small businesses face challenges and grow their companies.

About SCORE: 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.

EXECUTIVE EMPLOYMENT AGREEMENTS



LEGAL PERSPECTIVES

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

Most employees in Pennsylvania work without any type of written contract governing the terms of their employment.

A fair portion, however, including many teachers, police officers, and skilled laborers, work pursuant to union contracts. The union contract establishes the terms of employment, and the manner in which issues may be addressed. A small portion of non-union workers are considered to be "high value" enough, however, to require an individual employment agreement. This article generally discusses contractual terms which an employer and the executive would want to consider including in an executive employment agreement.

An employer may want to consider an executive employment agreement with an employee who presents unique issues for the business in terms of compensation, expectations, attractiveness to competitors, access to confidential trade secrets, and other issues not easily addressed by a standard employee handbook or policies which apply broadly to all employees.

For example, if an employee is critical to the business's operation and could not be easily replaced, the employer may want a contract that restricts the employee's ability to leave the position without extended notice. Or, if the employee is to be paid significant remuneration based on performance, the exact standards for qualification and the method for calculating those wages may need to be clearly spelled out in an employment agreement in order to reduce the risk of misunderstanding and litigation.

Executive employment agreements typically arise after careful negotiation between

the potential employer and the candidate for hire. The parties' failure to fully address all relevant terms during negotiations and in the employment contract could expose both sides to costly breach of contract claims down the road. The following is a list of some key terms which should be discussed, negotiated, and included in an executive employment agreement.

Duration of the Agreement. The parties should consider whether the agreement requires a set term, a renewing term, or no term at all (open-ended). A set term may be valuable if an executive intends to retire at a certain date and both sides want to make that clear. The agreement should also specify what happens if the employee works beyond the set term. In other words, whether the terms of the agreement with respect to compensation and other benefits continue.

(Continued on page 56)

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LEGAL PERSPECTIVES

(Continued from page 55)

Duties. The agreement should clearly specify the individual's employment duties. This key term will likely influence other terms in the agreement. The duties section may interact with terms related to the executive's ability to terminate the agreement early for Good Cause.

Compensation and Benefits. The agreement must define the wages and benefits the executive is to receive, and, where appropriate, the qualification for and calculation of that compensation. This section should address compensation such as base salary, commission pay, annual bonuses, signing bonuses, and stock options. It should also specify which benefits the executive will be entitled to receive. For example, health benefits (e.g., medical, dental, vision, etc.), disability insurance, retirement accounts contributions, and life insurance. Relocation expenses are another benefit that, if offered, should be included in the agreement. Lastly, some employers offer additional perks which should be addressed, such as memberships at clubs, use of company vehicles (e.g., car or jet), and entertainment budgets. The company may also want or need to include

"clawback" provisions which require the executive to repay compensation and benefits in the event of certain negative actions undertaken by the executive.

Termination of Employment. The agreement should clearly specify what events trigger the termination of the agreement. These events can include termination by the company for Cause, termination by the executive for Good Reason, failure by either side to renew the agreement, or the executive's death or disability. Both Cause and Good Reason should be clearly defined, as this is an aspect of the agreement particularly vulnerable to litigation, especially if the parties separate on bad terms. Additionally, the agreement should explain whether the executive is entitled to any type of severance upon separation, and the nature of that severance.

Restrictive Covenants. Restrictive covenants normally are one of the more hotly contested terms of an executive employment agreement. There is natural tension here because the employer wants to protect its operation and trade secrets, while the executive does not want to restrict his or her future employment opportunities.

(Continued on page 58)

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BUSINESS SPOTLIGHT

TriCounty Active Adult Center

This mission of the TriCounty Active Adult Center is to help older adults live longer, healthier, more independent lives. Opened in 1976 as the Pottstown Area Seniors' Center, the name was changed in 2016 to better reflect the region and people served. The Center finished renovations on a new building in 2017, allowing it to expand the number of people served daily.

After more than 40 years, the Center has grown into a home-away-from-home for older adults in our community, offering a wide variety of free and low-cost programs and services. Program areas include nutrition, such as a free daily lunch prepared fresh on-site; free and low-cost exercise classes, to help older adults stay active and avoid falls; social and recreational programs to keep minds sharp, and health and educational programs and services, including shingles and flu shots, health classes, free income tax preparation, and many more.

Today, more than 150 older adults make their way here every day to spend time with friends and escape the isolation of their homes. They find support, a sympathetic ear, and programs that enrich their lives.

TriCounty Active Adult Center is located at 288 Moser Road, Suite 1, Pottstown, PA 19464. For additional information, please call 610.323.5009; and visit www.tricountyaac.org.

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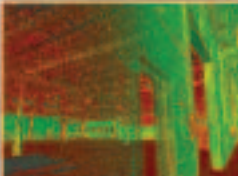
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LEGAL PERSPECTIVES

(Continued from page 56)

Restrictive covenant provisions may include confidentiality, non-compete, non-solicitation, and non-disparagement clauses. The non-compete clause would restrict the executive from working for competitors in a particular geographic area for a specific time-period following separation. The non-solicitation clause would restrict the executive from soliciting the company's employees, clients, or partners for a period following separation. It is critical that these terms be well-written, and the restrictions clearly defined.

Legal Stuff at the End. Often overlooked is the importance of the standard legal terms that inevitably come at the end of an executive employment agreement. For example, if the company is based in one state and the executive in another, the contract will specify the state or courts in which a dispute can be addressed. This may force the executive to pursue his or her claims in another state, possibly on the other side of the country. This term could give the employer a "home court advantage." This section may also address whether only one or both parties would be entitled to receive

attorneys' fees if successful in lawsuit. Also, these terms may include an arbitration provision which would prevent the executive from being able to file a lawsuit altogether.

Typically, both the employer and the executive benefit greatly from competent legal representation and thorough discussion of these terms during the negotiation process. The investment in attorneys' fees and the time involved in preparing a well-drafted executive employment satisfactory to both sides can go a long way in creating a productive work relationship and mitigate both parties financial risk on the back-end. When considering entering into an executive employment agreement, both parties would benefit from a consultation with an experienced employment law attorney who can assist with the identification and negotiation of key issues related to the potential agreement.

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

Each year the Pottstown Rotary Club recognizes a member of the greater Pottstown community for outstanding contributions to our community.

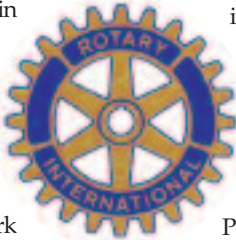
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From business leaders to teachers, artists to coaches, doctors to nonprofit leaders, we want to recognize a special individual who has gone above and beyond in demonstrating their commitment to making Pottstown a better place to live, work and play.

We're accepting nominations now through July 17th. The award recipient will be selected and announced July 25th. Mark your calendars as our Person of the Year Award ceremony will be held at the Rotary Pavilion in Riverfront Park (140 College Dr.) on September 12th.

Please email your nominee and your thoughts on what makes them a good

candidate to: Nicole.Matz1@gmail.com. We look forward to hearing from you.



The Pottstown Rotary is a local and international service organization comprised of men and women committed to making a positive contribution in their community and the world. The Rotary Club of Pottstown supports several programs in Pottstown including, literacy building, the Pottstown Halloween and July 4th Parades, student scholarships, Operation Backpack, the Pottstown Public Library and Meals on Wheels. To learn more about The Rotary Club of Pottstown, please visit www.PottstownRotary.org.

The Pottstown Rotary Club

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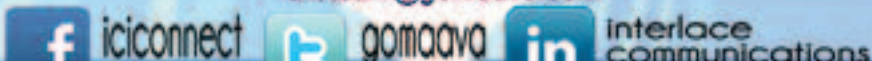
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POTTSTOWN HOSPITAL EARNS ACR ACCREDITATION

Pottstown Hospital has been awarded a three-year term of accreditation in magnetic resonance imaging (MRI) as the result of a recent review by the American College of Radiology (ACR). MRI is a noninvasive medical test that utilizes magnetic fields to produce anatomical images of internal body parts to help physicians diagnose and treat medical conditions.

The ACR gold seal of accreditation represents the highest level of image quality and patient safety. It is awarded only to facilities meeting ACR Practice Parameters and Technical Standards after a peer-review evaluation by board-certified physicians and medical physicists who are experts in the field. Image quality, personnel qualifications, adequacy of facility equipment, quality control procedures and quality assurance programs are assessed. The findings are reported to the ACR Committee on Accreditation, which subsequently provides the practice with a comprehensive report that can be used for continuous practice improvement.

The ACR, founded in 1924, is a professional medical society dedicated to serving

patients and society by empowering radiology professionals to advance the practice, science and professions of radiological care. The College serves more than 37,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians, and medical physicists with programs focusing on the practice of medical imaging and radiation oncology and the delivery of comprehensive health care services.

About Pottstown Hospital: Located in Pottstown, Pa., and a member of Tower Health, Pottstown Hospital is a 232-bed hospital that offers a full range of health services, including inpatient and outpatient, medical and surgical, and diagnostic and emergency care. Pottstown Hospital is accredited by The Joint Commission and has been recognized for its quality outcomes and clinical expertise across many service lines. Its cancer program is nationally recognized. The hospital also is a Primary Stroke Center; Joint Commission-certified for hip and knee replacement; and Heart Failure and Chest Pain certified. Its Emergency Room, which is second busiest in Montgomery County, sees more than 45,000 patients a year. For more information, visit www.towerhealth.org.

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REGIONAL CHAMBER ROUNDUP

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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 w/ Phoenixville Jaycees - Tuesday, July 3rd, 6 PM Bistro on PJ Ryan's Pub, 233 Bridge Street, Phoenixville

Sponsored by the Phoenixville Chamber and the Jaycees, Young Professional Networking is for business minded people aged 21 to 40 to gather in a relaxed atmosphere to network with like-minded individuals.

Monthly Membership Meeting - Tuesday, July 10th, 7:15-9:00 AM, Phoenixville Early Learning Center, Phoenixville

Join us for breakfast and networking at the Chamber's monthly member meeting. This month, learn about the Phoenixville Area School District's new programs and initiatives. \$20/registered member, \$25/member at the door, \$30/not-yet members

Networking @ 9 - Wednesday, July 18th, 9 AM, Steel City Coffee House, 203 Bridge Street, Phoenixville

Cohosted by the Phoenixville Chamber and Steel City Coffee House, this morning networking event draws more than 40 local professionals to Downtown Phoenixville for coffee and an opportunity to meet new Chamber and community members. This event is FREE.

First Fridays in Downtown Phoenixville

Visit 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.

July 6, August 3, September 7, October 5; 6:00-10:00 PM

PXV First Summer Music Series - LIVE MUSIC. EVERY FRIDAY. ALL SUMMER LONG.

The Summer Music Series happens every Friday other than First Fridays in June, July and August from 6-9pm. It is an event that features a variety of music acts including fulls bands, and singer-songwriter performances which are spread throughout all downtown.

JULY 13, JULY 20, JULY 27, AUGUST 10, AUGUST 17, AUGUST 24, AUGUST 31

Street Performances for the 2018 Season will feature music by: Fiorenzo Downlin • Hidden Treasures • Elle • Walter Napolitan • Five Minute Major • Stu O'Connor • Less than Seven • Rick Polturak • Dennis McDonough • Rick's Office Band • Raven Hill Ramblers • Debra Flax

WELCOME NEW MEMBERS

House of Chiropractic houseofchirodc.com
Skyline Philadelphia skylinephl.com
Lavender Community Integrative Services,
Jessie's House jessieshouse.org
Phoenix Waggy Tails phoenixwaggytails.com
Woodbridge Place Senior Living
woodbridgeplace.com

**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-6pm
Thursday: 8am-8pm • Friday: 8am-2pm

**Phone: 610-326-9460
Fax: 610-326-2432
<http://www.ch-dc.org>**

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REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 35-44 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.



SAVE THE DATES:

October 10th – Annual Business Expo at Pfizer (early bird registration opens soon)

October 16th – Mixer at The Victory Bank @ 5-7pm

November 8th – Mixer at PMA Medical Specialists @ 5-7pm

UPCOMING EVENTS

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

New Date!

July 16, 2018 –

PV Chamber Annual Golf Outing

Due to rain, the PV Chamber Golf Outing in June was rescheduled to be held on Monday, July 16th! Great promotional opportunity 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

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 and Golf Prizes and Food Donations!



Title Sponsor:



Call the Chamber to add your name to the list of sponsors!

Supporting Sponsors:



July 18, 2018 - Ultimate Summer Mixer at The Princeton Group

BBQ, Mobile Irish Pub, Raffles, Ribbon Cutting and More!

The Princeton Group invites all to attend the **Ultimate Summer Mixer & Ribbon Cutting Celebration**. Join the Princeton Group, clients and fellow Chamber members for THE networking event of the Summer, featuring **Uncle B's BBQ** and **Molly's Mobile Irish Pub!** RSVP 610-489-6660.

The Princeton Group, 555 Second Ave, Suite D-300, Collegeville, PA; 4:00 – 6:00pm

Members: FREE; Nonmembers \$10

August 29, 2018 - New Member Orientation

sponsored by Maillie

Wednesday, August 29th, 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

August 1, 2018

Your logo will be printed on 10,000 tickets and distributed throughout Perkiomen Valley!

Become 400 tickets, great for "Thank you" gifts to new employees, customers or vendors and don't forget friends and family!

Sponsorship Cost \$395, that's less than \$1 per ticket!

Pregame PA announcement and ceremonial First Pitch for each sponsor!

Deadline June 15th- Tickets will be delivered as soon as printed!

Details & Registration: Call the Chamber at 610-489-6660 or visit: <https://perkiomenvalleychamber.org/event/pvcc-night-at-reading-philis-2018/>

RECENT EVENT PHOTOS



Ribbon Cutting @ Escape Trappe, 130 W. Main Street, Trappe.
www.escapetrappe.com

Whether you are looking for a fun night out with friends, a corporate team building venue, or a place to celebrate a birthday party, Escape Trappe is the venue to book! Our world class theme park escape rooms are built by Disney and Six Flag set designers which will provide you with an unforgettable experience! And, PV Chamber Members receive 20% discount!



Pre Cinco De Mayo Mixer @ Montgomery School, 1141 Kimberton Road, Chester Springs.

Our guests enjoyed delicious food, great networking and a campus tour! Nice to see so many new members in attendance! The Montgomery School is an independent co-educational day school serving prekindergarten through eighth grade. To learn more, visit <https://www.montgomeryschool.org/>

PV WIN Luncheon on May 9th featuring guest speaker,

Denise MacMurtrie, Peace Restored Organizing



On May 9th, Denise MacMurtrie, Peace Restored Organizing, shared valuable tips to organize our workspace at PV WIN Luncheon held at Margaritas - Collegeville, PA. Special M2M Offer: PV Chamber members receive a free in-home assessment (value \$90)! To learn more, contact Denise: 610-547-2262; email: denise@peacerestoredorganizing.com or visit www.peacerestoredorganizing.com

REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 35-44 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**
Hureka Technologies
Worthington Home Care Agency

UPCOMING EVENTS

RSVP for all events online at
www.springfordchamber.com

July 12, 2018 - Chamber Luncheon

Cutillos Restaurant

2688 E High St, Sanatoga

11:30 a.m. to 1:00 p.m.

Topic: Benefits of Non-Profit Giving (EITC)

Speaker: Holly Parker, TCN; Jessica Schneider,
Montgomery County

\$25 Members/\$35 Non-members

August 9, 2018 - Chamber Luncheon

Spring Hollow Golf Club

3350 Schuylkill Rd, Spring City

11:30 a.m. to 1:00 p.m.

Topic: Mastering Your Priorities

Speaker: Susan Maggitti

\$25 Members/\$35 Non-members

SPONSORED BY STAPLES OF ROYERSFORD

August 18, 2018 - LIMERICK COMMUNITY DAY!

Limerick Township Park

Swamp Pike and Ziegler Rd.

4:00 p.m. to 8:30 p.m.

Vendors Register Now:

www.springfordchamber.com

September 30, 2018 - FAMILY STYLE GOLF OUTING

BENEFITING LOCAL EDUCATION!

Waltz Golf Farm and Turtle Creek

303 W Ridge Pike, Limerick

2:00 p.m. to 6:30 p.m.

Fun for the whole family!!!

More details at www.springfordchamber.com

Chamber Notes

- Thank you to our Annual Sponsors: Patriot Pest Solutions, Pottstown Hospital/Tower Health and Tompkins VIST Bank
- **Save the Dates for the following upcoming events: Limerick Community Day:** Saturday, August 18, 2018 Registration now open; **SFCC Family Golf Outing for Local Education:** Sunday, September 30, 2018 Registration now Open



- Thank you to the staff of the Loft at Limerick Golf Club for a wonderful breakfast on Thursday, June 14th
- Thank you to Rick Storms, St. Pedro & Associates, Financial Services for our helping us with a blueprint for retirement
- Congratulations to Mom's House of Phoenixville for receiving a \$2000 donation from the 2018 Women in Networking Fashion Show. Thank you to Denise Harrison, Patriot Pest Solutions, Chair of the event and the entire committee for a job well done.



- The Spring-Ford Chamber 2019-2020 Directory will be starting advertising sales on August 1, 2018.
- The Spring-Ford Chamber's official hours are by appointment through the summer.
- Would you like to host a networking event this fall? Please contact the chamber office, dates are filling up quickly.



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