

INSIDE: Focus On Successful Pottstown Businesses • Catapult Year End Growth • Charitable & Gifting Strategies

ROUTE 422

BusinessAdvisor

SEPTEMBER 2018

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



The Next Generation of Banking, Brought to You by

TOMPKINS
VIST Bank

GET IT ONLINE 422BIZMAG.COM

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

CHANGE SERVICE REQUESTED

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

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

- Work Injury Medical Care:
X-ray, Lab Services & Suturing as needed
- Employment Physicals
- DOT Driver Medical Certification Exams
- OSHA Required Medical Surveillance Exams
- Drug & Alcohol Screening & MRO Services
- Immunizations
- TB Skin Testing
- Respirator Clearances & Fit Testing
- Hearing & Vision Testing
- Training CPR, First Aid, AED, BBP
- OSHA & DOT Regulatory Compliance Assistance
- Travel Medicine Clinic
- Onsite Health Services Available
- Occupational & Physical Therapy
- Physical Capability Screenings
- Ergonomic Services

**WORK INJURY CARE AVAILABLE 24 HOURS A DAY,
7 DAYS A WEEK**



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



HEALTHY AND PRODUCTIVE EMPLOYEES ARE VITAL TO YOUR COMPANY'S BOTTOM LINE.

When a worker is injured, recovery is important to all involved.

For more than 30 years, Pottstown Hospital's Occupational Health and Outpatient Rehab programs have provided a range of quality, cost-effective, specialized services to Tri-County area employers and their employees.

We place a strong emphasis on teamwork, communication and medical management for early case resolution. Our goal is to partner with area employers to minimize injury treatment time, and to reduce lost work days. Our collaborative approach emphasizes ongoing communication between the employer, the injured worker and our medical providers.

Occupational Health

81 Robinson Street | Pottstown, PA 19464 | 610.326.2300
pottstown.towerhealth.org/occupationalhealth

Bon Homie Adult Day Care

Bon Homie highlights their volunteers...

We have had the fortunate opportunity to be on the receiving side of some wonderful volunteers' efforts by individuals and groups in our community.

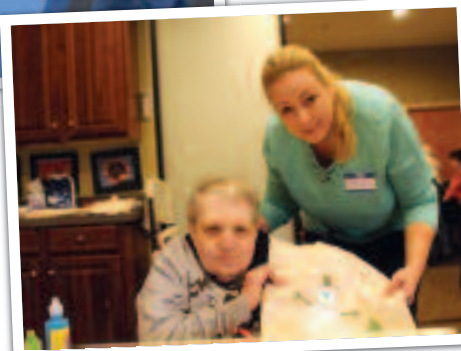
For the third time in the last three years Morningstar Fellowship came out to support our efforts during their volunteer week called "love week".

Love Week is their church blessing our communities with no strings attached – not expecting anything in return. They have no agenda except that they want to do community service projects and bless those, who daily, bless others. All of their service projects are for non-profit organizations, or individuals, that have a need. They will paint, clean, landscape, dig... whatever is needed. Each time they have come to help us with our facility grounds. They've cleaned out flower beds, planted shrubs, and applied mulch, preparing an area where our clients can garden, and painted our main activity room. We are so appreciative of the hours that the Morning Star volunteers have supported our center. We've had a great experience working alongside them during Love Week.

One of our favorite events celebrated in September during Adult Day Care Week is the Bon Homie Olympics. Last year a group of employees from Exelon came out and volunteered to help run this activity. We are thrilled to report they will be out again this year. The Exelon volunteers arrived early the day of the Olympics to set up. Once the Olympics got underway, the volunteers ran each activity, assisted the individuals in participating and transported them in and out the facility. All the clients enjoyed spending the day socializing with the volunteers, and the day ran smoothly with their extra help. Some of the events the individuals competed in included disc throw, basketball, corn hole, and wheelchair races.

At Christmas time we usually have a group that comes in and spends time with our clients. A group from Vanguard came out in December 2017 to help with our yearly Christmas store. Some of the volunteers spent time in the store helping our clients pick out presents for their loved ones, while other volunteers worked with our clients on decorating canvas bags for the holidays. In 2016 employees from Traffic Planning and Design Inc. came to our center through a volunteer program they were sponsoring called "12 Days of Christmas". TPD is a

transportation engineering firm in Pottstown that serves the public and private sector throughout the Mid-Atlantic region. The volunteers worked with clients throughout the morning decorating and personalizing stockings.



**Heartfelt
Thanks to our
Volunteers!!!**



Lastly, we have very special people who volunteer weekly or several times of year at our program. Our volunteers are great and help with activities, paperwork, prep work for activities, and most importantly spend time with our individuals who attend our program. It is noticed when these individuals can't come into the center, and we are very appreciative of the support they offer us when they are here.

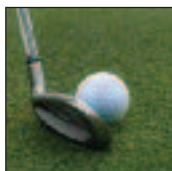
Bon Homie Adult Day Care is located 470 North Lewis Road in Limerick. For additional information please call 610.792.8800 and visit: www.bonhomieadc.com.



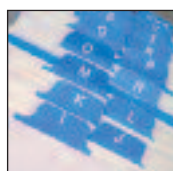


6

Cover Story: *Tompkins VIST Bank delivers the technology and resources of a large financial institution with the flexibility and personal attention of a small-town bank, delighting its customers in the TriCounty region.*



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



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

Visit 422bizmag.com for...

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



Follow us on LinkedIn

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



Like us on Facebook

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



Contents

- 12** | **Focus On Successful Pottstown Businesses**
- 28** | **Focus On Downtown Shopping In Boyertown**
- 32** | **Route 422 Business Dining Guide**
- 34** | **Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 35** | **TriCounty Area Chamber Of Commerce**
News & Events
- 45** | **Tax & Estate Planning**
Charitable & Gifting Strategies
- 47** | **Legal Perspectives**
Big Changes To Workers' Compensation Subrogation
- 51** | **The Good Life**
Six Great Opportunities To Use An Office Move To Catapult Year End Growth
- 52** | **Many Applications For "Chatbot" Automated Assistants**
- 56** | **Mastering Social Media**
How To Connect Through Social Media
- 59** | **What Is Sequence Of Return Risk?**
- 65** | **Regional Chamber Round-Up**

... AND MORE!

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

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

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

422bizmag.com • 422business.com

BUSINESS SPOTLIGHT



FRANKLIN FLOORING inc.

Franklin Flooring, Inc. is a family-owned and operated company in business since 1995.

We have three generations of collective experience in all aspects of the commercial flooring business. We are a full service commercial flooring company located in Limerick Township, Montgomery County, Pennsylvania. We deliver high quality flooring services to the Tri-State region and also have a national reach, serving customers in Florida, Texas, Alabama, Virginia and more.

We strive to help the commercial flooring community by providing value-added time-tested flooring services. We are here to solve your flooring challenges. We provide estimating, procurement, logistics, storage, project management, occupied workspace installation and new construction installation as well as floor maintenance services.

Value Added Services:

- Multi-project programs for a single source of accountability and reporting
- Scheduling and Planning
- Technical Evaluations
- Installation Quality Management
- Quality Inspections
- Management of Inventory

Franklin Fibercare is a proactive maintenance service which helps keep your floor covering investment looking great. Your floor appearance means more than choosing the right cleaning method. Choosing the right products up-front weighs heavily on the overall performance of your floor covering. We work with you in choosing the best maintenance product(s) plan for your facility's needs. We assess your facility's layout, traffic patterns, hours of operation and develop recommendations for preventative care.

Our company also offers OWL . Occupied Work Space Logistics is a system of planning, coordination, communication, and installation designed to take the hassle out of renovating an occupied work environment for office space with cubicles. Franklin Flooring will work with you to update and revitalize your office space with minimal disruption and impact on your operation. Your renovation will be guided by one of our skilled and experienced Project Managers. We also provide a Project Plan and Color-Coded Phasing Plan tailored to meet your project's unique needs and goals.



Your facility's interiors are an investment in your business's brand. It shapes the identity of your business in the eyes of your customers, suppliers, and employees. It's where you spend most of your waking hours. Your space should be productive, safe, clean, comfortable, and project the image of your business.

Franklin Flooring is a reliable resource that is relationship-oriented and possesses the experience, and capabilities to provide the solutions that you have been looking for and has the integrity to stand behind them.

At Franklin Flooring, Inc. we believe that every individual is greatly affected and inspired by the environment that he or she occupies. From this idea, Franklin Interior Solutions was born. Our design team will listen to your needs and

challenges and work closely with you to transform your vision into reality.

You will be guided by your Account Manager through-out the entire renovation from the conception phase and space planning, through the coordination of wall finishes, flooring, furniture, window treatments, lighting, artwork, and accessories, to the final installation and finished work. This will not only save you time and resources but will create a beautifully coordinated interior. Our process is designed to eliminate the problems that arise so we can offer you a true turn-key result for your project.

We supply all the major manufacturers, and distributors:

Amico, Armstrong, Bentley, Chilewich, Daltile, Ecore, Forbo, Grasstex, Interface, Johnsonite, Johnsonite Hardwood, J&J Invision, Karndean, Mannington, Masland, Mohawk, Milliken, Patcraft, Porcelanosa, Roppe, Tandus-Centiva, Tarkett, and Shaw, etc.

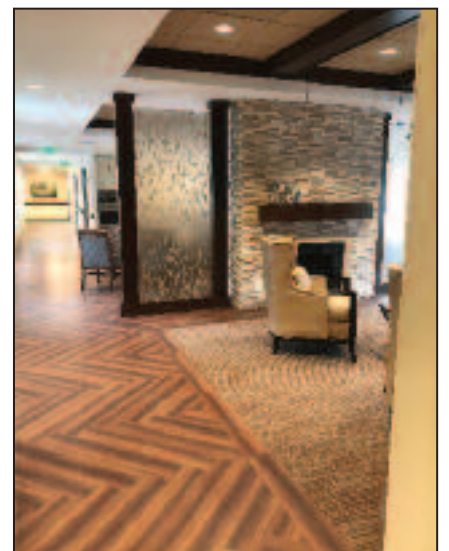
We handle all types of flooring products:

Ceramic, Hardwood, Broadloom, Powerbond, Carpet Tile, and Luxury Vinyl Tile

Our client base is Corporate, Hospital/Healthcare, Senior Living, Education (Public and Private) General Contractor, State Contract, Co-Stars, Property Management and Government.

We are fully insured and bonded.

Franklin Flooring, Inc. cares about the environment and the community. We donate annually to Habitat for Humanity-Montgomery County and we have helped divert 13.9 million pounds of carpet with our e-collect partners.



We strive to continually train our employees on industry knowledge on safety and sustainability standards.

In addition, we are members in Fuse Commercial Flooring Alliance. We are also members in IFMA, FCICA, Isnetworld and ABC (American Builders and Contractors).

We have a Design Center in our Limerick Office where we help consult on the best type of flooring for your environment and your esthetic taste. Our team of experienced Account Managers can also provide you with samples and estimating service at your business location.

Our company works everyday to deliver personal service and quality craftsmanship. Our mission is to provide our clients with a professionally managed project with quality flooring and an overall great experience.

Please visit us on Facebook and LinkedIn. Our website is www.franklinflooring.net



The Next Generation of Banking, Brought to You by Tompkins VIST Bank

“The banking industry realizes that there are many bankers looking to retire in the next five to 10 years and with this in mind, our company has a strong focus on emerging leaders.”

– Paula Barron, senior vice president of Community Banking



Banking today has changed dramatically from the industry it was just a decade ago. Technology has made it easier and more accessible for consumers and businesses. But they still want personal service when they need it. At Tompkins VIST Bank, the next generation of community bankers is leading the charge to give customers the best of both worlds in this changing environment.

“The banking industry realizes that there are many bankers looking to retire in the next five to 10 years and with this in mind, our company has a strong focus on emerging leaders,” says Paula Barron, senior vice president of Community Banking.

Joe Cavallo, Bob Massino, and Caroline Buto (left) are three examples. They represent just a few of the many Tompkins VIST Bank young professionals who serve the TriCounty area, a market that is fairly new to Tompkins VIST Bank but one that is extremely important.

Tompkins VIST Bank has the resources of a large financial institution delivered with the personal attention of a small-town bank. Cavallo, assistant vice president and manager of the Pottstown office, says that approach works. “I know from experience that we can provide the same services as a large bank, but have the advantages of local decision-making and more flexibility.”

The Universal Banker Shows New Trend in Community Banking

The changing model of community banking means Tompkins VIST Bank is starting to take a more holistic approach to serving customers. “Each of our TriCounty branches has a “universal banker” – someone who can do both teller transactions and open new accounts and takes loan applications,” says Caroline Buto, business development office and manager of the Oaks Branch. “Customers like the efficiency, and staff appreciate the opportunity to be more versatile.”

More and more customers also want to do their own research before talking to a banker. So Tompkins VIST Bank has partnered with an education technology company to provide financial information accessed through the bank’s website. Content is organized around various life stages such as understanding mortgages and planning for retirement. And to appeal to millennial audiences, this fall the bank will launch an educational video series called “Tompkins Talks,” which discusses financial topics younger people are interested in.

Despite their preference for technology, millennials sometimes want to meet face-to-face with a banker. “They often visit the branch for a quick tutorial on how to set up an online service,” says Buto. “Then they’re good to go, and we usually don’t see them very often after that,” she says. They also seek advice when it comes to large financial decisions such as buying a home or starting a business.

Joe Cavallo, Bob Massino and Caroline Buto



But customers of all ages want the convenience of technology, so the bank offers mobile and online banking as well as LiveChat. This new service allows the customer to talk to a service representative through the bank website and get answers to basic questions without calling or visiting a branch.

Making Technology Easy for Businesses

On the business side, Tompkins VIST Bank is aware of more demands on the business owner. "Over the past few years, running a business has become more complicated," says Frank Strunk, senior vice president, who has served the regions small businesses for more than four decades. "Business owners have the need for improved technology and cybersecurity protection, as well as insurance coverage, and the ability to market themselves cost effectively," he says, adding that they also need to offer a modern workplace and employee benefit programs to attract and retain people.

Buto says that one way the bank has made things simpler for business owners is Lightning Loans, its online business loan application program. The platform allows the customer to apply for a business loan online 24/7 and receive an answer in about 48 hours or less. "Customers value the convenience, as well as the personalized follow-up to make sure the customers is satisfied and we have their complete information," she says.

Another crucial service for businesses is cash management, including remote deposit capture, which scans and deposits checks electronically from the business owner's location. Bob Massino, assistant vice president and commercial services officer, who specializes in cash management, says, "Just about everything a business customer does ties back to cash management and technology."

"As a community bank, we have the ability to offer cash management services at very competitive costs," Massino says. "In fact, with remote deposit capture, we'll extend the offer to try it for a trial period at no cost to see if they like it." This is an option very few large banks offer.

(Continued on page 8)

TOMPKINS VIST BANK FACTS:

- President and CEO Scott Gruber
- Founded in 1909, Tompkins VIST Bank celebrates over 100 years serving Southeastern Pennsylvania. With a branch network of 19 offices, the bank offers community banking throughout five Southeastern PA counties.
- Local decision-making and personal service
- Website: www.VISTBank.com
- Lightning Loans: www.vistbank.com/business/lightning-loans/

Tompkins VIST Bank TriCounty Branches

- **Boyetown Branch**
101 East Philadelphia Avenue
Boyetown, PA 19512
(610) 367-0140
Lori Carnes, AVP Business Development Officer & Boyetown Branch Manager
LCarnes@tompkinsfinancial.com
- **Oaks Branch**
1232 Egypt Road
P.O. Box 859
Oaks, PA 19456
(610) 666-6848
Caroline Buto, Business Development Officer & Oaks Branch Manager
CButo@tompkinsfinancial.com
- **Pottstown Branch**
258 East High Street
Pottstown, PA 19464
(484) 941-0300
Joe Cavallo, AVP Business Development Officer & Pottstown Branch Manager
JCavallo@tompkinsfinancial.com
- **Cash Management:**
Bob Massino
AVP Commercial Services Officer
Phone: (610) 603-7269
BMassino@tompkinsfinancial.com

I.T.'s best friend
SCHULTZ
technology

Your One-Stop Technology Shop For Residential & Commercial Technology Needs!

- | | |
|------------------------|-------------------------|
| access control | off-site systems |
| cctv | paging systems |
| computer networks | smart house |
| data back-ups/storage | telephone systems |
| direct tv | virtualization |
| fire/ security systems | voice & data cabling |
| home theaters | web hosting |
| monitoring | wireless communications |
| electrical service | generators |

We are committed to delivering the highest level of service. Call us today for a free evaluation!

610.495.6204 • SchultzTechnology.com
3117 W. Ridge Pike, Pottstown, PA 19464
sales@schultztechnology.com



YOUR HOMETOWN SPORTS STORE

POTTSTOWN

COVENTRY MALL - 610-327-2001

Team & Group Sales • Event Packages • Gift Cards

DID YOU KNOW WE DO...



TEAM UNIFORMS



ONLINE TEAM STORES



PROMOTIONAL PRODUCTS

SV SPORTS.COM

13 LOCATIONS AND ONLINE!



COVER STORY

(Continued from page 7)

Business Not Too Small for Cash Management

One of the bank's business clients was used to visiting the branch to do their banking and would handwrite payroll checks for their employees. With a staff of only 12, the client thought they were too small for direct deposit. They also were concerned about its cost and learning the technology. After listening to their needs, the cash management team proposed that they give remote deposit capture a try for deposits and ACH Payroll for direct deposit. The cash management team stressed that they would support them through the entire process. The results were very positive: "Now they have no idea how they ever operated without these services," Massino says.

Customer Sold on Personal Service and Resources Behind It

In addition to technology, the bank also provides local decision-making, responsiveness, and warm, friendly personal service.

The personal touch is what brought the owners of PD Home and Garden to Tompkins VIST Bank. Steve and Demi Parris's Oaks-based company designs and imports a wide range of home décor items. They distribute them nationally and internationally through home specialty and retail stores.

Before coming to Tompkins VIST Bank three years ago, the Parris family had been with a large bank that didn't provide the personal attention they were looking for.

Relationship-building With Customers and the Community

Knowing how busy business customers are, the bank makes it a point to go out of its way to meet with them on their time, something larger banks are often unwilling to do. "For example, when you're working with a non-profit, it's important to understand that committee members have days jobs and are only available for evening meetings," Strunk says. "You have to work with their schedules." Strunk should know. He has served on the board of the TriCounty Chamber and many other organizations in the TriCounty area. "Community support is the right thing to do and also part of my job as a community banker," he says.

Pottstown manager Joe Cavallo says the bank is fully committed to Pottstown's revitalization. He and his staff are excited when new businesses open up in the town, because it means more economic development.

(Continued on page 10)

“We wanted a smaller bank approach, and we found it with Tompkins VIST,” said Steve Parris, owner of PD Home and Garden. “After being in business 10 years, this is the fourth bank we’ve been with and no other bank had their kind of service with the power of a big lender behind them.”

Have you ever called the doctor for a non-emergency? Never mind! Now you can call 24/7.

Have you ever stopped to think about how much you pay for your car? Now you can get a better deal.

Have you ever called the doctor for a non-emergency? Never mind! Now you can call 24/7.

Have you ever stopped to think about how much you pay for your car? Now you can get a better deal.

Ready to answer your call, 24/7.

You may not have to go to the Emergency Room or Urgent Care. For non-life threatening or less serious illnesses, call us first!

For a complete list of our physicians and locations, visit pmdoctor.com

Call us First!

PM Doctor

EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists

We've Got The 422 Region Covered!

Subsurface Investigations **Construction Inspection and Testing**

Geotechnical Design & Analysis **Clean Fill Testing**

Stormwater Infiltration Testing **Laboratory Soils Testing**

Carbonate Site Assessments **Environmental Site Assessments and Remediation**

www.earthengineering.com

Corporate Headquarters: 610-277-0880 Central PA: 717-697-5701
Lehigh Valley: 610-967-4540 South Jersey: 856-788-1001

QUALITY * COMMITMENT * PERFORMANCE

Pottstown ROLLER MILLS Inc.

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

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

Purina Mills, Inc.
Triple Crown



SHOCKED AT THE RISING COST OF YOUR OFFICE PRINTING?



At Office Technologies we believe in working with companies through a customized print strategy to help reduce their overall printing costs. We've been providing quality Office Equipment, Supplies and Service across the Tri-County area for 25 years. Call **Office Technologies** today to benefit from:

- Cost-reducing Print Strategies
- Flexible Purchasing, Financing, and Rental Options
- NO Service Fee Increases
- NO Long-term Commitment
- Customer-focused Service
- Locally Owned with over 200 Combined Years of Imaging Industry Experience



515 Farmington Ave. | Pottstown, PA 19464

Call us today or check out our website
for more information.

610-326-4700
MyOfficeTechnologies.com

FREE

OFFICE PRINT ASSESSMENT
USE COUPON CODE "OFFICEPRINT"

*Must mention code or present postcard for offer to be valid.

\$50 OFF

FIRST REPAIR SERVICE
USE COUPON CODE "PRINTSERVICE"

*Offer valid for first time customers only. Must mention code or present postcard for offer to be valid.

www.eblogix.com
610.813.4900








Security


Cloud and Hosted Services


Managed Services


Network Infrastructure & Communications

YOUR IT SOLUTION

Simple. Smart. Secure.

Connecting the Business and IT Worlds —
Cultivating the Perfect Partnership

The top three reasons clients choose eb Logix:



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



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



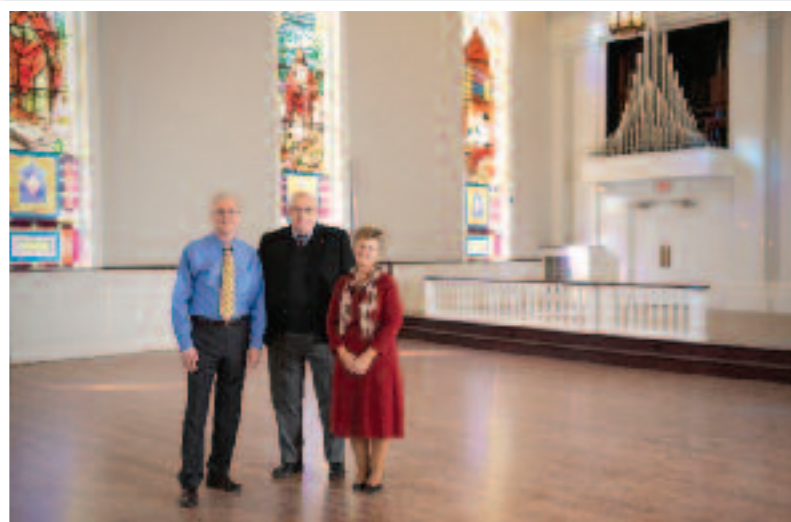
WE KEEP IT SECURE.
Cyber criminals are becoming more sophisticated every year. It's a very real threat and the largest area of concern for businesses today. We take your company's security seriously and partner with some of the best security manufacturers in the industry.

2129 E. High St. Pottstown, PA 19464

Cover Story

(Continued from page 8)

In true community bank spirit, Tompkins VIST Bank employees are volunteers and leaders in many community activities. Last year, they donated more than 8,000 hours supporting fundraisers, neighborhood events and business and professional organizations. Many have been recognized for their service. For example, in April, the bank was awarded the "Delivering Possibilities" award from Tri-County Chamber at its annual dinner (see below). The award was given for the bank's extensive work in sponsoring a variety of events with the chamber.



Pastor Bob Machamer, Frank Strunk and Lori Carnes

Lori Carnes, manager of the Boyertown office, epitomizes Tompkins VIST Bank's community spirit. Named Boyertown Citizen of the Year in 2015, she has served on the town council and many local boards. She hopes her passion for her community has rubbed off on her colleagues and clients. "One of my favorite sayings is 'Attitudes are contagious'." The bank is a big contributor to the Boyertown community and will be the major sponsor of the Boyertown Pickfest, a large arts, music and food festival being held in October.

Providing the Right Qualities for a Local Church

Tompkins VIST Bank's dedication to the community, personal approach and technology helped turn a Boyertown-based church into a customer. St. John's Lutheran Church believes in supporting its community and previously had a relationship with another Boyertown bank. But after it was merged into a larger institution, the service suffered. So Pastor Bob Machamer was open to new options.

In addition to being local, a bank should have other specific qualities, he told Lori Carnes. "When Tompkins VIST Bank came to me asking what it would take to earn our business, I said personal service, banking expertise, and up-to-date technology," he said.

He says Tompkins VIST Bank has provided that. "As a leader of a non-profit faith based organization, I look for resources and institutions that have the information that I could not possibly know we need but provide crucial information to my staff and key leaders. The bank responds immediately and know how to advise us with fact-based information. This means we can make more accurate decisions on behalf of our organization and members."

The Winning Combination

Massino, Buto, and Cavallo understand they have a responsibility as the next generation to carry on the Tompkins VIST Bank model of community service, up-to-date technology and personal service to make customers' lives easier and more pleasant.

"Technology has evolved banking and business to move at such a rapid pace that customers can have their bank at their fingertips 24/7," Massino says. "This along with a personal relationship is the perfect combination for success."

Cosmetic Medicine at Young Medical Spa is Going All-Natural With Better Benefits and Less Downtime!

There's never been a more exciting time to defy your age. Researchers have found a way to harness the natural healing powers of the body to devise all-natural, super-potent cosmetic treatments, like ALMI "ALL ME" rejuvenation.

ALMI (autologous lipocyte micronized injections) is an all-natural rejuvenation treatment that combines potent growth factors from your blood known as platelet-rich plasma (PRP) with fat cells from your love handles or belly, and injects them back into your body where you need help. ALMI's wide range of benefits includes smoother, brighter skin with diminished lines and wrinkles, fuller, thicker hair growth, reduced arthritic and joint pain, improved erectile dysfunction, and more.

Young Medical Spa® is privileged to be at the forefront of aesthetic medicine as the first ALMI provider in the region. What we love most about ALMI rejuvenation, aside from the benefits, is the ease and

simplicity of treatment. This minimally-invasive, well-tolerated procedure takes about two hours in our medspa without surgery or anesthesia. We simply draw your blood to isolate PRP, extract fat cells, and reinject the harvested ingredients into targeted areas. Since ALMI uses your own body, there's almost no risk of an allergic reaction, and you'll be able to walk away immediately following your treatment.

Some benefits are immediate, but optimal results are typically seen a few weeks after your treatment, with continued improvements over time as your body naturally renews itself. We offer three types of ALMI rejuvenation at Young Medical spa—ALMI Skin Rejuvenation, ALMI Hair Restoration and ALMI Manshot.

To learn more about ALMI at Young Medical Spa, please call our Lansdale (215.362.7546) or Center Valley (610.798.7546) office, or visit our website www.YoungMedicalSpa.com today.



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

We Are the Cost Reduction Specialists!

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



Telecom



Merchant Services



Small Package
Shipping & Courier

Contact Tel: 484.524.8467

Andrew Rohrbough andrew.rohrbough@schooleymitchell.com

HAVE YOU SPOTTED THESE?

EARLY DETECTION IS THE KEY TO SAVING YOUR TREES!

The **Spotted Lanternfly** is an invasive plant hopper which has been discovered in Berks, Bucks, Chester, Lehigh and Montgomery counties. They are spreading rapidly and present a serious threat to gardens, orchards, ornamental trees and woodlands.

Patriot Pest Solutions offers over 50 years experience in solving pest problems. Our plant health care specialist, with over 30 years experience, will conduct a **FREE** thorough inspection of your property to identify any host trees, as well as any of your trees that are susceptible to the lanternfly.



ADULT LANTERNFLY



ADULT LANTERNFLY



BLACK NYMPH



RED NYMPH

**We know how to get rid of Spotted Lanternflies.
Call us for a FREE estimate!**

PATRIOT PEST SOLUTIONS, LLC

Eliminating Pests is Our Patriot's Duty!



610.489.5136 | PatriotPestSolutions.net

Hosts at Risk of Lanternfly Damage

Almonds	Peaches
Apples	Pine Trees
Apricots	Plums
Cherries	Poplar Trees
Grapes	Sycamore Trees
Maple Trees	Walnut Trees
Nectarines	Willow Trees
Oak Trees	



MENTION THIS AD FOR
10% OFF

YOUR FIRST SERVICE
WHEN YOU SIGN UP
FOR A HOME
PROTECTION PLAN.

COMMERCIAL - RESIDENTIAL - HASSLE-FREE HOME PROTECTION PLANS AVAILABLE
LOCAL FAMILY OWNED & OPERATED - FULLY LICENSED & INSURED - MILITARY DISCOUNTS

FOCUS ON SUCCESSFUL POTTSTOWN BUSINESSES

I Pick Pottstown

A Vehicle to Tell the Story

By Peggy Lee-Clark, Executive Director
Pottstown Area Industrial Development, Inc. (PAID)



What do leaders do when they know there is a positive story to be told? They collaborate with one another and hire a professional.

The issue for business leaders and stakeholders in the Borough of Pottstown was not that there was lack of economic growth, albeit there is still need for more. It was the fact that we were talking amongst ourselves about all the momentum that we saw. We needed to expand our message to the outside world to encourage other businesses to join in that momentum. So, in the spring of 2017, an RFP for Pro Bono marketing strategy work was put out and Todd Palmer of VFC (formerly Virtual Farm Creative) answered the call. He presented the idea of using "I Pick Pottstown, Pioneers of the Good Life"

as a tag line, along with an overview of how the group might tell our story. Several of the leaders present at that meeting stepped up, without hesitation, and agreed to provide seed money to fund the launch of the campaign. It was decided that Pottstown Area Industrial Development (PAID) should coordinate the effort and would serve as the fiscal agent.

We started by wearing our "I Pick Pottstown" buttons and hanging posters in the windows of our downtown. A website was created — www.ipickpottstown.com. PAID's Facebook Page and Twitter Feed were used initially to let people know about the campaign and are now being used to push

out positive messaging. In the fall of 2017, video vignettes were produced featuring individuals answering the question as to why they had "picked" Pottstown. And on a beautiful sunny day in October business people, citizens, elected officials, and school mascots all wearing "I Pick Pottstown, Pioneers of the Good Life" t-shirts met at the corners of High and Hanover Streets to be part of the first I Pick Pottstown promotional video.

I'll admit it was not perfect at first. Some people not involved in the effort did not understand who the target audience was, and we learned how we could improve and be more inclusive from feedback we received along the way. However, the campaign has successfully done what it was supposed to do. There is now a coordinated platform to encourage and celebrate economic development within the Borough of Pottstown.

There is strong evidence that Pottstown is getting the recognition it deserves as a great place to operate a business, live and visit. We are experiencing more participants with our social media posts, and the comments are positive. When I'm at meetings and gatherings outside of the Borough, people are commenting on the campaign and are impressed about what is going on in Pottstown.



The work continues. We have transitioned a stakeholder group once responsible for e-zine content to an advisory committee to keep the messaging current. Look for banners and posters in additional locations by year's end. We intend to create videos highlighting business locations, other physical assets and business leaders throughout the Borough in 2019.

Those of us who work and/or live in Pottstown already know what makes Pottstown special. We want the rest of the world to know too!

Contact Peggy Lee-Clark at 610.326.2900 or pleeclark@paidinc.org to learn how you can invest in the "I Pick Pottstown" Campaign for \$10 — you'll also receive I Pick Pottstown Swag!



IRON HORSE REALTY LLC

We have buyers ready to buy!

610-327-1880

Phyllis Cashman 215-704-3090

Hattie Terkowski 610-292-8887

Ingrid Weil 610-324-7305

MaryBeth McNamara 610-567-8875

Cindy Salamone 267-416-3730

Free Market Analysis CALL TODAY!

www.IronHorseRealtyLLC.com

Let's share positive Pottstown moments!

#ParticipateDonateCelebrate

The Pottstown Downtown Improvement District Authority (PDIDA) is excited to share our new logo and a new energy for our Downtown! Let's get excited as we

TURN IT UP! TURN IT ON! TURN IT AROUND!

PDIDA Pottstown Downtown Improvement District Authority

238 E. High Street, Suite 203A, Pottstown, PA 19464 | 610.325.5400 | downtownpottstown.org

advertising & graphic design with a ♥

LINDA JACOBS

DOWNTOWN

De[z]ign

238 E. High St., Pottstown
484.363.7793
downtowndesign.com



Four
Elements

New Age Center

17 North Hanover Street
Pottstown PA 19464

www.fourelementscenter.com

484-644-9090

Pottstown Downtown Improvement District Authority Update

By Sheila Dugan, Main Street Manager

PDIDA is proud to be finishing our 30th year as an Authority, finding renewed energy in the future of our Downtown Community. Today, PDIDA is revitalized in spirit, community and confidence in the future! We certainly have come a long way baby!

Throughout the years, downtown communities have suffered, due to the loss of industry, the world's economics, and the frustration that evolves from that.

In 2017/2018, Pottstown started to rebuild towards a better future. The once abandoned corridor at Charlotte & High Street opened four new businesses, and created a new buzz amongst the business community. Along High Street and Hanover Streets, three additional business opened up, including our newest Pottstown United Brewing Company.

Our "Award Winning" Pottstown FARM (Farm & Artisan Regional Market) entered into its third season with much excitement and energy. We are planning our Hometown Holiday splash on Small Biz Saturday this year, reminding everyone of the benefits of shopping small every day!

Buildings in our district continue to be sold and re-purposed into unique businesses that make up today's world of modern downtowns. Mrs. Smith definitely would not recognize her home town from yesteryear!

PDIDA is proud to be marketing a NEW "Downtown" Identity this year with brochures, "A Welcome Home" package for new homebuyers, a five-year strategic plan, and plans to educate many in the community on our progress and efforts to bring life back into our Downtown. These packets will be distributed, along with our other new marketing tools, with plans to keep the energy moving towards a brighter future for Pottstown.

Sheila Dugan can be reached at 610.323.5400; email: shelaadugan@comcast.net. Pottstown Downtown Improvement District Authority is located at 238 E. High Street, Suite 203A, Pottstown, PA 19464; www.downtownpottstown.org.



The Hobart's Run neighborhood initiative is staffed by, from left, Cathy Skitko, Stephanie Trauner, and Twila Fisher.

Hobart's Run Notes Staffing Increase, Lists Achievements

Hobart's Run has announced the addition of two new team members. Hobart's Run is a nonprofit organization that works to make its Pottstown neighborhood clean, safe, and inclusive and to encourage development there and throughout the Borough; currently Hobart's Run is bordered roughly by Keim, Queen, Adams, and Jackson streets.

Cathy Skitko will serve as Senior Director of Institutional Public Relations and Hobart's Run Communications, complementing Twila Fisher's work as Director of Community and Economic

Development for The Hill School and Hobart's Run. Cathy, a Pottstown resident, has served The Hill as Director of Communications for 21 years and has volunteered for organizations including the Pottstown School Board (2006-08) and, currently, the Steel River Playhouse Board of Directors.

Also: Stephanie Trauner, a 14-year resident of Pottstown, recently joined the Hobart's Run team as Administrative Director, a part-time position, to assist with events and other projects.

Since Fisher's appointment in January 2016, Hobart's Run accomplishments have included

ongoing block clean-ups; acquisition of 501(c)(3) status; the mounting of two Pottstown Investors' Conferences at The Hill School; and the \$100,000 installation of 11 security cameras in Hobart's Run and other Borough locations, providing 24/7 "eyes on the street" to assist the Pottstown Police Department. In addition, The Hill School is making a donation of \$200,000 over two years to the Borough toward police vehicles.

Hobart's Run also has:

- Made contributions to **Historic Edgewood Cemetery**, including, in July 2018, a **\$5,000 donation** for maintenance. It continues to collaborate with Edgewood's leadership.
- Received an **Allstate Foundation Helping Hands Grant** of \$1,000 for programming.
- Shared its **office space** at 701 E. High Street with community nonprofits such as the Triskeles Foundation's "Food for Thought" summer youth program.
- Obtained a \$30,000 grant from the Health and Wellness Foundation to launch the **Pottstown Area Social Innovations Lab (PASIL)** and provide Pottstown High School students with Lab scholarships.
- Secured a Pottstown Health and Wellness Foundation grant for the **Mobile Ambassador program**, among other grants.
- Partnered with East Coast Volleyball to offer **free youth volleyball clinics**.
- Helped to sponsor the 2017 and 2018 Pottstown **GoFourth!** celebrations.
- Partnered with the Pottstown Parks and Recreation Foundation for the 2017 and 2018 **Patriotic 5K Races** and held two **Hobart's Ram Run 5k** fundraising races.
- In May 2018, Hill students initiated a **Hobart's Run Leadership Committee** to focus on youth community engagement.
- Co-founded the information-sharing **Pottstown Housing Coalition (PHC)**.
- Fisher was appointed to the board of Pottstown's **land bank**, which incentivizes privately funded rehabilitation of distressed parcels.
- A \$1,500 contribution was made to the Zimrick Group for funding a large **façade improvement project** at 707 Beech Street.
- Pending final board approval in the fall, it will launch a formal Hobart's Run **Homeownership Incentive Program (HIP)**, offering three incentives of \$5,000 each in FY 2018-2019.
- Hobart's Run is **renovating two properties**, 702 Walnut Street and 59 Edgewood Street; proceeds will benefit programming — and The Hill School will pay all taxes on these properties.
- **Five commercial/retail buildings in Hobart's Run changed ownership** and were rehabbed in recent months, including 846 E. High Street, a 17-unit apartment building. Several residential units recently sold as well.

Hobart's Run will continue to make an impact on Pottstown. Please help spread the word!

Hobart's Run is
Open for *Your* Business



To learn more about Hobart's Run and how we welcome local business development, email Twila Fisher, manager of community and economic development, at tfisher@thehill.org or call 610-780-6324.

Facebook.com/HobartsRun HobartsRunPottstown.org

FOCUS ON SUCCESSFUL POTTSTOWN BUSINESSES

Celebrating 15 years of grantmaking!



*Providing education,
funding and programs that
motivate people to adopt
healthy lifestyles.*

www.pottstownfoundation.org



YOU NAME IT! WE'LL CREATE IT & PRINT IT ...EXCEPT MONEY!



A FULL SERVICE GRAPHIC DESIGN & PRINTING COMPANY

Digital & Offset Printing • Fliers • Programs • Rack Cards • Post Cards • Brochures • Pocket Folders
Large Format • Posters • Banners • Yard Signs • Counter Signs • Laminating • Mailings



38 E. HIGH STREET • POTTSTOWN • 610.327.1780

www.complete-graphix.com

complete.graphix@gmail.com



Providing quality Business, Auto, Home, Life & Health coverage to the Tri-County Area since 1954

ATTENTION CONTRACTORS!



Is Your Payroll Company
No Longer Providing
Workers'
Compensation
Insurance?

*We Can
Provide Coverage!*

*We Can Meet All of Your Commercial Insurance Needs
Specializing in Hard-To-Insure Contractors*

1954 E. High Street, Suite 3, Pottstown, PA 19464
P: 610.326.1010 F: 610.326.1270

www.vlahosdunn.com

Vlahos Dunn Insurance

At Vlahos Dunn Insurance, we continue to strive to be the best that we can be in this fast-paced business environment. Technology today has completely changed how we do business, and it has also changed the mind-set on what the customer is expecting in return, with regard to faster service while maintaining the same high-quality level of service.

Vlahos Dunn Insurance has been a staple in the community for more than twenty years, living and breathing the changes that the Pottstown community has experienced over the past two decades. On the horizon is another decade of some very positive forward movement, with some new ideas and fresh investors who have found our diamond in the rough. To Vlahos Dunn Insurance, we always viewed the Pottstown community as a quality diamond, providing us with all of the needed ingredients to build a thriving business that can continue to give back and support those who supported us. We view our success as a reflection of how supportive the community has been toward our agency.

As part of our commitment to give back to the community, we encourage readers of this article to support local Veterans by participating in next year's (10th Annual) Vlahos Dunn Insurance Veterans Golf Outing at Twin Ponds Golf Club on July 10. The proceeds of this event will benefit the 814 Elks Veterans Committee; Vets for Vets, located in Pennsburg; and will provide Montgomery County Community College Pottstown West Campus scholarships for Veterans.

We welcome the opportunity to provide the insurance services necessary to protect the investment being made in Pottstown. From Breweries, Restaurants, Mixed-Use Commercial Space, we have the knowledge and outlets to provide coverages needed at a competitive premium.

For additional information, please contact Jim Vlahos at 610.326.1010; email: jvlahos@vlahosdunn.com; or Nick Vlahos at nvlahos@vlahosdunn.com; and visit www.vlahosdunn.com.

Complete Graphics Inc

Complete Graphics Inc is a full service graphic design and printing company with over 34 years in the printing and advertising business. Jim Rittwage Sr started CGI in the basement of his home in 1984 and expanded to what it is today with the help of his family. Alongside Jim Rittwage Sr, are his wife Phyllis, sons Jim Rittwage Jr, Mark Rittwage and daughter-in-law Elaine Rittwage. Their current location at 38 East High Street allows walk in customers to experience a warm and welcoming environment, while customers from across the world can reach them via phone, email and on the web. Some of their customers have never even met them, or know where Pottstown, Pennsylvania is.

Complete Graphics has successfully integrated high-tech graphic design with basic family values, allowing a balance of home and work life. CGI brings this balance to their customers as well, allowing them to forget about large agency fees and know that one

person is handling their project from start to finish. Whether it is a project to be printed and distributed via mail, or a banner hung on display for window advertisement, it can be done at CGI.

As the world changes and technology enhances, so do the machines at CGI. We have the ability to print full color or black and white digital prints for products of various sizes and quantities. We offer commercial printing backed by service and quality that is second-to-none and wide-format printing that is unmatched by any other printer in its class. We can take your digital photograph and take it to the press in a matter of hours. From small projects to large scale projects, we are your one stop shop for all your advertising and printing needs.

For additional information, please call 610.327.1789; email: complete.grafix@gmail.com; www.complete-grafix.com.



Restaurant on Wheels
2068 Pottstown Pike • Pottstown, PA 19465
610-469-2757

We prepare from scratch and cook to order to provide top quality food:

Soups • Salads • Sandwiches
Burgers • Seafood • Pizza • Stromboli
24 Flavors of Nelson's Ice Cream
Cones • Shakes • Sundaes

Check out our full menu:



bucktowngrille.com/Grille_Menu.pdf

STANDARD CATERING AND FOOD TRUCK SERVICES AVAILABLE

BUSINESS SPOTLIGHT



Fly Elite is your one stop shop for everything aviation, from flight training and maintenance, to FBO services and pilot supplies. Fly Elite began as a flight school in 1985 under the name of Limerick Flight Center at Pottstown Heritage Field in Limerick PA. Along with its sister company Fare Share LTD, they offered flight instruction, aircraft charter services, and pilot services in a variety of airplanes. In 2014, Fly Elite opened a full service FBO at the Pottstown Municipal Airport in Pottstown PA, merging Limerick Flight Center into a full service aviation business. Now operating out of 2 locations, Fly Elite now owns a full service aircraft maintenance facility, offers flight instruction to all levels of flying, FBO services such as aircraft refueling and detailing, and more.

Fly Elite operates 10 aircraft as part of the flight training department allowing for all levels of training, from basic to advanced. Private Pilot training is the first step for all aspiring aviators to start with. The training includes the FAA mandated total of 40 total flight hours, encompassing training areas such as fundamentals of flight, navigation, emergency procedures, and preparation for the FAA practical flight test. The instructors at Fly Elite have a combined experience of over 75 years of flight training experience. Fly Elite prides itself on a proven record of success in training, but most importantly a consistent track record of safety. We also offer advanced license and rating training to help any pilot further his or her piloting experience. We offer Instrument training, Commercial Pilot training, Flight Instructor training, and High Performance and High Altitude training in our state of the art Cirrus aircraft. Fly Elite currently offers instruction in Cessna, Piper, Beechcraft, Cirrus, and Diamond aircraft.



Fly Elite is proud to be a key player in the economic stimulus in the Pottstown area and beyond in the South East portion of Pennsylvania. With plans to renovate and expand the existing Pottstown Municipal Airport, Fly Elite is looking to further the economic growth in the SE Pennsylvania. With plans of a larger runway, air shuttle service, restaurants, and more, Fly Elite will be laying the groundwork for economic growth and the creation of more jobs to help provide the boost that the area needs to emerge as a valuable player in the business community. Every year, Fly Elite hosts an Open House at the airport to provide a step into aviation for everyone, and has proven to be a huge community event, typically bringing in 250-500 people.

To learn more about Fly Elite, or to answer any questions about flight training or services, check out our website, Fly-Elite.com, or give us a call at (610) 495-6366.

FOCUS ON SUCCESSFUL POTTSTOWN BUSINESSES

Raise Your Business Visibility

FAST SIGNS®

More than fast. More than signs®



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

Pottstown Auto Wash and Detail Center

The Pottstown Auto Wash and Detail Center, located at 150 Shoemaker Road, Pottstown, PA 19464, is committed to customer satisfaction and provide a level of service which surpass most car washes in the area.

The Pottstown facility was opened in July, 2011 and is supported by a great team of employees who take pride in their work and have grown a very, devoted customer base. This state-of-the-art facility is equipped with the latest energy efficient, soft cloth equipment

and uses environmentally friendly chemicals. The attention to detail and level of service from the basic exterior wash to complete full service details will exceed your every expectation. Our motto: *If you are not satisfied with any aspect of your car wash experience, please let one of our service advisors or managers know and we will make it right. If you are satisfied, please tell your friends, family and colleagues about us!* Once you get to know the staff, it feels more like a car wash club than just an ordinary car wash because the staff are happy to help out in any way they can.

Pottstown Auto Wash and Detail Center is a family owned and operated businesses. The

POTTSTOWN AUTO WASH AND DETAIL CENTER

150 Shoemaker Rd, Pottstown, PA 19464

Phone: 610.323.7474
Fax: 610.323.7479

Hours: Monday-Saturday: 8am - 6pm (Summer)
Monday-Saturday: 8am - 5pm (Winter)
Sunday: 9am - 5pm

FULL SERVICE INTERIOR AND EXTERIOR CAR CARE

- Exterior Car Wash Services
- Full Service with Elite Interior Cleaning
- Express Detail Service
- Full Service Detailing





We Offer Everyday Discounts to our Repeat Customers!

- Frequent Customer Program
- Free Birthday Wash (\$12.00 Value)
- 48 HR Clean Car Guarantee
- Electronic Punch Card
- Carwash Ticket Books - SAVE\$\$\$
- Various Membership Programs
- Gift Cards

Credit Cards Accepted

MasterCard VISA DISC YER

www.PottstownAutowash.com

Seeking Dance Students for Pottstown Dance Theatre to travel with us to Tokyo for the 2020 Olympics!

Classes begin September 10!

We offer ballet and pointe, tap, hip-hop, jazz, modern/contemporary/lyrical, Irish Dance, African Dance, break dance, creative movement, and Pilates!



Newly renovated facility with international staff!

Pottstown Dance Theatre
Michelle Jones Wurtz, Director
610-323-2569
72 W. Main St., Pottstown PA 19465
www.pottstowndance.com

business also supports the local communities by holding fundraisers and providing donations to many local charities and organizations. Please feel free to stop by to tour the facility, try the services, or just ask questions. Please call 610.323.7474 or visit www.PottstownAutowash.com to contact the owners and managers at any time. Hours of operation: Mon-Sat: 8am - 6pm (Summer); Mon-Sat: 8am - 5pm (Winter); Sun: 9am - 5pm.

Pottstown Dance Theatre Returns to Olympics & Wants YOU

It's been quite a year at the Pottstown Dance Theatre! The studio got renovated as part of a multi-phase improvement project, the students performed at Carnegie Hall for a second time, and the studio is working to bring a performance group to the 2020 Olympic Games in Tokyo, Japan! We want more dancers to join us! YOU are going to love dancing with us!

Classes are starting on Monday, September 10th and the Repertory Ensemble will have a fall performance in the studio, "The Haunted Dance Theatre", on Saturday, October 6 beginning at

6pm! Come and see dance set in the frighteningly spooky house to Oingo Boingo, the "Walking Dead" theme, and a finale to the iconic Michael Jackson song, "Thriller"! After seeing the ghouls dance, enjoy a spooktacular Halloween Bash with yummys and music until 9pm. Tickets are available upon arrival and are \$8 per person. Costumes for patrons are optional but, the person with *the best costume wins four free tickets to "The Nutcracker"!*

Dancers from age 3 to adult are welcome to join the Pottstown Dance Theatre family! Your dancer will blossom right before your very eyes and will learn a love for the art form that will last! You will get world class performance opportunities that are once in a lifetime! Check us out! Call 610.323.2569 or visit www.pottstowndance.com for more information.





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

O'Donnell, Weiss & Mattei, P.C. (OWM Law) has been serving clients in Pottstown and Phoenixville, and throughout Montgomery, Chester, and Berks Counties for over 60 years, and has been a member of the Chamber for over 35 years.

OWM Law attorneys serve as Solicitors to both the TriCounty Area Chamber of Commerce and Pottstown Area Industrial Development, Inc., and we are pleased help advance their vision of growth and revitalization for Pottstown. In fact, it is not unusual to find the lawyers from OWM involved behind the scenes in much of what is happening in both Pottstown and Phoenixville, as OWM attorneys are good citizens and proud volunteers, strongly committed to supporting the communities in which they do business.

OWM Law has fully-staffed offices in Pottstown at 41 E. High Street, and in Phoenixville at 347 Bridge Street, Suite 200. Supporting the 13 lawyers is a dedicated staff of paralegals, legal assistants and other staff members who, along with the attorneys, are committed to providing top quality service and legal representation to clients in a professional, pleasant and cost-effective manner. We constantly strive to stay up-to-date with the latest available technology, while endeavoring to develop and maintain personal relationships with our clients and provide individualized service.

The attorneys at OWM Law represent businesses, municipalities, banks, individuals, families, and charitable organizations. In addition, several OWM Law attorneys are licensed title agents, and OWM Law routinely

conducts residential and commercial real estate settlements in both of our office locations. While each OWM lawyer maintains an individual practice, to better serve clients we also utilize client service teams concentrating in specific areas of the law. Through the development of these focus groups, we are able to handle complex transactions and provide the guidance and solutions our clients need. The successful resolution of each case begins with our commitment to open communication and a knowledge-based team approach.

Pottstown Office: 41 East High Street, Pottstown, PA 19464-5246: Phone: 610.323.2800. Phoenixville Office: 347 Bridge Street, Suite 200; Phoenixville, PA 19460; Phone: 610.917.9347. www.owmlaw.com.

Pottstown Police Athletic League

Pottstown Police Athletic League has been part of Pottstown since 1985. PAL's goal is to provide safe and fun sports programs for the youth of Pottstown. We offer Baseball, Cheerleading, Flag Football, Tackle Football, Dek Hockey, Lacrosse, and Wrestling. More than 800 children were part of PAL Programs in 2017! Did you know that ALL PAL Sports Directors and Coaches are Volunteers? How grateful we are to the men and women who support the Mission, Vision and Values of PAL so we can continue to do what we do best.

(Continued on page 18)

Pottstown Area Police Athletic League 13th Annual Food Festival

Monday, October 8 • Sunnybrook Ballroom
5:30 - 8:30 PM • \$20 per person



- Sample the drinks and food of over twenty local restaurants!
- Browse and bid on items of the Silent Auction!
- Take a chance on the 50/50 and more!
- Support PAL's programs and your community!

Pottstown PAL is a non-profit organization providing low-cost programs to the families of Pottstown.

The Pottstown Area Police Athletic League Food Festival is PAL's largest Fundraiser of the year.

610.327.0527
www.pottstownpal.org



Office: 145 King Street Pottstown • PAL Field 1455 Chestnut Grove Road Pottstown

OWM LAW

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

Your Life. Your Business. Your Law Firm.

The OWM Law Business, Banking & Real Estate Team:
James C. Kowalski, Gary L. Stein, Michael B. Murray, Jr., Joseph K. Kury,
John A. Kury, Jr., Henry T. Zale, David A. Meyer



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

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



www.owmlaw.com

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

FAMILY OWNED & OPERATED SINCE 1987

TIRE SERVICE

Bridgestone • Firestone • Fuzion
Goodyear • Kelly • Dunlop • Michelin
Uniroyl • B.F. Goodrich • Carlisle
Continental • General • National

Performance
Touring
All Season Radial Tires

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

SAME DAY SERVICE

POTTSTOWN

610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465
MON-FRI 8-5 • SAT 8-12

• COMPLETE AUTO & LIGHT TRUCK REPAIR

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

Visit Us At www.hftire.com

FOCUS ON SUCCESSFUL POTTSTOWN BUSINESSES

(Continued from page 17)

Our PAL Trojan Baseball Team hosted its first Home Baseball Tournament in June 2018 – School's Out Summer Slam, with a smashing success. Our Team works very hard with many fundraisers to be able to travel to Baseball Tournament. Their most recent was to the Cal Ripken Field Experience in Aberdeen. Over 165 PAL athletes took to the PAL Sports Complex Field in early August to commence the 2018 PAL Football and Cheer Program. PAL is part of the Inter County Football League and proudly has Cheerleading, Flag Football and Tackle Football. Our annual PAL Day will be September 8 and we will welcome our Pottstown School District Guests to our Annual Pink Out / Teacher-Student Appreciation Day in October. Did you know that some former PAL Football Players are now PAL Football Coaches! How fantastic is that?

PAL Dek Hockey is our largest program and will start its 30th Season this Fall. Dek Hockey has over 285 children playing each Spring and Fall Seasons. New for Fall 2018 Dek is the Chipmunk Program that is for 4 and 5-year-old boys and girls. PAL is striving to expand our



Dek to incorporate two Deks to allow more children to enjoy the sport! PAL Girls Lacrosse Clinic was new for Spring 2018. Our goal is to build this program in 2019. PAL Wrestling has been a part of PAL for decades. Our Boys and Girl participate each winter in the Inter County Wrestling League under the leadership of many talented coaches.

Pottstown PAL is a non-profit organization. Our programs are low cost to the families of Pottstown. In order to provide quality programs as we do, we must seek financial



support from local business and people of Pottstown. Our Largest Fundraiser of the year is the Pottstown Area Police Athletic League Food Festival. Our 13th Annual Food Festival will be Monday October 8 at Sunnybrook Ballroom from 5:30 -8:30 PM for just \$25 per person. Guest will enjoy sampling the drinks and food of over twenty local restaurants, some

of which have participated for 10 years or more. Guests also browse and bid on items of the Silent Auction, take a chance on the 50/50 and more. Join us for this fun event.

Please visit www.pottstownpal.org;
610.327.0527; Office: 146 King Street Pottstown;
PAL Field 1455 Chestnut Grove Road Pottstown.

BE THE SPARK

that ignites giving in your community.

The Amazing Raise is a one day giving campaign that provides a proportional funding match for all participating nonprofit organizations. This means, over 30 local participating nonprofit organizations are provided with additional funds on top of what they've raised.

Get Involved Through a Workplace Giving Campaign

You can raise funds at your business to support the Amazing Raise Match Pool. A workplace campaign for the Amazing Raise does more than raise funds for local nonprofit organizations, it also connects the employee to their community! Contact us to learn how! info@tcnetwork.org OR 610-850-0181 ext. 0.

Participating Nonprofits Benefiting From Your Support:

Amity Township Athletic Club, Animal House Project, ArtFusion 19484, Association for Adults with Developmental Disabilities, Bon Home Better Days Foundation, Boyertown Area Community Wellness Council, Inc, Centro Cultural Latinos Unidos, Inc, Colebrookdale Railroad, Developmental Enterprises Corporation, Family Services of Montgomery County, Foundation for Boyertown Education, Foundation for Pottstown Education, Frederick Living, Genesis Housing Corporation, Greater Pottstown Tennis & Learning, GreenAllies, KenCrest, Mission Kids Child Advocacy Center, MOSAIC Community Land Trust, Mother Goose: Read to Me, Open Hearth Inc., Operation Backpack, Pottstown Cluster, Pottstown GoFourth!, Pottstown Regional Public Library, RSVP, Seniors & Sorority, Steel River Playhouse, The Lincoln Center for Family and Youth, The Salvation Army of Boyertown, The Salvation Army of Pottstown, TriCounty Active Adult Center, TriCounty Area Chamber of Commerce Foundation, Inc., TCN, United Way of Boyertown, Women's Center of Montgomery County & YWCA Tri-County Area

www.amazingraisetricounty.org



Tri County Area Federal Credit Union

Tri County Area Federal Credit Union has helped to make our community a better place to live, work and raise a family since 1949. Their mission is to provide affordable financial services for their members and give back to the communities they serve.

On July 21, 1949, eight employees of the Firestone Rubber Plant No. 336 in Lower Pottsgrove Township filed an organizational certificate to start Firestone No. 336 Federal Credit Union. It was approved on August 11, 1949 and Firestone #336 FCU was open for business. In 1981, their name changed to Pottsgroves Community FCU and in July 1984, they became Tri County Area FCU.

Today, Tri County Area FCU serves over 13,000 members across 41 townships and

boroughs in Montgomery, Berks and Chester counties.

Their main office is located at 1550 Medical Drive, Pottstown. The credit union's second location opened in 2007 and is located at 110 Pottstown Ave, Pennsburg.

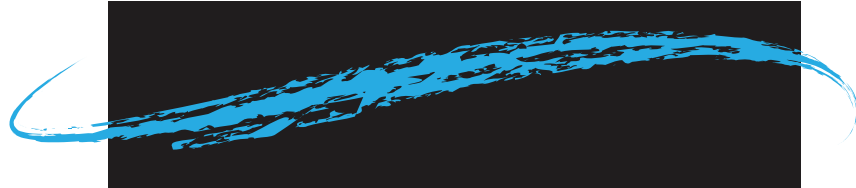
In 2009, the credit union opened a student branch inside of Pottsgrove High School. In 2013, they opened another student branch inside of Pottstown High School.

Tri County Area FCU has grown significantly over the years. Stop by and experience the credit union difference! You'll quickly see why they have been voted the #1 Credit Union in the Mercury's Readers' Choice Awards for the past 10 years in a row! For more information visit www.tcafcu.org or stop by a branch today.

BUSINESS SPOTLIGHT

2018-2019 SEASON AND OFFERINGS AT

STEELriver



PLAYHOUSE

Steel River Playhouse is celebrating their 10th Anniversary Season, commemorating ten years as the Heart of High Street! First up, a festivity with their annual Gala held on September 8th, 2018. There is VIP experience tickets, and an After Party at a very affordable ticket price, which directly furthers Steel River Playhouse's mission and is a non-profit donation. This after party will have an open bar, desserts, dancing, DJ, live entertainment, and an auction. Join in the fun and come to the Gala on September 8, 2018 to meet the community leaders, and learn more about Steel River Playhouse.

The season opener this fall is **Sweeney Todd** is an iconic, award-winning musical written by one of America's great living composers, Stephen Sondheim. *Sweeney Todd* tells the story of a barber who has returned to London after 15 years in a penal colony. Working with his landlady, Mrs. Lovett, Sweeney plots his revenge upon the Judge who falsely convicted him and destroyed his family. Sweeney meshes a masterful plot of thrills and unexpected turns together with a beautiful yet haunting score to create a musical experience unlike any other. This show runs October 5 – 22, 2018 and is bound to sell out.

The remaining season has a wide array of Productions that include something for everyone.

Beauty and the Beast, a Broadway musical favorite perfect for the whole family, a reprise of the first show produced in the Steel River Playhouse theater ten years ago, **Miracle on 34th Street**, plus the irreverent one man Holiday treat, **Santaland Diaries**. There will be non-stop laughter with the musical **Nunsense**, and Shakespeare's most beloved comedy **Much Ado About Nothing**. Additionally, a thought provoking play **Constellations**, examining the different paths each of our lives can easily take, and the Theatre for Young Audiences production of **The Fisherman and His Wife**, where there is a lesson within for young and old alike. You can save on tickets when you buy a season subscription, 35% off for a full season subscription or 25% off for a "pick 4" option. If you have groups of ten or more you can save on individual productions as well, guaranteeing best seating, no fees and discounts on each ticket. Contact Beth McDonnell, Director of Sales and Marketing for special events, field trips or groups of ten or more to get the best deals.

This past summer, Steel River Playhouse delighted audience goes with a sold out run of *Newsies*, which was developed during the Pre-Professional Broadway Summer Intensive Program. These young adult actors were able to



PHOTO CREDIT: JOHN DAGGETT



learn from these highly sought after professionals, taking their training to the next level, all while producing this family friendly, mega hit Broadway musical. This is an auditioned program, yet all ages and experience levels are welcome at Steel River Playhouse. SRP prides itself on being the community's gateway theatre and strides to strengthen the community, inspire creative exploration, educate and entertain through the presentation of quality performing arts events and education for diverse audiences.

If you're looking to jump into classes, look no further than the outstanding education and training at Steel River Playhouse. With group classes and private lessons year round, fundamental and advanced production workshops offered in the fall and spring, summer camps and Broadway Intensives, there is no shortage of opportunities to learn and develop as an artist at Steel River Playhouse.

Steel River Playhouse is located in historic Pottstown, Pennsylvania and is committed to Pottstown's creative and economic revitalization. In 2008 Steel River purchased a turn of the 20th century abandoned department store in the once thriving downtown of Pottstown and transformed it into a 2.4 million dollar performing arts center. The playhouse serves as an anchor for the community to rebuild and develop a new

thriving economy and as a gathering place for shared artistic experience, standing as an artistic and entertainment destination for the tri-county area. When you see a production at Steel River Playhouse you can see how they meld the traditions of volunteerism, camaraderie, and entertainment of Community Theater, with the artistic goals, education, and skilled staff of professional theater. You can visit this performing arts center; learn about the numerous productions, educational programs, classes, community outreach, volunteer opportunities, auditions, design positions, charitable aspirations and more.

Steel River Playhouse is located at
245 E High Street, Pottstown PA 19464;
610.970.1199; info@steelriver.org;
www.steelriver.org.



FOCUS ON SUCCESSFUL POTTSTOWN BUSINESSES

TriCounty Community Network Amazing Raise Campaign

In early winter of 2017, the TriCounty Community Network (TCN) set forward a goal of helping local nonprofit organizations increase their fundraising and organizational awareness through a regional one day giving campaign. The result was a movement the organization named The Amazing Raise. The idea was to provide local nonprofit organizations with the opportunity to raise funds, both online and in person, with the promise of a proportional funding match based on the amount raised. "We not only wanted to support our community nonprofit organizations in their fundraising efforts, but we also wanted to promote a spirit of philanthropy in our region," said Holly Parker, Executive Director of TCN. "Through the Amazing Raise we generated a level of excitement and fostered a movement that will have lasting impacts on the organizations providing services in our community."

The fundraising goal for the Amazing Raise was \$50,000. In October 2017 the Greater Pottstown Community generosity shined, smashing the original goal by raising over \$100,000 for nonprofit organizations providing services in our region. The movement and

momentum continue for 2018! October 16th is our 2018 Amazing Raise Day. Beginning September 1st and leading up to October 16th, local nonprofit organizations will raise funds to be proportionally matched by the Amazing Raise. What Can YOU DO?

Get Involved Through a Workplace Giving Campaign! You can raise funds at your business to support the Amazing Raise Match Pool. A workplace campaign for the Amazing Raise does more than raise funds for local nonprofit organizations, it also connects the employee to their community! Contact us at info@tcnetwork.org or 610-850-0181 ext. "0" to learn how!

Donate to Your Favorite Nonprofit! Starting September 1st, designated donations to your favorite participating nonprofit organization will be eligible for matching funds through the Amazing Raise. You may also join your community on October 16th by providing donations through the online portal. www.amazingraisetrcounty.org

Sponsor the Movement! Corporate sponsorships are available. Visit: <https://tcnetwork.org/the-amazing-raise/> for more details!



Pottstown HQ Pic: Pictured is TPD's staff located at their headquarters in Pottstown.

TPD, Pottstown-based Civil Engineering Firm, Named a Fastest-Growing Company in America

Inc. magazine has named Traffic Planning and Design, Inc. (TPD) to their **Inc. 5,000 list** of the fastest-growing private companies in America. TPD's commitment to growth has earned them a spot for the first time since 2009 when they came in at 4,312. This year they came in at 4,998 in their fourth time on the list.

TPD calls Pottstown "home" and is deeply rooted in the community. A sampling of local projects they are working on include Walk and Bike Pottstown, the Pottstown closed loop signal upgrade, and the design for the Keim Street Bridge replacement. The firm has also volunteered and donated to the Pottstown Cluster, as well as with the Chester County Pet Food Pantry in Pottstown. Now with 150 members, 10 office locations, and an ever-expanding repertoire of services, TPD has made

some notable strides over the past few years. As TPD continues to leverage their resources and recruit top talent, they are expecting another strong year ahead.

Kevin Johnson, TPD's President, attributes the firm's success in recent years to "TPD's dedication to investing in human capital and exploring new service-driven and geographic opportunities, while operating as lean and strategically as possible."

TPD is a transportation engineering firm that serves the eastern United States with offices in Pennsylvania, New Jersey, Maryland and North Carolina. This year the firm has also landed on the Zweig Group's Best Civil Engineering Firms to Work list (a national ranking) as well as Engineering News Record's list of Top Design Firms in the Mid-Atlantic Region.

Dischell Bartle Dooley: Your Local Law Firm

Regardless of the issue, when you hire an attorney you want results. The attorneys at Dischell Bartle Dooley know that. That's why they will work tirelessly to help you achieve a successful legal outcome. And that's why their mantra is: Results Matter.

Dischell Bartle Dooley is proud to be an important part of the Pottstown community. With an office at 224 King Street and a second just minutes away in Boyertown, the firm's attorneys and staff know the people, places and issues that are important to residents and businesses in the Tri-County region. When you work with Dischell Bartle Dooley, you work with a team that is as deeply committed to the area as you.

Dischell Bartle Dooley's attorneys can handle

all your legal needs. The firm's lawyers are experts on matters involving Workers' Compensation, Personal Injury, Social Security, Employment and General Litigation. Jonathan Young, a partner, is among the best in the region. In the words of a client, "I felt very confident in Jon because of his caring professionalism."

Attorneys can also assist you with Family Law, Wills, Trusts and Estates and Real Estate, Business and Criminal matters. The staff and lawyers pride themselves on offering personal and responsive service. You are treated with respect and will experience a commitment to Dischell Bartle Dooley's mantra: Results Matter.

To discuss your legal matter, call Dischell Bartle Dooley today at 610-323-3306.

results matter.

Personal Injury Litigation • Workers' Compensation • Social Security Disability
Real Estate/Land Use/Zoning • Family Law • Wills/Trusts/Estates
Labor & Employment Law • Civil Litigation • Tax & Business Law
Municipal Law • Education Law • Criminal Law



**DISCHELL
BARTLE
DOOLEY**
law offices



Jonathan B. Young
Attorney At Law
610.323.3306
215.362.2474
www.dischellbartle.com

Pottstown • Lansdale • Boyertown



Providing transportation engineering and related services throughout the eastern United States for 29 years.

Offices located in PA, NJ, MD, and NC

Services

- Highway Design
- Bridge Design & Inspection
- Traffic Signal & System Design
- Transportation Planning & Permitting
- Construction Management & Inspection
- Multimodal, Complete Streets & Trail Design
- Transportation Management & Operations
- Environmental Services & Permitting
- Expert Witness Support for Crash Investigations



www.TrafficPD.com

ROUTE 422 BUSINESS ADVISOR GOLF GUIDE

Bellewood Country Club

A Private Club with Something for the Whole Family

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

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

The Club features three heated swimming pools, splash park, an outdoor covered restaurant/bar pavilion, and fire pit. The Pool Bar and Restaurant hosts regular summer social events for members and guests, including but not limited to live music, beer tasting, themed dinner events, pool parties, dive-in movies, and late-night swimming throughout the season.

For membership information, please call 610.718.9100 and visit www.bellewoodgolf.com.

Valerie McLean Keller, Owner & Operator

Our 65th Anniversary

Arrowhead Golf Club

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

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

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

Greens Fees Weekdays—\$20.00 Weekends—\$32.00
Riding Carts \$10.00 per person

Pro Shop • Snack Bar • Rental Clubs

5 minutes from Route 422 & 862N Intersection

For Tee Times Call (610) 582-4258

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 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.

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. 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.

The Course

The Pools

The Clubhouse

Available for Golf Outings,
Weddings, Events and Parties!

BELLEWOOD
Country Club

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

SPRING HOLLOW
Open to the Public!

GOLF

DINING

EVENTS

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

610.948.5566

www.springhollowgolf.com

LEVERAGING INSTAGRAM FOR YOUR BUSINESS

SOCIAL MEDIA TIPS



By Theresa Mintzer

With over a billion monthly users, Instagram is a social media platform every business should consider. It is a great way for a customer to visualize the lifestyle that they would have with your product or service. Here are some easy ways to get started.

Branding is something that you need to keep consistent across social media. In the bio, you should use the same profile picture that you have for Facebook or Twitter. If you have a Twitter account, use the same handle as well and link to your website so that people can find you.

Remember that Instagram is a visual medium. This is the time to use your best pictures. Take pictures of your products being used in real life, or as a behind the scenes look at your business. You can

incorporate video in your posts too. Geotag each post so that if someone is doing a search for a local area, your post will come up.

Hashtags can help people find your business. If you are a pet sitter from Limerick you can use #LimerickPetSitter and #(Your Business Name) If you are taking the dog for a walk at a local park you would want to use that park's name in a hashtag too. If you have a local store you can use #shoplocal and #shop(Name of town).

The last thing to remember is that Instagram is social. If someone makes a comment, respond to it. If a customer posts a picture of your product or business and they tag you, thank them. If you are at a location, tag them too. Most important, have fun and be authentic.

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



Enhance • Guard • Preserve

Our Services:

- Commercial & Residential Carpet Cleaning
- Post Construction Clean-Up
- Hard Floor Stripping, Waxing, and Buffing
- Commercial Eco-Friendly General Cleaning
- Tile & Grout Cleaning Program



Serving Berks, Bucks, Chester, Delaware, Montgomery & Philadelphia Counties of Eastern Pennsylvania!

32 Wells Road Spring City, PA 19475
888-627-6383
www.moorefacilitysvs.com



GET AN IDEA. get a loan.



Lightning Loans is the quick and easy online way to get a business loan—from the local bank you know and trust.

Apply online in minutes.
Get a decision that's lightning fast.
VISTBank.com/lightning-loans

Loans subject to credit approval.



APARTMENTS



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

One Month Free* | Lease Today

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

Toll Brothers *Offering made by Riverworks Limited Partnership. Please see model unit and do not be misled by the appearance of the unit. The reproduction of items or other appurtenances of the owner is strictly prohibited. *On select units only for a limited time only. Contact leasing center for details. This is not an offering where prohibited by law. ©2013

CONTRACTOR / REMODELING

FREE Estimates *Serving the tri-county area!* PA 100410319

HOMERworks LLC
BUILDING & REMODELING
"Quality is Our Standard"

• HOME IMPROVEMENTS • DECK & PATIO **610.369.1457**
• WINDOWS & DOORS • KITCHEN & BATH *ImproveYourHome@comcast.net*

BOOKKEEPING / ACCOUNTING

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

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

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

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



CREDIT CARD PROCESSING

NETCOM MERCHANT SERVICE CONSULTANTS
MerchantServiceConsultants.com

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

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



FINANCING / LEASE

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

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

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




BUSINESS CONSULTANT

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

AQUALITYCFO, LLC
Financial Problem Solver & Advisor
www.AqualityCFO.com

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

Contact Tony DiGirolamo at 610.207.3061
email: Tony@AqualityCFO.com



- Business Operations
- Decision Support
- Part-Time CFO

GARDEN CENTER/NURSERY

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

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3
Garden Center (610-469-6688) open every day including Sunday

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



HEALTH / HEALTHCARE

PREMIERE
SPEECH AND HEARING
Your Preferred Communication Experts

(610) 454-1177
555 Second Avenue, Suite D-204
Collegeville, PA 19426
(717) 625-0072
Lititz, PA
www.premierespeechhearing.com
FORMERLY COLLEGEVILLE SPEECH & HEARING

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

Hear.
Communicate.
Live.

INTERIOR DECORATING

DECORATING DEN INTERIORS

10% OFF select blinds and shades
Offer ends 9/30/18

Barbara McInnis-Hayman
Owner/Designer
484.624.4787
barbaramcinnis@hotmail.com
barbara.decoratingden.com

LIMOUSINE SERVICE

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

MICHAEL'S
Classic Limousine
610.929.4919
www.michaelsclassiclimo.com

LODGING

Twin Turrets Inn
A Delightful Stay is Assured

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

Barbara Deery, Innkeeper

11 East Philadelphia Avenue • Boyertown, PA 19512
www.TwinTurrets.com 610-367-4513 • 1-877-877-7897

PAINTING & WALLCOVERING

Help Wanted!
Good Quality Painters

BANCROFT
WALLCOVERING/PAINTING, LLC
215-234-2209

Full service interior/exterior painting and wallcovering

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

HIC# PA058066

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

REAL ESTATE / FOR SALE/LEASE

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

Chris James Hector Realty

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

610-933-7592
Fax: 610-933-2888
Office: 213 Sherwood Ln., Phoenixville, PA 19460

SALON / HAIR STYLIST

LOOK PROFESSIONAL. FEEL PROFESSIONAL!

DISCOVER
YOUR professional REFLECTION

Call for a FREE consultation!

reflections hair designs.com
939 E. Schuylkill Rd., Pottstown 610.325.2030

SIGNS / BANNERS / GRAPHICS

Celebrating 25 Years Serving the Tri-county Area!

GRABER
25
Letterin
INC.

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

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

»»» A Lifetime of Financial Benefits

Tri County Area Federal Credit Union has been providing affordable financial services to our community since 1949 and offers members a lifetime of benefits.

- Personal Savings and Checking Accounts
- Low-rate Auto, Home and Personal Loans
- Business Accounts, Loans and much more

Not a member yet? Not a problem.
Visit www.tcafcu.org to apply online.

Tri County Area
FEDERAL CREDIT UNION
Your Community. Your Credit Union.

1550 Medical Drive, Pottstown, PA 19464
110 Pottstown Ave., Pennsburg, PA 18073
www.tcafcu.org | 610-326-3705

“Being on the cover of the Route 422 Business Advisor has been a fantastic marketing opportunity for us! We have made some significant changes to our office, and we wanted fellow business owners and the rest of the community to know about our growing business. We have received numerous calls, emails, and texts



from friends, family, patients and business acquaintances congratulating us on how much they enjoyed and appreciated the cover story! We are extremely pleased with the pictures and articles, and we look forward to our ongoing advertising with the Route 422 Business Advisor!”

— Dr. Rod Gabel, Yucha Medical Pain Management & Chiropractic Rehabilitation

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

AEROQUIP 

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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES
ON SITE EQUIPMENT REPAIR SERVICE

Don't Buy, Cash Out, or Rollover Until You Have The Facts!

Looking for a safe alternative to low bank interest rates, volatile low-yielding bonds, and CDs paying less than 2%? A safe guaranteed annuity could be the answer!

With a wide range of options and lots of fine print, annuities can be challenging, but I can help you fully understand the choices and determine what selections are best suited to your personal needs.

A simple 15-minute interview will provide you with a complete report tailored specifically for you. Our comprehensive software will make it easy to compare a wide range of different annuities, including any you may own. The report generated explains the actual cost and fees associated with each contract, and illustrates the current as well as the future cost of ownership. After all, don't you owe it to yourself to make sure you are getting the best return and/or highest income on your safe money? Your free report will be emailed to you at the end of our 15-minute interview. As a bonus, you will be given free access to an educational website all about Safe Money. If you cannot honestly say you have improved your understanding of annuities after our meeting, I will offer you a \$15 dollar gift card.



PAUL FAIR
ASSOCIATES, LLC
Retirement & Income Solutions

Call 610-478-9500 today to schedule your appointment!
Paul E. Fair has over 28 years of experience with retirement and income solutions.



Offering plans for independent contractors, families, individuals & groups at competitive rates.

Millennium
ADMINISTRATORS

www.millennium-tpa.com • 610.222.9400

Millennium Administrators, Inc.

Millennium Administrators, Inc. can show you how to save 25 – 30 percent on medical benefits. Millennium Administrators, Inc. can deliver everything from cost effective medical plans to telemedicine, carved out pharmacy benefits to wellness initiatives, HR administration to ACA tax coordination along with broker services that are available to you 24/7.

What sets Millennium Administrators, Inc. apart is our unparalleled industry expertise and uncommonly personalized service. By working closely with you, we can devise healthcare benefit strategies that fit your specific needs and budget.

Whether you are looking for a Prescription Drug Benefit Plan or full group health insurance coverage, let us identify the cost-saving opportunities that you may be missing.

A FEW OF OUR SERVICES INCLUDE:

- 24/7 Agent on Call
- Customized Medical, Dental, Vision, Life and Disability Plans
- Carve Out Pharmacy Plan (go direct to PBM's)
- HRA, HSA, FSA Administration
- Wellness Program Coordination/ Implementation
- Telemedicine Service
- Stop Loss
- Healthcare Renewal Management
- Claim Cost Analysis/Management
- Cobra and HIPAA Administration
- Billing Reconciliation Support
- Online Benefit Administration and Employee Portal
- Open Enrollment Presentations
- New Hire Enrollment and Termination Services
- Monthly Healthcare Cost Containment Meetings
- ACA/Healthcare Reform Compliance Management

ASK US ABOUT Reference Based Reimbursements (RBR)!

Give us the opportunity to work with your company and have you join our growing list of clients. For additional information please call 610.222.9400 and visit www.millennium-tpa.com.

Need Help for a Business

For Free, Confidential Assistance from Experienced Business Owners and Executives ...

Call on SCORE TriCounty

SCORE TriCounty, serving Western Montgomery, Northern Chester and Eastern Berks counties.

Call 610-237-2673 or visit tricity.score.org

We are there for you and your business



SERVING YOUR COMMERCIAL REAL ESTATE NEEDS!



1380 N. Charlotte St, Pottstown, PA
2,700 SF STAND ALONE BUILDING with significant exposure on North Charlotte Street. \$650,000. Call Jeanne Justice or Steve Rothenberger

INVESTMENT – This 5,100 SF building is leased to a tech company for a 2-year period with two (2) Two (2) year options. 6.5% Cap Rate. \$410,000. Call Ed Brooks.

26,000 SF Industrial Building with first floor leased to 3 tenants at \$53,211 per year "net" and the second floor of 13,000 SF available. \$725,000. Call Ed Brooks.

1014 Gravel Pike, Palm, PA
OPPORTUNITY KNOCKS! Two buildings totaling 21,700 SF. Front building of 10,500 SF leased at \$4,000 Mo. Rear building of 11,300 SF has 15 Drive in doors! \$990,000. Call Stan or Steve.



LAND – Pottstown Borough and West Pottsgrove Twp. – 60 acres zoned industrial and flex office. Norfolk Southern rail siding possible/ water/ sewer/ gas. Near the new Stowe Interchange. \$1,000,000. Call Ed Brooks.

LAND – Amity Township – 60 acres zoned Planned Business/ Office/ Industrial. Public sewer nearby. Close to Route 422. \$975,000. Call Ed Brooks.

418 Main Street
Pennsburg, PA 18073
215-679-4200

www.BrodeAndBrooks.com



215-679-4200

CELEBRATING 70 YEARS

American Heritage
CREDIT UNION

1948 - 2018

70 years of getting members the money they need.

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

Visit: 70yearsof loans.com
Call: 888.553.1234

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

Federally Insured by NCUA



FOCUS ON DOWNTOWN SHOPPING IN BOYERTOWN



MJ's Legacy

MJ's Legacy started off as a dream of a young girl wanting to sell her macaroni art and crochet string necklaces. Thirty plus years later, the dream has become a reality, with the exception of no macaroni art or string necklaces. Hosting over 35 vendors, MJ's Legacy offers a unique blend of antiques, handmade and vintage items, home décor and unique, one of a kind finds. Everything from crocheted cardigans and towels to refurbished antique furniture to essential oil lights to ceramics to decorative florals to candles and body scrubs to home décor and lots more! We have something for everyone!

Located in downtown Boyertown, customers can enjoy a stroll through our historic town and embrace its charm.

Nestled amongst a unique blend of shops and restaurants, MJ's Legacy offers you a friendly, small town shopping experience. From the inviting window front to the warm smells of the season to handcrafted treasures, the store is like a warm, friendly embrace.

Owner, Margie Harner, welcomes each of you in for conversation, reminiscing and a unique shopping experience. "Coming to the shop and living my dream every day is an amazing feeling. I am blessed by some amazing artisans and vendors, who provide our store with unique, one of a kind items for our customers. MJ's Legacy is a dynamic shop. New items are added on a regular basis, so each visit will be different, exciting and fun. Come visit us, and experience what MJ's Legacy is all about."



Peanut and Tot

Peanut and Tot is a one of a kind children's retail store for boys, (Newborn to 5t), and girls (Ages Newborn to 8). Store co-owner Danni Balasa designs and makes unique clothing items, accessories, toys and so much more. Peanut and Tot also holds monthly princess tea parties, holiday events, and offers their space for Birthday parties and Baby showers. If you're looking for a children's retail store that puts children at the heart of their designs, Peanut and Tot is it. Peanut and Tot is known for their soft fabrics, vibrant colors, constantly changing inventory and handmade designs.

Peanut and Tot never puts a product in the store if it's not approved by Danni's own children. From jeans with Soft elastic waists (because buttons and stiff waistbands are uncomfortable for a toddlers) and little belly-to silky soft and twirly dresses, Peanut and Tot is a children's dream clothing store.



What makes Peanut and Tot unique is that their clothing line is constantly changing. An outfit that is in the store one week may be gone the next week. Peanut and Tot also accepts custom orders on the spot, and Danni is eager to get to work on

custom designs. If you haven't stopped in to Peanut and Tot yet, clip the coupon on this page and use it on your purchase.

Peanut and Tot is located at 600 East Philadelphia Avenue, Boyertown, Pa 19512. For additional information, please call 484.336.9605, and visit: www.peanutandtot.com.



MJ's Legacy is located at 112 E. Philadelphia Avenue, Boyertown; 610.473.2000.

ROUTE 422

BusinessAdvisor

f

Like us on Facebook

facebook.com/422BusinessAdvisor

Follow us on LinkedIn

linkedin.com/company/macnificent-pages-route-422-business-advisor

in

EVERYTHING PRINTING

828A Route 100 N • Cornerstone Plaza • Bechtelsville

Digital Print & Copy Center
Postcards & Brochures
Signs & Banners
Posters & Fliers
Fulfillment
Mailings

(610) 367-7444 • EverythingPrinting.com

When "Common" Just Won't Do!

Dancing Tree
CREATIONS, LLC
ARTISANS GALLERY & STUDIO

Over 200 Local & National Artists
ART, FINE CRAFT & GIFTS
For you, your Home, Office & Garden
484-415-0014
220 S. Reading Avenue (Rte 562), Boyertown, PA
dancingtreecreations.com
Hours: Thurs – Sun 10am – 6pm Other hours by chance or appt.
Follow us on Facebook – Check Website for Upcoming Events & Classes

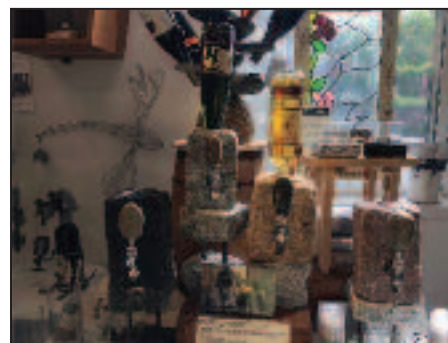


Dancing Tree Creations Artisans Gallery & Studio

Dancing Tree Creations Artisans Gallery & Studio is located just two blocks from the heart of Boyertown on Route 562, representing 200+ local and national artisans. Our goal is to bring one-of-a-kind, hand-crafted art to our customers to inspire a creative and artful lifestyle. We promote art and fine craft for you, your home, office and garden with an eclectic array of hand-crafted works by talented North American Artisans. Many items are suitable for corporate and employee gifts or recognition. We also have a beautiful Studio where we hold classes and can be used for team building workshops.

We want our customers to know who created the works they purchase and how the items were made. We believe this knowledge helps create a connection, a special feeling, every time the piece is viewed, worn, or used. It is this unique connection that is lost in today's atmosphere of mass production, a connection we want to help revive. We are constantly searching and adding items for your consideration when "common" just won't do!

Follow us on Facebook or our website DancingTreeCreations.com to view events and new art. Visit us Thursday through Sunday, 10AM to 6PM or by chance or appointment. Seasonal Closing mid-January through mid-March and extended holiday hours.



COLEBROOKDALE RAILROAD & LAKE QUEEN

ZOMBIE HUNTER TRAIN

ZOMBIES! THEY'RE EVERYWHERE!

OCTOBER 23RD & 30TH

RESERVE EARLY! LIMITED SEATS

\$40 BLASTERS (12 & UP) • **\$20 SPECTATORS**
7 PM DEPARTURE TO ZOMBIE CAMP • REFRESHMENTS AVAILABLE
CALL 966-288-4021 OR PURCHASE TICKETS ONLINE
COLEBROOKDALERAILROAD.COM

Start on the Right Path...



Qualify to Earn Up To \$100!*

With The Victory Bank Pioneer Checking and Savings Accounts and our Financial Literacy Program.

Whether you're starting your financial journey or are ready for a new path, The Victory Bank has the tools you need to forge ahead. Our free Pioneer checking and savings accounts are packed with the necessary provisions to keep you going for the long haul.

- No minimum balance requirements
- No monthly service fees
- Unlimited check writing
- Free exclusive checks
- Free Visa® Debit Card or ATM card
Plus we will rebate up to \$20 per month on any ATM fees

*****BONUS*****

Participate in The Victory Bank's Financial Literacy Program to earn up to \$100!*
You will be eligible to earn \$25 for each of the four modules completed in the series.

*This program is subject to change without notice.



ICTORY BANK

The Business of Banking...Done Right





548 North Lewis Road, Limerick, PA 19468
610.948.9000 - www.victorybank.com

The Pottstown Rotary Club Wants You!



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

Visit www.pottstownrotary.org or call Bill Wellen at 484.886.5396 to learn more!



Nave's Cleaning and Restoration Services

Pet stain and odor problems with your carpet and upholstery? Moving in or out of your apartment, home or business? Dust and odor coming from your air ducts? Flooded basement? Give Nave's Cleaning and Restoration Services a call today.

Nave's Cleaning and Restoration Services specializes in restoring your residential and commercial hard and soft surfaces, saving you money by not replacing. Nave's also offers special cleaning packages and cleaning maintenance and building maintenance programs that can fit any budget for your home or commercial facility.

Nave's has you covered, whether it's residential or commercial carpet, upholstery, tile and grout, marble or granite, vinyl,

linoleum, hardwood floors, leather, wool oriental rugs, and much, much more! Nave's cleaning agents are safe for pets, kids and employees.

Call Nave's Cleaning Service today for a free estimate. Serving Montgomery, Chester and Berks Counties for almost 25 years of honest, professional, award-winning experience and service matched with state-of-the-art equipment and IICRC certifications. Weekly, monthly, quarterly, or annually — Nave's Cleaning Service has you covered.

Please call 610.405.2147; email: navescleaningservice@gmail.com; and visit www.NavesCleaning.com. **Your family, customers and employees deserve it!!!**



Cleaning & Restoration

Norristown • 610-405-2147 • Douglassville

Experience why our award-winning company is rated #1 for yourself!
www.NavesCleaning.com
"Your family and employees deserve it!"





Commercial

- IICRC Certified
- Strip & Wax
- Building Maintenance
- Janitorial Services
- Fully Insured
- Maintenance Programs
- Common Areas
- Established 1997




Residential

- Carpet / Upholstery Cleaning
- Re-stretch/Repairs
- Duct / Dryer Cleaning
- Tile & Grout • Hardwood Floors
- Marble & Granite
- Pet Stain & Odor
- Water Damage
- Move Ins / Move Outs



The Coventry Mall

(Next to Dick's Sporting Goods)
351 W. Schuylkill Road, Pottstown PA 19485
Hours of Operation — Monday: 8am-8pm
Tuesday-Thurs: 8am-7pm • Friday: 8am-5pm
Saturday: 8am-3pm (Medical only closes 12pm)

700 Heritage Drive, Suite 701

Hours of Operation — Monday: Closed
Tuesday: 8am-7pm • Wednesday: 8am-5pm
Thursday - Saturday: Closed

800 Heritage Drive, Suite 802 (Dental)

Hours of Operation — Monday: 8am-5pm
Tuesday - Wednesday: 8am-6pm
Thursday: 8am-8pm • Friday: 8am-4pm
Saturday: Closed

Phone: 610-326-9460

Fax: 610-326-2432

<http://www.ch-dc.org>

DID YOU KNOW CHDC

Provides Pediatric Care, Medical, Dental, OB/GYN and Pre-Natal, Vision and Substance Abuse Treatment — with a supportive team to assist.

Kids visits include:

Medical/Dental with same day appointments, physicals for school, sports, driving permits. We also offer immunizations for all ages.

THINKING ABOUT OWNING OR GROWING A BUSINESS?



By Diane Klinger, Integrity Services & Solutions

Owning or growing a business is certainly challenging. The level of responsibility on the business owner is tremendous, increasing as the business grows. Availability and accessibility are key and absolute critical elements in growth. Hiring employees to help diffuse the pressure by means of delegation brings on its own new set of challenges and difficulties.

Owning or growing a business is not for the faint of heart, or for anyone unwilling to make the business their primary, and almost exclusive, focus. It becomes your "baby" and requires all of you. Days off and vacations are a thing of the past. Fridays don't hold the same relief that they once did. Weekends are days to catch up on things that were unable to be handled during the "work week."

It is very hard work requiring commitment and dedication to the business, its clients, and its employees. The calling and challenge will rise you up or break you down — one or the other. Mediocrity is not an option in growth. It is exciting and exhilarating. The small successes are so sweet. Each step of progress brings additional responsibility, but also fuels a satisfaction and deeper passion and determination to rise. Being a business owner is a lifestyle choice, not an employment decision. Before you begin, ask yourself, "Am I willing and prepared to make the choice?"

A Partner Not a Call Center



INTEGRITY

services & solutions

Meeting Needs. Exceeding Expectations.



Employee Benefits



HR Services



Individual Insurance



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

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

Connect with us



Total Rental

www.TotalRental.com
1-888-94TOTAL
"One call...starts it all"

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

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

3 Locations to serve you...

Phoenixville, Pa
610-935-RENT

Pottstown, Pa
610-970-RENT

Kimberton, Pa
610-935-4875



DINING GUIDE

The Seven Stars Inn

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



610-495-5205
www.sevenstarsinn.com

Serving Dinners Tuesday through Sunday

263 Hofferker Road
Phoenixville, PA 19460



Yellow House Hotel

a delightful departure...

Surrounded by the rolling farmlands of rural
Berks County, *Yellow House Hotel* provides
a delightful departure from the everyday.
Casual country dining and comfortable
overnight accommodations.
Banquet facilities available.

Happy Hour Sunday through Friday
4:30 - 6:00 PM

610-689-9410 • www.yellowhousehotel.com
6743 Boyertown Pike (Routes 562 & 662)
Douglassville, PA 19518



Luncheon • 11:30 - 2:00
Dinner • Mon-Sat 5:00 - 9:00
Sunday Brunch • 11:00 - 2:00
Sunday Dinner • 2:00 - 7:00

484-938-7125

Pink Moose

Follow us on Facebook



Hours

Monday - Friday 11:30 am til 8:00
Saturday - 12:00 til 8:00
Sunday - 1:00 til 8:00

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

Ice Cream Cafe & Catering

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

Gracie's
21st Century Cafe & Catering
CIVILIZED DINING
in the Country
We Remain...
"A restaurant like no other"
Still "savory" after all of these years!

1534 Manatoway Road, Pine Forge, PA 19548
www.gracies21stcentury.com

Speck's Drive-In (610) 489-2110
"Chicken at its finest!"

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

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

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

Previously known as *Blaze On!*

OPEN EVERYDAY

THE LONG WAY HOME
GRILL & PUB

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

(610) 273 - 2444
4690 Horseshoe Pike | Honey Brook, PA 19344
waynebrookinn.com

www.cardpayconnect.com/giovanni



Luncheons
Dinners
Beer
Cocktails

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

Serving the area since 1960,
Route 100 South, Pottstown

The Old Coventry Pub

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

The Old Coventry Pub
LUNCHEONS • DINNERS
BEER • COCKTAILS

CHOW!!

FRESH, CASUAL B.Y.O.

Lunch, Dinner, Sunday Brunch
www.chowbistro.com **484.902.8495**

G Lodge Restaurant

The Best Kept "Breakfast Spot" Secret in Chester County

Historic G Lodge Restaurant, located at 1371 Valley Forge Road (Route 23) in Phoenixville, two miles west of Valley Forge Park and two miles east of Starr Street. Owned and operated by Dennis Dreibelbis since 1984, G Lodge Restaurant is the best-kept secret in Chester County.

G Lodge Restaurant, featuring extraordinary food at reasonable prices, is one of the oldest, continuously running restaurants in the Phoenixville area. G Lodge Restaurant offers unique specialties like Banana Walnut French Toast and Filet Mignon and eggs, and has been voted one of the top ten breakfast spots in Chester County Online.

"I have breakfast that no one can rival," said Dennis Dreibelbis, owner/operator of G Lodge Restaurant since 1984. "We have fresh fruit every day, with raspberries and blackberries and other things people wouldn't even think of," he said, adding "We feel our food is the best in the county and the price is fair for the amount of food you are served." Breakfast is served at G Lodge every day until 1:30 PM, "And that makes everybody happy," Dennis Dreibelbis said.

The G Lodge is celebrating its 34th anniversary in business, having prospered through good times and bad — such as having a major motion picture "The Happening" filmed on site; and surviving countless storms, and making it through PENNDOT's seven-month closure of Route 23 to replace a bridge. Dennis Dreibelbis was out of commission with a broken leg at the time and his wife Terri and the staff managed to keep the business going. How? Why? Dedicated loyal customers, who found their way to the G Lodge despite the detours, and came back in droves when the road was reopened.

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



KING OF PRUSSIA BEERFEST ROYALE
DONNERSTAG: HAPPY HOUR
OCTOBER 4
KOPBEERFEST.COM

EXCLUSIVE BEER & FOOD PAIRINGS
 FUN FOR CLIENTS & COLLEAGUES

KING OF PRUSSIA DISTRICT

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

G LODGE
"The Best Kept Secret in Chester County"

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

Open Seven Days a Week!
 Monday - Friday
 6 AM - 2:30 PM
 Saturday - Sunday
 7 AM - 2 PM

610-933-1646
 Fax 610-935-8171
 1371 Valley Forge Road (Route 23)
 Phoenixville, PA 19460

Valley Forge, PA

Filming Site for The Happening

Ask about our specials!

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

Pizzas | Strombolis
 Calzones | and more...

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

Penny's Pizza
 Home of the Red Top

BACON ME CRAZY CAFE & MARKET

Full Service Café, Market & Lounge
 119 Main Street, Phoenixville, PA 19460
484-924-8324

Corporate Events for 70 People with Stage
 Onsite/Offsite Catering for Parties and Events

Café, Market & Lounge Open 7 AM-3 PM
 Market & Lounge Open Until 6 PM Wed.-Fri.
 Dinner Thursday - Saturday 5-9 PM BYOB
 Late Night Friday & Saturday 12-3 AM
 Closed Tuesdays

www.baconcrazycafe.com
 www.facebook.com/BaconMeCrazy
 Twitter.com/BaconMeCrazyPHX
 Instagram.com/BaconMeCrazyPHX

Help Our Back-to-School Back Pack Collection Drive . . .
**Donate a new back pack and
 receive a FREE soft ice cream!**

COVENTRY PARLOR AT LAUREL LOCKS
 MORE THAN JUST ICE CREAM

Breakfast & Lunch
 Deli & Grill open 'til 8

- Ice Cream
- Catering
- Baked Goods
- Party Cakes
- Produce
- Fund Raising Opportunities

www.coventryparloratlaurellocks.com

Hours – 7:00 a.m. to 9:00 p.m.
 653 Laurelwood Road, Pottstown 19465
484-300-4911
 1503 Ridge Road, Pottstown 19465
484-624-8468

ADVERTISED SERVICES DIRECTORY

ACCOUNTANTS		LIMOUSINE SERVICE	
A MAZZO ACCOUNTING SERVICES	54	MICHAEL'S CLASSIC LIMOUSINE	25
ADVERTISING / DIRECT MAIL		RHOADS LIMOUSINE SERVICE, INC.	67
JWM DIRECT	56	LODGING / BED & BREAKFAST	
APARTMENTS		THE TWIN TURRETS INN	25
RIVERWORKS APARTMENTS	24	MAINTENANCE/JANITORIAL SERVICES	
ATTORNEYS		DEMEDIO'S BUILDING MAINTENANCE	45
DISCHELL, BARTLE, DOOLEY,PC	20	MOORE FACILITY SERVICES, LLC	23
O'DONNELL, WEISS & MATTEI PC	17	NAVE'S CLEANING & RESTORATION SERVICES	30
WOLF BALDWIN & ASSOC. PC	47	MARKETING / ADVERTISING	
AUTO WASH / AUTO DETAIL CENTER		BERKS DIGITAL, INC.	63
POTTSTOWN AUTO WASH AND DETAIL CENTER	16	MEDICAL SPA / COSMETIC PROCEDURES	
AUTOMOTIVE / SERVICE		YOUNG MEDICAL SPA	61
EMBODY'S SUNOCO	51	MEETING / EVENT FACILITY	
H & F TIRE SERVICE	17	BALLY SPRING INN	62
HARON & SONS AUTOMOTIVE	55	OFFICE EQUIPMENT / PRINTERS & SUPPLIES	
KING'S AUTO REPAIR, INC.	55	OFFICE TECHNOLOGIES	9
MEINEKE CAR CARE CENTER	55	ORGANIZATION	
RED KIEFFER'S AUTO REPAIRS, INC.	55	POTTSTOWN ROTARY B2B MIXER	60
BANKING / FINANCES		POTTSTOWN ROTARY CLUB	30
AMERICAN HERITAGE FEDERAL CREDIT UNION	27	SMALL BUSINESS RESOURCE ASSOCIATION	54
DIAMOND CREDIT UNION	58	ORGANIZATION / BUSINESS IMPROVEMENT DISTRICT	
FULTON BANK	50	KING OF PRUSSIA BUSINESS IMPROVEMENT DISTRICT	33
HARLEYSVILLE BANK	63	POTTSTOWN DOWNTOWN IMPROVEMENT DISTRICT AUTHORITY	12
KEY BANK	49	ORGANIZATION / CHAMBER OF COMMERCE	
THE VICTORY BANK	30	TRICOUNTY AREA CHAMBER OF COMMERCE	55
TOMPKINS VIST BANK	23	ORGANIZATION / NON-PROFIT	
TRI COUNTY AREA FEDERAL CREDIT UNION	26	HOBART'S RUN	13
WSFS BANK	46	POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION	14
BOOKKEEPING / ACCOUNTING		POTTSTOWN POLICE ATHLETIC LEAGUE	17
BRESLOW'S BOOKKEEPING	24	TRICOUNTY COMMUNITY NETWORK	18
KARLENE'S CONSULTING	24	ORGANIZATION / TOURISM & CONVENTIONS	
BUSINESS & MARKETING CONSULTANT		VALLEY FORGE TOURISM & CONVENTION BOARD	48
INTERLACE COMMUNICATIONS, INC.	56	PAINTING & WALLCOVERING	
BUSINESS BROKERS		BANCROFT WALLCOVERING/PAINTING, LLC	25
MARATHON CAPITAL ADVISORS / MARATHON FINANCING ADVISORS	67	PAYROLL SERVICES / BOOKKEEPING SERVICES	
BUSINESS CONSULTANT		EXPRESS DATA SYSTEMS, INC.	50
AQUALITYCFO, LLC	24	PEST CONTROL SERVICES	
BUSINESS COUNSELING		PATRIOT PEST SOLUTIONS, LLC	11
SCORE	27	PHOTOGRAPHY PROFESSIONAL	
CATERER		STYLISH IMAGES PHOTOGRAPHY	58
PINK MOOSE CAFÉ & CATERING	32	PRINTER / PUBLISHER	
CONTRACTOR / REMODELING SERVICES		READING EAGLE	51
HOMEWERKS, LLC	24	PRINTING & SHIPPING	
CREDIT CARD PROCESSING SERVICES		EVERYTHING PRINTING & SHIPPING CENTER	29
MERCHANT SERVICE CONSULTANTS	24	REAL ESTATE / FOR SALE/LEASE	
DANCE INSTRUCTION		APTCOR COMMERCIAL REALTORS	34
POTTSTOWN DANCE THEATRE	16	BRODE & BROOKS, INC. REALTORS	27
DRONE VIDEOGRAPHY / PHOTOGRAPHY		CHRIS JAMES HECTOR REALTY	25
ROBOTIC IMAGING GROUP	59	IRON HORSE REALTY	12
EMPLOYEE BENEFITS / HR SERVICES / ADMINISTRATION		ZUBER COMMERCIAL REALTORS	57
INTEGRITY SERVICE & SOLUTIONS, LLC	31	RECREATION	
ENGINEERING SERVICES		COLEBROOKDALE RAILROAD	29
ALL COUNTY & ASSOCIATES	47	RECREATION / GOLF	
CARROLL ENGINEERING CORPORATION	59	ARROWHEAD GOLF COURSE	22
EARTH ENGINEERING	8	RECREATION / GOLF, DINING, EVENTS	
LUDGATE ENGINEERING	34	BELLEWOOD COUNTRY CLUB	22
TRAFFIC PLANNING AND DESIGN, INC.	21	SPRING HOLLOW GOLF COURSE	22
EQUIPMENT RENTAL SERVICE		RESTAURANTS	
TOTAL RENTAL	31	BACON ME CRAZY	33
FINANCIAL ADVISORS & INSURANCE BROKERS		BUCKTOWN GRILLE	14
KOCH FINANCIAL ADVISORS & INSURANCE BROKERS	61	CHOW BISTRO	32
FINANCIAL SERVICES / WEALTH MANAGEMENT		COVENTRY PARLOR AT LAUREL LOCKS	33
BERKSHIRE ADVISORS, LLC	49	G LODGE RESTAURANT	33
CHRIS MESSMER, MSF, CFP®	45	GIOVANNI'S BIG DADDY PIZZA	32
GOOD LIFE FINANCIAL GROUP	53	GRACIE'S 21ST CENTURY RESTAURANT	32
PAUL FAIR ASSOCIATES, LLC	26	PENNY'S PIZZA	33
FINANCING / LEASE		SPECK'S DRIVE-IN	32
BUSINESS LEASE CONSULTANTS	24	THE SEVEN STARS INN	32
FLOORING		WAYNEBROOK INN LONG WAY HOME GRILL & PUB	32
CHESMONT CARPET ONE	45	YE OLD COVENTRY PUB	32
GARDEN CENTER / NURSERY		YELLOW HOUSE HOTEL	32
PUGHTOWN AGWAY	24	RETAIL / ARTISANS GALLERY & STUDIO	
GRAPHIC DESIGN		DANCING TREE CREATIONS, LLC	29
GRAPHIC DESIGN & PRINTING SERVICES		RETAIL / GIFTS	
COMPLETE GRAPHICS	14	MJ'S LEGACY	28
HEALTH / HEALTHCARE		PEANUT & TOT	28
CENTER FOR TMJ & SLEEP DISORDERS, LLC	52	RETAIL / MALL	
COMMUNITY HEALTH AND DENTAL	31	COVENTRY MALL	51
PA DERMATOLOGY PARTNERS	48	RETAIL / SPORTING GOODS	
PMA MEDICAL SPECIALISTS	8	SCHUYLKILL VALLEY SPORTS	7
POTTSTOWN HOSPITAL TOWER HEALTH	2	SALON / HAIR STYLIST	
PREMIERE SPEECH & HEARING	25	REFLECTIONS HAIR DESIGNS	24
HEALTH / HEALTHCARE / CHIROPRACTIC		SENIOR CARE / LIVING ASSISTANCE SERVICES	
YUCHA MEDICAL PAIN MANAGEMENT & CHIROPRACTIC REHABILITATION	68	VISITING ANGELS / POTTSTOWN	46
HOLISTIC HEALTH		SEPTIC SERVICE	
FOUR ELEMENTS NEW AGE	13	A HONEY DIPPER / J. BREHM, INC.	46
ICE CREAM		SIGNS/BANNERS/GRAPHICS	
PINK MOOSE CAFÉ & CATERING	32	FASTSIGNS	16
INDUSTRIAL EQUIPMENT		GRABER LETTERIN', INC.	25
PA INDUSTRIAL EQUIPMENT, INC.	63	STORAGE FACILITY	
INDUSTRIAL SUPPLY		STORAGE WORLD	60
CLARK INDUSTRIAL SUPPLY, INC.	26	TECHNOLOGY / IT	
INFORMATION RETRIEVAL SERVICES		EB LOGIX, INC.	10
CUBE INFO SOLUTIONS	47	SCHULTZ TECHNOLOGY, LLC	7
INSURANCE AGENCY		TECHNOLOGY / IT / SEO SERVICES	
MILLENNIUM ADMINISTRATORS, INC.	59	SEO 4 PROS / HUREKA TECHNOLOGIES, INC.	52
NESTER INSURANCE	68	TELECOMMUNICATIONS EQUIPMENT	
VLAHOS DUNN INSURANCE	14	SCHOOLEY MITCHELL	11
INTERIOR DECORATING		TILE INSTALLATION	
DECORATING DEN INTERIORS	25 & 53	GABLE CERAMIC & TILE INSTALLATION	52
LANDSCAPING / GARDENING		VENDING / OFFICE REFRESHMENT SERVICES	
POTTSTOWN ROLLER MILLS	8	ONE SOURCE OFFICE REFRESHMENT SERVICES	64
LANDSCAPING / PROPERTY MAINTENANCE		VIDEO PRODUCTION/TELEVISION	
CLEAN CUT LAWN SERVICE	62	PCTV NETWORK	64



Established 1975

LUDGATE
ENGINEERING
CORPORATION

ENGINEERS + SURVEYORS + LAND PLANNERS

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

2500 DEKALB PIKE, EAST NORRITON TOWNSHIP, PA 19404

FOR SALE

43,000 SF OFFICE BUILDING

OR SITE FOR DENSE MULTI-FAMILY REDEVELOPMENT



- 43,000+/- SF Office Colonial Style Building
- 1,824+/- SF Dwelling & 2-Car Garage
- 900+/- SF Detached Storage Building
- 8.787 Acre Site / 180 Parking Spaces
- Campus Setting with a Pond
- Ideal Location for an Institution, Medical Ctr., Non-Profit Organization or Corporate Headquarters
- Residential Condominium or Apartment Conversion/Redevelopment (Concept Plans Attached)-Zoned RH-1 High Rise Residential
- 1/2 Mile from PA Rt. 202 & Germantown Pike
- 3 Miles from the Plymouth Meeting Interchange of the PA Turnpike (I-276)
- Septa Bus Rt. 96 at Front Entrance
- Proximity to Suburban Community Hospital-Approx. 1200' on Dekalb Pike
- Abundance of Restaurants & Retail in the surrounding Area
- Traffic Count on Rt. 202 Approx. 18,000 Cars/Day



Continued: Aker Apt
Email: akab@apcor.com
414 W. Main St.
Lansdale, PA 19446
Office: 215-855-9800

ALL INFORMATION FURNISHED IS UNOFFICIAL PROPERTY FOR SALE, RENTAL, OR PURCHASE IS FROM SOURCE BELIEVED RELIABLE, BUT NO GUARANTEE OF ACCURACY IS MADE. THE MAGAZINE'S EDITOR AND BOARD DO NOT MAKE ANY GUARANTEE OR WARRANTY OF ANY KIND, INCLUDING, WITHOUT LIMITATION, ANY OF THE ACCURACY, COMPLETENESS, OR TIMELINESS OF THE INFORMATION. THE MAGAZINE'S EDITOR AND BOARD DO NOT MAKE ANY GUARANTEE OR WARRANTY OF ANY KIND, INCLUDING, WITHOUT LIMITATION, ANY OF THE ACCURACY, COMPLETENESS, OR TIMELINESS OF THE INFORMATION.



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



TRICOUNTY AREA CHAMBER OF COMMERCE

PRESIDENT'S MESSAGE

Welcome Back

Welcome back from summer sun & fun! While you have been out enjoying vacations, time with family and friends, and some downtime – the Chamber has been busy getting fall events & programs scheduled.

In case you missed our announcements during the summer...

We offered a Membership Discount to current Members in the month of July. We did not want you to miss it, so we will offer the discounts again during the month of September! Give me 15 minutes of your time and we can discuss how you can save over 20% off your dues or see enclosed flyer insert for more information.



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.

Table of Contents

President's Message.....	35
Membership Pages	36, 37
Breakfast Recap	38
Calendar of Events	39
Leadership Tri-County	40
End of Chamber Section	44

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

FALL EVENTS:

- Do you or your employees have high school students considering college?
College Fair – Monday, October 1, 5:30 – 7:30 PM at the Coventry Mall.
Save the date and spread the word for this year's event! Sponsorship opportunity available – get your message out to the families attending!

- **NEW EVENT: ShowBiz Community Expo** – Tuesday, November 6, 5:30 – 7:30 PM at the Coventry Mall. Businesses from all over the region will come together at the Coventry Mall to showcase everything that they have to offer. Contact Tarra at 610.326.2900 or tarra@tricountyareachamber.com if you are interested in exhibiting or sponsoring.

- **Economic Development Luncheon** – Tuesday, November 13, 11:30 AM – 1:30 PM at RiverCrest Golf Club.
Grow PA is an open-source initiative designed to engage Pennsylvanians from the business and civic communities. In a state with an unemployment rate that lags behind the national average, an aging population, and an anemic economy, the time to collectively plan a path forward is now. Join us for Keynote Speaker Rob Wonderling, President and CEO of the Chamber of Commerce for Greater Philadelphia.
Business Development Opportunities Available.

Exclusive Annual Business Development Opportunities under \$1,500!

How would you like to speak to all attendees at our monthly Refresh Friday? Hand out materials, make announcements and build relationships? What about attending our ribbon cuttings, meeting the new businesses in town and having your logo included on all ribbon cutting ceremonial frames?

- **Learn** - \$1,250 (September 2018 – June 2019): A representative from your organization can attend every refresh Friday to speak as sponsor; logo with link to your website on a chamber's website page; and 1 of each: Coffee, Email, and Newsmagazine Insert Sponsor
- **Driving Business** - \$1,250 (September 2018 – June 2019): Sponsor all ribbon cuttings (name and logo will appear on all framed photos that new businesses receive); a representative from your organization is invited to all ribbon cuttings

MAKING A DIFFERENCE IS WHAT WE DO!

MEMBERSHIP HAS ITS BENEFITS!

WELCOME APPROVED NEW MEMBER!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors in August.

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!**

AR Workshop Gilbertsville
1810 Swamp Pike, Suite 200
Gilbertsville, PA 19525
610.222.6432

www.arworkshop.com/gilbertsville
*Amusement and Entertainment;
Artists/Artisans; Enrichment Activities*
AR Workshop® is a boutique DIY studio that offers hands-on classes for creating custom, charming home decor from raw materials. Join an instructor-led workshop where you can make custom wood plank signs, framed signs, canvas pillows, round signs, lazy susans, centerpiece boxes, canvas tote bags, and more! AR Workshop® will help you take your home decor to the next level and have fun while creating it!

TeamChildren
960 Rittenhouse Road
Audubon, PA 19403
484.744.1868
www.teamchildren.org
Nonprofit Organizations
From High Touch to High Tech we are committed to giving as many parents and children the tools, training, technology and opportunities to reach their full potential and give back to others.

Vista Realty Partners LLC
70 E. Swedesford Road, Suite 201
Malvern, PA 19355
610.359.5810
VRPNOW.com
Real Estate – Commercial/Industrial
Vista Realty Partners LLC is a boutique full-service commercial real estate brokerage firm located in Malvern PA. We specialize in Tenant and Landlord representation with a strong focus on office, industrial and highway commercial. As a company we cover Berks, Bucks, Chester, Montgomery and Philadelphia Counties.

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!

Municipalities

- Borough of Boyertown
- Borough of Pottstown
- Limerick Township
- Lower Pottsgrove Township
- New Hanover Township
- North Coventry Township
- Upper Pottsgrove Township
- West Pottsgrove Township

Museums

- Boyertown Museum of Historic Vehicles
- Colebrookdale Railroad Preservation Trust

Newspaper Publishers

- Reading Eagle Company

Nonprofit Organizations

- Boyertown Area Multi-Service, Inc.
- Boyertown Area YMCA – Daniel B. Boyer Center
- Carousel at Pottstown
- Foundation for Boyertown Education
- Foundation for Pottstown Education
- GreenAllies
- Independence Day Ltd.
- The JT Dorsey Foundation
- KenCrest EmployNet

Nonprofit Organizations (Continued)

- Mom's House, Inc. of Greater Philadelphia
- Montgomery County Intermediate Unit
- MOSAIC Community Land Trust
- Owen J. Roberts Education Foundation
- PA Office of Vocational Rehabilitation
- Pottstown Area Health & Wellness Foundation
- Pottstown Cluster of Religious Communities
- Pottstown Historical Society
- Pottstown Parks and Recreation Foundation
- Pottstown YMCA, a branch of Philadelphia Freedom Valley YMCA
- PSA, Incorporated
- The Salvation Army
- Schuylkill River Greenways National Heritage Area
- Spring Valley YMCA
- TeamChildren
- TriCounty Active Adult Center
- TriCounty Community Network, Inc.
- Wings of Victory Outreach Corporation
- YWCA Tri-County Area



CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

40+ YEARS

Universal Machine Co.

35 YEARS

Boyertown Publishing Co.

30 YEARS

Visiting Nurse Association
of Pottstown & Vicinity

15 YEARS

BCM Engineers

PermaBond, LLC

Pottstown Area Health
& Wellness Foundation

10 YEARS

ArtFusion 19464

5 YEARS

Betsy Chapman, Harpist

Car-Tel Communications

Patient First

1 YEAR

Christine Morris, LLC

Controller onDemand

Dan Albert –
State Farm Insurance and
Financial Services

Meineke Car Care Center

SeniorLIFE

Virtual Essense Hair Design

Member Renewals

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

Barbara A. Akins, CPA

Carousel at Pottstown

CEI – Douglassville, Inc.

Chestnut Knoll

Creative Health
Services, Inc.

Cube Info Solutions

Diamond Credit Union

First National Bank

Frist Priority Bank

Gilbertsville Area
Community
Ambulance Service

Global Advanced Metals

HealthSouth Reading
Rehabilitation Hospital

JWM Business Services

The Longacre Co.

Malvern Bank,
National Association

Marion & Black, LLC

McDonald's –
Pottstown

Midcore Solutions

Occupational Health
at CarePlex

Patient First
Urgent Care

Pearl Exhibit Group

Pennmark
Management Co., Inc.

Pottstown Downtown
Improvement District
Authority (PDIDA)

Pottstown
Industrial Complex

Reading Eagle
Company

Reinhart & Co., CPA's

SCORE TriCounty

Sound Marketing
Resources/Hold Time
Advantage

The Twin Turrets Inn

Tri County Area
Federal Credit Union

UFinancial Group

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

THANK YOU!

2018-2019 Connections Partners:



2018-2019 Commerce Partners:

TOMPKINS
VIST Bank



SUPPORTING COMMERCE

MEMBERSHIP HAS ITS BENEFITS!

BUSINESS SPOTLIGHT

September's Business Spotlight is Steel River Playhouse. Learn more about them at the event on Tuesday, September 18 from 4-6 PM, located at 245 E. High St. in Pottstown!

2018-2019 SEASON AND OFFERINGS AT



Steel River Playhouse is celebrating their 10th Anniversary Season, commemorating ten years as the Heart of High Street! First up, a festivity with their annual Gala held on September 8th, 2018. There is VIP experience tickets, and an After Party at a very affordable ticket price, which directly furthers Steel River Playhouse's mission and is a non-profit donation. This after party will have an open bar, desserts, dancing, DJ, live entertainment, and an auction. Join in the fun and come to the Gala on September 8, 2018 to meet the community leaders, and learn more about Steel River Playhouse.

The season opener this fall is *Sweeney Todd* is an iconic, award-winning musical written by one of America's great living composers, Stephen Sondheim. *Sweeney Todd* tells the story of a barber who has returned to London after 15 years in a penal colony. Working with his landlady, Mrs. Lovett, Sweeney plots his revenge upon the Judge who falsely convicted him and destroyed his family. Sweeney meshes a masterful plot of thrills and unexpected turns together with a beautiful yet haunting score to create a musical experience unlike any other. This show runs October 5 – 22, 2018 and is bound to sell out.

The remaining season has a wide array of Productions that include something for everyone. *Beauty and the Beast*, a Broadway musical favorite perfect for the whole family, a reprise of the first show produced in the Steel River Playhouse theater ten years ago, *Miracle on 34th Street*, plus the irreverent one man Holiday treat, *Santaland Diaries*. There will be non-stop laughter with the musical *Nunsense*, and Shakespeare's most beloved comedy *Much Ado About Nothing*. Additionally, a thought provoking play *Constellations*, examining the different paths each of our lives can easily take, and the Theatre for Young Audiences production of *The Fisherman and His Wife*, where there is a lesson within for young and old alike. You can save on tickets when you buy a season subscription, 35% off for a full season subscription or 25% off for a "pick 4" option. If you have groups of ten or more you can save on individual productions as well, guaranteeing best seating, no fees and discounts on each ticket. Contact Beth McDonnell, Director of Sales and Marketing for special events, field trips or groups of ten or more to get the best deals.

This past summer, Steel River Playhouse delighted audience goers with a sold out run of *Newsies*, which was developed during the Pre-Professional Broadway Summer Intensive Program. These young adult actors were able to learn from these highly sought after professionals, taking their training to the next level, all while



producing this family friendly, mega hit Broadway musical. This is an auditioned program, yet all ages and experience levels are welcome at Steel River Playhouse. SRP prides itself on being the community's gateway theatre and strides to strengthen the community, inspire creative exploration, educate and entertain through the presentation of quality performing arts events and education for diverse audiences.

If you're looking to jump into classes, look no further than the outstanding education and training at Steel River Playhouse. With group classes and private lessons year round, fundamental and advanced production workshops offered in the fall and spring, summer camps and Broadway Intensives, there is no shortage of opportunities to learn and develop as an artist at Steel River Playhouse.

Steel River Playhouse is located in historic Pottstown, Pennsylvania and is committed to Pottstown's creative and economic revitalization. In 2008 Steel River purchased a turn of the 20th century abandoned department store in the once thriving downtown of Pottstown and transformed it into a 2.4 million dollar performing arts center. The playhouse serves as an anchor for the community to rebuild and develop a new thriving economy and as a gathering place for shared artistic experience, standing as an artistic and entertainment destination for the tri-county area. When you see a production at Steel River Playhouse you can see how they meld the traditions of volunteerism, camaraderie, and entertainment of Community Theater, with the artistic goals, education, and skilled staff of professional theater. You can visit this performing arts center; learn about the numerous productions, educational programs, classes, community outreach, volunteer opportunities, auditions, design positions, charitable aspirations and more.

**Steel River Playhouse is located at
245 E High Street, Pottstown PA 19464;
610.970.1199; info@steelriver.org;
www.steelriver.org.**

JULY SPOTLIGHT RECAP



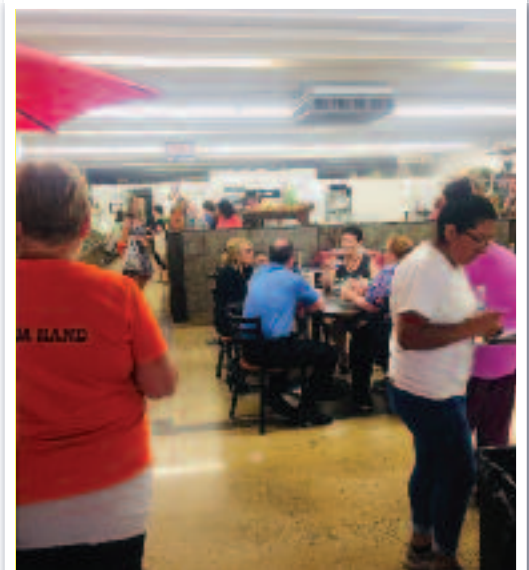
Members attended a one of a kind networking event in July at the Pottstown FARM. Attendees enjoyed a sampling of food as well as perusing the vendors at this open-air market.

Sponsored by:



**NEXT BUSINESS
SPOTLIGHT:**

- Tuesday, September 18
- 4 – 6 PM
- Steel River Playhouse



WORKSITE WELLNESS



A Worksite Wellness Program
open to Chamber members with
50 or less employees in

JUST 3 EASY STEPS!

1. Attain Leadership Support
2. Create a Wellness Team
3. Choose Initiatives that Support the
Whole Employee: Physical, Mental, Environmental,
Occupational, Social, Intellectual and Spiritual.

**Interested in learning more? Contact Worksite Wellness Director,
Bunny Boyle, at bunny@tricountyareachamber.com!**



**FEATURED
MEMBER
BENEFIT
OF THE MONTH**

SUPPORTING COMMERCE

August Breakfast Recap

The Chamber had a special networking breakfast on August 9 at Gatsby's at the SunnyBrook Ballroom.

Members participated in a speed networking-type event and had the chance to meet fellow attendees. Participants were given 3-minutes at each stop to give each other overviews of their companies. Look for another special networking breakfast in early 2019!



Welcome New Members! (L to R) Stacey Machalette and Melanie Piacitelli, Longstreth Sporting Goods, LLC; and Ashley Maack and Spencer Moore, Moore Facility Services.



Thank you to our Sponsor:

**READING EAGLE
COMPANY**

610.371.5006; www.readingeagle.com

They cover news, sports, politics, entertainment and more in Berks County and the surrounding area. The Reading Eagle has won the Sweepstakes Award as the top-performing newspaper of its size in the Pennsylvania NewsMedia Association's Keystone Press Awards in 2018, 2017, 2016, 2015, 2014 and 2013, and received the 2014 Community Leadership Award from the Inland Press Association.

NEXT BREAKFAST **SEPTEMBER MEMBERSHIP BREAKFAST** **Friday, September 14 from 7 - 9 AM at the SunnyBrook Ballroom**

Our legislators are a vital part of our community and how we have a voice in our own government. Current legislators will be presenting at this breakfast on their different stances on hot topics that effect everyone.



Thank you to our Sponsor Reading Eagle Group, represented by Andrew Kearney (speaking).

BUILDING COMMUNITIES



Mark Your Calendars!

NETWORKING

Mon., Sept. 10

Annual Golf Outing Presented by Schultz Technology

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

10:30 AM Registration
11 AM Lunch
12 PM Shotgun Start
4:30 PM Clambake

\$155 per person for Lunch, Golf and Clambake; \$600 per Foursome

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

Presenting Sponsor: Schultz Technology
Dinner Sponsor: Pottstown Hospital Tower Health
Goodie Bag Sponsor: Creative Health Services, Inc.
Lunch Sponsor: Tompkins VIST Bank
Golf Cart Sponsor: Translogistics, Inc.
Trophy Sponsor: Maillie LLP

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

Sponsors: Boyertown Oil and Propane; Foundation for Pottstown Education; Montgomery County Community College

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

Members Only; Registration Appreciated; \$5 per Member will be charged at registration – you will receive your \$5 back when you check in at the event.

Fri., Sept. 21

8:30-10 AM

Refresh Friday: Communications & Connections

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

Everyone Communicates, Few Connect! It's a common misconception that certain people are born with the ability to connect with other people. The truth is, anyone can learn how to make every communication an opportunity for a powerful connection. Come and enjoy Jenna Armato, Chief Empowerment Officer of Attract, Engage Inspire LLC, discuss the ways that you can help connect with those around you!

No Charge; Members Only; Registration Required

Weds., Sept. 26

11:30 AM – 1 PM

WOW Luncheon – Diversity & Inclusion

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

Position your organization for maximum productivity, increased profitability and sustainability. Create your organization's masterpiece by expanding its understanding, awareness and support of diversity. Lucretia Coleman will speak on Diversity and Inclusion and how it is more than just being invited to the party. It's asking the wallflower to dance and watching her bloom as she dances like nobody's watching!

\$26 per Attendee (prepaid by 9/19); \$32 per Attendee (invoiced or after 9/19)

Co-Sponsor: Keystone Villa at Douglassville

New Date!

Tues., Sept. 25

5-7 PM

Brews and Choo Choo

Colebrookdale Railroad, 64 S. Washington St., Boyertown 19512

Join LEYP at the Colebrookdale Railroad for a fun evening out! We will have a stationary tour of the train cars and enjoying free food and beverages. There will also be free alcohol courtesy of The Other Farm Brewing Company for your enjoyment!

No Charge; LEYP Members Only; Reservation Required

SAVE THE DATES

Mon., Oct. 1

5:30 – 7:30 PM

College Fair

Coventry Mall, 351 W. Schuylkill Rd., Pottstown 19465

Universities, Colleges, and other institutions of higher education will be coming together at the Coventry Mall for the 2018 College Fair. Bring your student to learn more of what these great places have to offer!

Free to attend and open to the public!

Thurs., Oct. 4

7-9 AM

Membership Breakfast – Sales Training

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

For over 30 years John Whitehall has led and coached high performing, winning sales organizations of all sizes in a variety of industries. He has worked with CEO's, business owners and sales leaders who rely on their salesforce to expand the customer base and consistently generate profitable sales... but find that their salespeople are not always up to the task. By helping the salesforce reorganize its sales process around a defined set of activities and specific, measurable benchmarks, they have been able to identify, qualify, and close high-quality opportunities more quickly, profitably, and consistently, even in markets where there are larger, more established firms.

\$26 per Member (prepaid by 9/27); \$32 per Member (invoiced or after 9/27); \$50 per non-member

Sponsor: TriCounty Community Network

Additional Business Development Opportunities Available

Weds., Oct. 24

11:30 AM – 1 PM

WOW Luncheon

Bally Spring Inn, 90 Airport Rd., Barto 19504

Coach Mindy Lee-Lipsky will be talking about DISC and how you can better communicate to individuals once you understand their natural disposition. Mindy has been speaking for over 20 years and has an amazing perspective on how to communicate with each unique individual.

\$26 per Attendee (prepaid by 10/17); \$32 per Attendee (invoiced or after 10/17)

Business Development Opportunities Available

Thurs., Oct. 18

4-6 PM

Business Spotlight

Keller Williams Realty Group, 542 N. Lewis Rd., Limerick 19468

Come mix it up with the Keller Williams Realty Group! Office tours will be available throughout the evening along with some amazing food and beverage being offered. Come find out why Entrepreneur magazine recently ranked Keller Williams as the No. 1 real estate franchise.

Sponsored by: Keller Williams Realty Group

Members Only; Registration Appreciated; \$5 per Member will be charged at registration – you will receive your \$5 back when you check in at the event.

Weds., Oct. 31

5-7 PM

Pack & Pub

New York Plaza Building (below Connections on High), 238 E. High St., Pottstown 19464

We are working with Operation Backpack to stuff backpacks for children in the area. Some children need a little helping hand from others and we can help provide them with that. So, come out to stuff backpacks for the community followed by a trip to the local PUB (Pottstown United Brewing) on High St.

No Charge; LEYP Members Only; Reservation Required

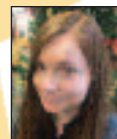
ShowBiz Community Expo

Tuesday, November 6 at the Coventry Mall!

See ad on page 43 for more information!

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.

THANK YOU FOR YOUR VOLUNTARY CONTRIBUTIONS

Voluntary Contributors invest in the Chamber monetarily above their membership fee enabling the Chamber to offer additional services and benefits to all of our Members. The Chamber would like to thank the following Members for their contributions:

- 422 Business Center
- AAA East Central
- Allegheny East Conference of Seventh-Day Adventists
- ARCpoint Labs of Limerick
- Artemis Design, Inc.
- Barbara A. Akins, CPA
- Bause Catered Events
- Berks Career and Technology Center
- Berks County Abstract Company
- The Body-Borneman Companies
- Borough of Pottstown
- Boyertown Area Multi-Service, Inc.
- Boyertown Area School District
- Carousel at Pottstown
- CEI – Douglassville, Inc.
- Ches-Mont Carpet One
- Chester County Food Bank
- Chestnut Knoll
- Citadel Federal Credit Union
- Clark Industrial Supply
- CODY Systems
- Colebrookdale Railroad Preservation Trust
- Columbia Boiler Co.
- Community Health & Dental Care
- Cooney Manufacturing Co., LLC
- Coventry Mall
- Creative Health Services, Inc.
- D.G. March and Associates/Enviromat Company, Inc.
- David McSurdy D.M.D. Orthodontist
- Decorating Den Interiors
- eb Logix, Inc.
- Excel Collision Repair & Paint Specialists, Inc.
- Exelon Nuclear
- First National Bank
- First Priority Bank
- Frederick Living
- Fulton Bank
- Gatsby's at the SunnyBrook Ballroom
- Gilmore & Associates, Inc.
- Graber Letterin' Sign Co.
- Greater Pottstown Tennis Association
- H & H Systems, Inc.
- HealthSouth Reading Rehabilitation Hospital
- Herb Real Estate, Inc.
- The Hill School
- Houck & Gofus Funeral Home, Inc.
- JC Outdoors
- John J. Cione and Co. LLC
- KenCrest EmployNet
- The Lewis Group
- Linda Jacobs Downtown Deign LLC
- Lomax Carpet & Tile Mart
- Malvern Bank, National Association
- Marion & Black, LLC
- Martin Stone Quarries, Inc.
- McCormick Chiropractic
- McDonald's – Pottstown
- Midcore Solutions
- Moyer's Catering
- Office Technologies
- Olivet Boys & Girls Club – Richard J. Ricketts Club
- PA Industrial Equipment, Inc.
- Patient First Urgent Care
- Patriot Environmental Management, LLC
- Penn Foundation, Inc.
- Pennmark Management Co., Inc.
- The Perkiomen School
- Philadelphia Premium Outlets
- Physicians Care Surgical Hospital
- Pivot Physical Therapy
- PMA Medical Specialists - Limerick
- PMA Medical Specialists - Phoenixville
- PMA Medical Specialists – Pottstown
- Pottsgrove School District
- Pottstown Area Police Athletic League
- Pottstown Area Rapid Transit, Inc. (PART)
- Pottstown Downtown Improvement District Authority (PDIDA)
- Pottstown Historical Society
- Pottstown Hospital Tower Health
- Pottstown Regional Public Library
- Pottstown Roller Mills, Inc.
- Reading Eagle Company
- Reading Site Contractors
- Rhoads Limousine Service, Inc.
- RiverCrest Golf Club & Preserve
- Rutter Roofing
- Sanatoga Water Conditioning, Inc.
- Santander Arena & Performing Arts Center
- Sawchuk's Garage, Inc.
- Scott A. Weller Carpentry & Cabinets, Inc. dba Solar by Weller
- Sealstrip Corporation
- Smales Printery
- Staples, Inc. #0329
- The Swamp Door Antiques & Curiosities, LLC
- Tornetta Realty Corp.
- Translogistics, Inc.
- TriCounty Active Adult Center
- Twin County Construction Co., LLC
- The Twin Turrets Inn
- Ultraflex Systems, Inc.
- The Victory Bank
- Visiting Angels
- Wellness Council of Boyertown
- Wells, Hoffman, Holloway & Medvesky, LLC
- West Pottsgrove Township
- Wheels In Motion
- Wrigley's Business Products and Services
- Yergey, Daylor, Allebach, Scheffey, Picardi
- Yucha Medical Pain Management & Chiropractic Rehabilitation

Leadership

TRI-COUNTY



"As a graduate of the Leadership Tri-County class of 2016, I am honored to help develop the understanding of the incredible resources we have in our communities and assist in empowering the leaders within each Leadership Tri-County participant to serve our non-profit and community organizations. I am very excited to lead and share in the rewarding journey that the Class of 2019 will soon experience." – Jennifer O'Donnell

The Leadership Tri-County program, a professional development opportunity, facilitated through the TriCounty Area Chamber of Commerce Foundation, Inc., will begin its 18th class in September of 2018.

CONFIRMED SPONSORS TO DATE:

EXECUTIVE SPONSORS



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



A little more about Jennifer O'Donnell, Leadership Tri-County Director...

Jennifer began working with the TriCounty Area Chamber of Commerce in January of 2015 when she was hired as our Member Relations Director. In 2017, Jennifer took on the role of Leadership Tri-County Director and her first class graduated in June. In addition to being a graduate of the Leadership Tri-County program Class of 2016, she joined the newly formed Leadership Tri-County Advisory Board last year.

Jennifer recently graduated from the Institute for Organization Management (IOM) program. Awarded to all graduates of the Institute program, the IOM Graduate Recognition signifies the individual's completion of 96 hours of course instruction in nonprofit management. In addition, participants can earn credit hours toward the Certified Chamber Executive (CCE) or Certified Association Executive (CAE) certifications. Nearly 1,000 individuals attend Institute annually.

Since its commencement in 1921, the Institute program has been educating tens of thousands of association, chamber, and other nonprofit leaders on how to build stronger organizations, better serve their members and become strong business advocates. Institute's curriculum consists of four weeklong sessions at five different university locations throughout the country. Through a combination of required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership, Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.

Institute for Organization Management is the professional development program of the U.S. Chamber of Commerce Foundation. It is the premier nonprofit professional development program for association and chamber professionals, fostering individual growth through interactive learning and networking opportunities.

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



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

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

Year at a Glance Wine and Cheese Event



L to R: Melissa Shainline, TriCounty Area Chamber of Commerce; Daniel Price, MOSAIC Community Land Trust; Dr. Kevin Pollock and Dr. David DiMattio, Montgomery County Community College; Joshua Petruskas, Wrigley's Business Products & Services; and Takish Mundy, Montgomery County Community College.

Thank you to Montgomery County Community College (MCCC) for allowing LEYP to host our Year at a Glance Wine and Cheese event in August. We were very fortunate to have Dr. David DiMattio, Vice President of Workforce Development and Continuing Education and Dr. Kevin Pollock, College President, of MCCC stop by to show their support of the program!

**Event was
sponsored by:**



Brews and Choo Choo

Tuesday, September 25, 5 – 7 PM

Colebrookdale Railroad, 64 South Washington, Boyertown 19512
Food and Drinks provided

Pack & Pub

Wednesday, October 31, 5 – 7 PM

Operation Backpack, 238 E. High St., Bottom Floor, Pottstown 19464
After packing, we will head over to the PUB (Cash Bar)

Professional Development

Wednesday, November 14, 11:30 AM – 1 PM

Chamber Office, 152 E. High St., Suite 360, Pottstown 19464
Jenna Armato, 15 Laws of Growth

Holiday Party

Thursday, December 6, 5 – 7 PM

Red Horse Motoring Club, 132 E. 3rd St., Pottstown 19464
Admission: Bring a toy for our drive!

Manatawny Networking Event



PDIDA 5K Run Event



CREATING CONNECTIONS

Mark your calendar for
2018 WOW Luncheons

Luncheons are held from 11:30 AM–1 PM and are typically \$26 per attendee (prepaid) & \$32 per attendee, invoiced or after prepaid date

September WOW Luncheon
Wednesday, September 26

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

Lucretia Coleman–Diversity & Inclusion

Sponsored by: **Keystone Villa at Douglassville; Tompkins VIST Bank**

October WOW Luncheon
Wednesday, October 24

Bally Spring Inn
90 Airport Rd., Barto 19504

Mindy Lee-Lipsky–DISC Assessments

Business Development Opportunities Available

TRICOUNTY AREA CHAMBER OF COMMERCE

December WOW Luncheon
Tuesday, December 18

Carousel at Pottstown
30 West King Street, Pottstown 19464

Holiday Networking Opportunity

Business Development Opportunities Available

To register for upcoming WOW Luncheons –
log on to **Members Only**; go to tricountyareachamber.com; call
610.326.2900; or email tarra@tricountyareachamber.com.



CONFERENCE ROOM AVAILABLE

No space to hold a seminar, meeting, or training?

Work out of your home and need a professional location to meet clients?

Save time, save money with conference room space!

The Chamber's conference room is **free** for our Members to use - we are located near local restaurants that deliver, have a small kitchen on site, and have many items available to help you set up for a presentation including:

- **LCD Projector**
- **White Boards**
- **Wi-Fi**
- **Multiple Phone Jacks**
- **And more!**

The Chamber will set up the layout and amount of space you need – use one room (approximately 8 people); two rooms (9-20); or all three conference rooms (20+).

Contact Melissa at 610.326.2900 or
melissa@tricountyareachamber.com for
conference room/deck availability.



Save the Date!

ECONOMIC DEVELOPMENT LUNCHEON

November 13, 2018 • 11:30 AM - 1:30 PM

RiverCrest Golf Club



MAKING A DIFFERENCE IS WHAT WE DO!

TDM ADVOCATES EMERGE TO FIGHT REGION'S TRAFFIC CONGESTION!

With a daytime population of close to 600,000 people, which is larger than the size of Pittsburgh and Miami, commuters within the Greater Philadelphia region experience congestion daily. GVF, a non-profit regional transportation association, partners with local private and public sectors to combat the extreme congestion through Transportation Demand Management (TDM).



Transportation Demand Management (TDM) are strategies that aim to reduce congestion, improve the environment and quality of life. Examples of TDM strategies include: multimodal transportation options, adequate infrastructure for sustainable multimodal transportation and commuter incentives and benefits. With the growing rates of congestion within the region TDM needs to be a priority with employers, employees, townships and communities.

Through GVF's annual TDM Advocate program organizations are encouraged and recognized for their commitment towards

implementing programs that promote commuting alternatives and alleviate congestion for their employees and the community.

GVF helps their partners to do this by working year-round to develop programs and incorporate TDM and/or sustainability initiatives into their work environment. This could be installing and maintaining bike racks or other storage for bicycles, implementing flex-time or telework programs, or ensuring the office has access to a bus stop or train station.

On Monday, September 10, GVF will host its 8th annual TDM Breakfast. Tamala

Edwards, 6abc Action News anchor, will serve as the master of ceremonies, recognizing 40 organizations as TDM Advocates. These organizations represented over 159,210 employees. Some of the organizations that are set to be recognized include Vanguard, GlaxoSmithKline, Lower Merion Township, Saint Joseph's University, Montgomery and Chester County.

The need for Transportation Demand Management (or TDM) will continue to grow as traffic and carbon admissions increase. Due to innovation, new transportation options will become available in the future which could help or hurt commute time and expenses. TDM will be there to help guide us through those changes and share alternative ways to commute no matter what the future holds.

To learn the TDM Breakfast visit: www.gvftma.com/events.

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

PRO BUSINESS COUNCIL

Next Pro Business Council meeting is on Monday, September 17, 10 AM at the Chamber Office.

Interested in attending? Contact Eileen at 610.326.2900 to let her know you will be there!

Advocacy Sponsor:



SHOWBIZ 2018

COMMUNITY EXPO

Local Vendors

Entertainment

Fun Activities for Everyone

NOVEMBER 6TH
5:30-7:30 pm
COVENTRY MALL

Sponsored By:

To reserve your table at the expo, call 610.326.2900
Vendor fee 150.00

Tricountyareachamber.com

MAKING A DIFFERENCE IS WHAT WE DO!

RIBBON CUTTINGS



**CEDARVILLE
Engineering Group,
LLC, 159 East High Street,
Suite 500, Pottstown, PA
19464**

**Community Health &
Dental Care, 351 West
Schuylkill Road, Pottstown, PA
19465**



**Piano Studio,
9 South Washington
Street, Boyertown,
PA 19512**

Celebrate your new business or new location by hosting a Ribbon Cutting/Grand Opening. The TriCounty Area Chamber of Commerce provides this complimentary service to ALL businesses in the tri-county region.

For more details or to schedule your Ribbon Cutting, please contact Tarra James, Events & Marketing Director, at 610.326.2900 or tarra@tricountyareachamber.com.



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, President & CEO,
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 Levensgood, Everything Printing

Rick Libra, Exelon

Eric Phillips, Dana Incorporated

Greg Richardson, Traffic Planning and Design, Inc.

Elaine Schaeffer, Schuylkill River Greenways
National Heritage Area

Dr. William Shirk, Pottsgrove School District

Michael Stevens, BB&T

Frank Strunk, Tompkins VIST Bank

Refresh



REFRESH FRIDAY - JULY

Three individuals shared tips and tricks to help grow your network to the best of your ability at the Refresh on July 27. Special thanks to our presenters: **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.

NEXT REFRESH SEMINAR:
Friday, September 21, 8:30 – 10 AM,
"Communication & Connections"

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.

• **Medical Office Administration**

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.

• **Barry Isett & Associates, Inc.** –
Mid-Level Geotechnical Engineer

• **Lindt Chocolate** – Sales Associate

• **YWCA Tri-County Area** – Early Education
Lead Teacher

MAKING A DIFFERENCE IS WHAT WE DO!

TAX & ESTATE PLANNING CHARITABLE & GIFTING STRATEGIES



By Christine Messmer, M.S.F., CFP®

The Tax Cuts and Jobs Act passed in December 2017 preserved tax benefits associated with charitable giving to qualified charities.

Common charitable organizations include:

- ☐ Religious - church or other affiliations
- ☐ Charitable - hospitals, Alzheimer's association, Multiple Sclerosis Foundation, etc..
- ☐ Education - private high school, college or university
- ☐ Scientific - medical research, such as the Cancer Research Institute, etc..
- ☐ Veterans - Wounded Warrior Project, Hope for the Warriors, etc..
- ☐ Some Fraternal orders - such as, The Fraternal Order of Eagles Charity Foundation
- ☐ Volunteer Fire Departments & Civil Defense organizations

Outright gifts made by credit card or check generally provide an immediate tax deduction. Keep records of all donations and especially cash and non-cash donations.

Planned giving allows a person to make larger gifts, for example, a donation of highly appreciated stock held longer than one year. A good way to donate stock is to give it to a donor-advised fund at a brokerage firm, mutual fund or community foundation. This allows you to take the charitable deduction when you give the shares and provides an unlimited time to determine which charities to support. Some people who no longer need life insurance for heirs may give gifts of life insurance by

naming a charity or more than one charity as beneficiary.

Certain charitable trusts may be established to benefit a donor, a donor's heirs and a charitable organization. A charitable trust is irrevocable and allows donor to set aside assets for charitable purposes depending on priorities with respect to estate planning, tax planning and philanthropic objectives. If setting up a charitable trust is of interest, be sure to discuss with your financial, tax and legal advisors to determine the feasibility and appropriateness of a charitable trust for you.

Sometimes people ask if gifts to family or others are tax deductible. The answer is "no" to gifts to anyone other than a qualified charity. However, some people give annual gifts to family and others because they wish to reduce their estate while also helping their loved ones during their lifetime. In 2018, every person may give up to \$15,000 per recipient as a gift. A husband and wife can double the gift for each recipient without incurring any gift tax. In 2018, the gift tax exclusion amount per person is \$11,200,000, so gift tax probably is not an issue for most people. For further information about Gift Taxes, refer to Publication 559 at www.irs.gov.

(Continued on page 46)

CORE ELEMENTS

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

STEP 1 SELECT YOUR SPACE

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

STEP 2 CHOOSE YOUR COLOR STORY

Professionally-designed, mix and match color schemes suit your space, your style and one another!

STEP 3 PICK YOUR PRODUCTS

We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

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

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422
610-495-6211
www.chesmontcarpetone.com
LIC# PA0081672

REFERENCES AVAILABLE

DE MEDIO'S

BUILDING MAINTENANCE

25+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com

TAKE A FRESH APPROACH TO YOUR FINANCIAL FUTURE

Chris Messmer, MSF, CFP®

610-489-7925

Comprehensive Financial Planning

- Retirement Planning
- Investment Management
- Cash Flow & Risk Management
- Wealth Accumulation
- Tax & Estate Planning

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

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

101 Oak Street, Collegeville, PA 19426



America's Choice in Homecare.
VisitingAngels®
 LIVING ASSISTANCE SERVICES

Experienced Local Senior Care for Total Peace of Mind

- Bathing and Dressing Assistance
- Grooming
- Assistance with Walking
- Medication Reminders
- Errands Shopping
- Meal Preparation
- Light Housekeeping
- Friendly Companionship
- Flexible Hourly Care
- Respite Care for Families Live-in Care

Each Visiting Angels agency is independently owned and operated.

610.906.1924 www.VisitingAngels.com/Pottstown



CHARITABLE & GIFTING STRATEGIES

(Continued from page 45)

Some people use a gifting strategy to reduce Federal taxable income by donating IRA distributions directly to a charity or to more than one charity. By doing so, the distribution is not recognized as taxable income in the year of the donation, and there is no tax deduction for the contribution. Up to \$100,000 per year may be gifted through an IRA distribution.

Some people may drive their vehicle for a charitable purpose. In doing so, the standard tax deduction for use of your

vehicle this year is 0.14 cents per mile in service of charitable organizations. Keep good records of this activity and consult your tax advisor with any specific questions.

Many people love to give to qualified charities to meet their philanthropic goals. Fortunately, the tax benefits associated with charitable giving have been preserved through the Tax Cuts and Jobs Act of 2017. Many people also love to provide gifts to their family members in their lifetime. In either case, it is a wonderful thing to be a position to give of your resources and to see others benefit from your generosity.

**WE MIND
YOUR
BUSINESS.**

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

WSFS bank
We Stand For Service®

WSFSBANK.COM / 1.888.WSFSBANK

©2018 Wilmington Savings Fund Society, FSB
 Member FDIC | NMLS #417573

A Honey Dipper
 SEPTIC SERVICE
 J. Brehm, Inc.



Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com

BIG CHANGES TO WORKERS' COMPENSATION SUBROGATION



LEGAL PERSPECTIVES

By Levi S. Wolf, Esquire, Wolf, Baldwin & Associates, P.C.

On June 19, 2018, the Pennsylvania Supreme Court issued a decision which significantly changed the landscape of the interaction between personal injury and workers' compensation claims. Personal injury attorneys and injured workers should know about the decision and its implications.

The case, *Whitmoyer v. W.C.A.B. (Mountain Country Meats)*, 52 MAP 2017, 2018 WL 3031903 (Pa. June 19, 2018), now stands for the proposition that workers' compensation insurance carriers may not seek reimbursement for future medical expenses from the claimant's balance of a personal injury recovery. Some background discussion is appropriate for context.

Most people know that injured workers are barred from suing their employers in the event of a workplace injury, even if the injury is caused by the employer's negligence. Workers' compensation law is a shield to most such claims. However, work injuries are frequently caused by entities other than the injured worker's employer. These so-called "third party claims" are essentially personal injury lawsuits brought by the injured worker (the first party) against a wrongdoer (the third party) who is not the injured worker's employer (the second party). The injured worker must, in this type of case, prove

that the third party was negligent. But since the worker also suffered a work injury, workers' compensation benefits are payable. The *Whitmoyer* case speaks to how the workers' compensation carrier must be paid back out of a plaintiff's recovery from a negligent third party.

Workers' compensation, in general, only pays wage loss benefits and medical benefits to or on behalf of injured workers. Damages are limited; this is part of the essential "grand bargain" of workers' compensation law. Injured workers do not have to prove negligence to receive payment for wage loss and medical treatment, and in return they give up their rights to sue their employers for negligence. In contrast, plaintiffs suing negligent third parties are entitled not only to claim wage loss and medical expenses as damages, but also pain and suffering. Thus, personal injury recoveries can be significantly higher than what a workers' compensation carrier might pay for an injured worker's claim.

(Continued on page 48)

Congratulations on Boyertown's 150

ALL COUNTY & ASSOCIATES

Land Surveying • Civil Engineering • Environmental Permitting

BE SURE TO ASK THESE IMPORTANT QUESTIONS!

How Do I know if I need a Building Permit Plan?
What does the typical Building Permit Plan consist of?
What grading or elevation needs to be shown?

What other Agencies will be involved?
How long of a process is this?
How much does a Building Permit Plan cost?

Where do I find the help I need to get a Building Permit Plan done? You need to look no further than All County & Associates, Inc. (ACA). ACA is a professional Land Surveying, Civil Engineering and Environmental Permitting firm located in southeastern Pennsylvania ready to serve your Building Permit needs. Our experienced staff works throughout Pennsylvania and has done so since our inception in 1992. As a full service company, ACA has the knowledge and experience to make your goals become a reality.

We offer many other services, including:

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

Building Permit Plans... The Maze.

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

BE SURE TO ASK THESE IMPORTANT QUESTIONS!

Are you buying a house served by a septic system?
What type of Septic System do I have?
Where are the components of my Septic System located?
What is a septic tank?

What is a drainfield?
Should the septic system be inspected?
How much does an On-Site Sewage Disposal System Inspection cost?

Where do I find the help I need to get an On-Site Sewage Disposal System Inspection done? You need to look no further than All County & Associates, Inc. (ACA). ACA is a professional Land Surveying, Civil Engineering and Environmental Permitting firm located in southeastern Pennsylvania ready to serve your On-site Sewage Disposal System Inspection needs. Our experienced staff performs inspections throughout eastern Pennsylvania and has done so since our inception in 1992. As a full service company, ACA has the knowledge and experience to make your goals become a reality.

We offer many other services, including:

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

Land Surveying • Civil Engineering • Environmental Permitting

www.all-county-assoc.com

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

P.O. Box 472, St. Peters, PA 19479 • 610-468-3638 • fax: 610-468-6385

610-687-6766 • fax: 610-687-6787

We make it EASY to talk with a lawyer.

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

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

Your Local Lawyers for over 40 years

www.wolfbaldwin.com

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

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

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

ATTORNEYS-AT-LAW

Web Design & Development, Social Media

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

Business Applications, Process Automation

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

Best in class computer support/IT services

for small and medium businesses

Call us for a FREE Network Audit/Consultation
Outstanding Service • Knowledge & Experience • Proven Track Record
Microsoft technologies (Exchange, SharePoint, Microsoft Office 365) – Cloud Services



VALLEY FORGE
& MONTGOMERY COUNTY, PA

BECOME A MEMBER

GET LISTED IN THE
2019 OFFICIAL
VISITORS GUIDE

TO VALLEY FORGE
& MONTGOMERY COUNTY, PA



DEADLINE APPROACHING SOON!

150,000 GUIDES PRINTED

IN MARKET JANUARY-DECEMBER 2019

Available Online and at:

- VALLEY FORGE NATIONAL HISTORICAL PARK
- MONTGOMERY COUNTY HOTELS
- PA CONVENTION CENTER
- PHL AIRPORT
- PA TURNPIKE REST STOPS
- LOCAL BUSINESSES AND MORE!

ADVERTISING OPPORTUNITIES

JUSTINE GARBARINO

Business Development Manager

610.834.7999 | garbarino@valleyforge.org

Ad commitment: 10/1

Ad materials deadline: 10/15

MEMBERSHIP OPPORTUNITIES

DEBBIE REPAS

Membership Sales Manager

610.834.7961 | repas@valleyforge.org

Member listings update deadline: 9/24



VALLEYFORGE.ORG/MEMBERS

FOR ALL YOUR MEDICAL & SURGICAL DERMATOLOGY NEEDS

Immediate Appointments ~ Online Appointment Scheduling
Most Insurances Accepted ~ Board Certified Dermatologists



Servicing All Your Skincare Needs:

Skin Cancer
Melanoma
Acne
Psoriasis
Rosacea
Warts

Skin Infections
Eczema
Evaluation of Skin Growths
Wound Care
Full Body Skin Exams
Hair & Nails

MULTIPLE LOCATIONS IN BERKS, MONTGOMERY,
BUCKS AND LEHIGH COUNTIES

WWW.PADERMPARTNERS.COM 610.288.2908

LEGAL PERSPECTIVES

(Continued from page 47)

However, the injured worker does not get to keep the whole recovery – the Workers' Compensation Act provides for the absolute right of subrogation. Basically this means that the workers' compensation carrier which has paid out money for the work injury is entitled to be repaid out of any money recovered by the injured worker from the negligent third party. We say that the workers' compensation carrier's right to be reimbursed is subrogated to the injured worker's right to recover damaged from the negligent third party.

When a personal injury recovery comes into the hands of the plaintiff, by verdict or settlement, and the workers' compensation carrier has paid wage loss and medical benefits for the same injury, the plaintiff must pay back workers' compensation to take care of this subrogation interest. If the personal injury recovery is larger than the amount of money paid by the workers' compensation carrier for wage loss and medical benefits up to the date on which the personal injury recovery is received, we say that the plaintiff has a "balance of recovery." In the past, the law was unclear on whether the balance of recovery would have to be

used to continue to repay workers' compensation as long as workers' compensation was continuing to pay the injured worker for ongoing wage loss and medical treatment.

Most workers' compensation insurance carriers took the position that if there was a balance of recovery in excess of the subrogation lien to the date of the recovery, the excess would still have to be used to pay back the workers' compensation carrier for the ongoing payments of wage loss and medical expenses received by the injured worker. The mechanics of that repayment are too complicated to get into in this article, but over the years a Third Party Settlement Agreement form became the accepted method for figuring out this repayment schedule. The Pennsylvania Supreme Court in the *Whitmoyer* case interpreted the Workers' Compensation Act to mean that only future installments of wage loss benefits, not medical treatment, could be reimbursable to the workers' compensation carrier if there was an excess balance of recovery.

(Continued on page 50)

IS YOUR ADVISOR A FIDUCIARY?

Advantages of working with a Fiduciary



**By Jay Kemmerer, CEO,
Berkshire Advisors, Inc.
a Registered Investment Advisor**

Prior to President Trump, under the Obama Administration, the Department of Labor (DOL) had put forth "The Fiduciary Rule" which addressed the standard of care that a licensed financial advisor is supposed to uphold for their retirement plan clients. A fiduciary standard means that the advisor is always required to act in the client's best interests, whereas a suitability standard for commission-based advisors states that the advisor must only offer suitable or reasonable advice.

The rule would have required all financial advisor professionals who work with retirement plans or provide retirement planning advice, must act as a fiduciary. The rule would also have demanded significant changes to the way commission only advisors did business. It would have forced brokers to address conflicts of interest, hidden fees and high commission compensation relating to their advice on retirement plans such as IRA's and 401K's.

The rule's applied date was revised to June 9, 2017, with a transition period that would run through January 1, 2018 to allow for Broker Dealer compliance. Full compliance for the rule was scheduled for July 1, 2019. However, on

March 15, 2018 the 5th Circuit Court of Appeals ruled the Fiduciary Rule was unreasonable and that implementation of the rule would be "an arbitrary and capricious exercise of administrative power". The DOL has since stepped aside and turned over the initiative to the Securities Exchange Commission (SEC). As of now, the SEC is seeking to propose a fiduciary standard for all forms of financial advice, not just for retirement accounts. So, what does this mean for investors? It signals that investors looking to engage a financial professional need to ask some important questions. (1) Do I understand all the fees I am paying to my broker? (2) Are they a fiduciary and fee-based advisor? (3) How are they compensated and how much is their compensation? (4) Is their advice held to a "Fiduciary Standard" and "ALWAYS" in my best interest?

For investors, working with a fiduciary means that their advisor has undergone additional licensing and annual registration and disclosure requirements. They are stewards of their client's money and entrusted to ALWAYS put their client's needs first and foremost. Trust, Transparency and Freedom to do the right thing at all times, regardless if it's an IRA, regular investment account, an estate plan or a business's 401K plan design.

*Berkshire Advisors, Inc. is a Registered Investment Advisor & Fiduciary.
Location: 2240 Ridgewood Road, Wyomissing, Pa 19610; 610.376.6970;
www.berkshireadvisors.net.

It's IRA Renewal Time!!

**Before you renew or rollover
your current IRA, call us to get
the most competitive options
available to you today.**

**Guaranteed options
and rates available!**



**www.berkshireadvisors.net
610-376-6970 1-800-566-4325**

**We are Fiduciaries: Trust, Transparency &
ALWAYS putting our client needs FIRST!*

KeyBank

Use the red key.®



**You work hard
for your customers.
Here's a rate that will
work hard for you.**

Key Business Gold Money Market Savings® Account¹

2.00%
Variable
APY²

For balances of
\$25,000 - \$1,999,999.99

Offer available only for new accounts — Offer subject to change at any time.

The Key Business Gold Money Market Savings® Account is perfect for businesses that maintain higher balances. You also get easy access to your funds through your checkbook, along with our other mobile, online, branch, and ATM channels. And now you'll get our best rate on your account balance.

Minimum opening deposit of \$25,000 from funds not currently on deposit with KeyBank or its affiliates is required.

Note: Please see the complete Business Savings Account Fees and Disclosures for the Key Business Gold Money Market Savings Account.

Get started.

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

KeyBank
Use the red key.®

It is important to note that there could be more than one interest rate balance tier earning interest at the same interest rate.

¹ To avoid a monthly Maintenance Service Charge of \$15 you must maintain a \$25,000 minimum daily balance in a Key Business Gold Money Market Savings Account AND you must have or open a Key Business Reward Checking® Account.

² The Interest Rates quoted and corresponding Annual Percentage Yields (APY) are those which were in effect on the day the Account was opened provided balance and checking account requirements are met or an inquiry was made as specified above. The applicable Interest Rate applies to the entire balance in the Account. Rates are guaranteed only to the extent specified in this disclosure and in the Business Savings Account Fees and Disclosures.

All interest rates and annual percentage yields (APYs) are accurate as of 8/18/18 and are subject to change without notice. Fees may reduce the earnings on this account.

Offer is available only to businesses, and only one new account per business at this rate.

Offer available ONLY in the Philadelphia Market.

If you currently have a Key Business Gold Money Market Savings Account, you would have to open another Key Business Gold Money Market Savings Account and meet the requirements to be eligible for the Interest Rate.

©2018 KeyCorp. KeyBank is Member FDIC. 180307-388091.01



THE BEST OF BOTH WORLDS.

IT'S HOW WE'RE IMPROVING COMMERCIAL BANKING.

Lending. Cash Management. Merchant Services. Robust online banking and reporting. These are the kinds of services you expect from a commercial bank. But at Fulton Bank, we also provide the one-to-one, dedicated personal service you'd expect from a local bank.

That means one name, one number, one responsive point of contact for your company. Plus, the advantages of local decision making.

Smart solutions. Community bank service. For companies like yours, it all adds up to a world of difference.

CALL ME TODAY!



Michele Richards
Market Executive
610-898-8313

Fulton Bank

1.800.FULTON.4 | fultonbank.com



Fulton Bank, N.A. Member FDIC. Loans are subject to credit approval.

Powerful.



Payroll processing and business solutions
almost as powerful as your morning coffee.

COMPLETE SUPPORT FOR
**YOUR SMALL
BUSINESS**

- Powerful payroll processing & support
- Pay-as-you-go workers compensation insurance
- Full control with online access and mobile apps
- Effective time and attendance solutions
- Complete Human Resources support

express
DATA SYSTEMS, INC.

EXPRESSDATASYS.COM | 610.495.7166

LEGAL PERSPECTIVES

(Continued from page 48)

Prior to *Whitmoyer*, it was accepted practice that a claimant receiving ongoing workers' compensation benefits after a personal injury recovery would have to pay a portion of his or her own wage loss and medical treatment going forward into the future to account for the future subrogation rights of the workers' compensation carrier. Now, *Whitmoyer* has made it clear that the workers' compensation carrier must pay for one hundred percent of the claimant's future medical expenses even if there is a balance of recovery.

Given that it takes paragraphs and paragraphs of explanation to even lay out the most basic concepts of subrogation, diving deeper into these issues in this article would require several more pages. Moreover, each claimant's situation is fact-specific, and should be evaluated by a certified specialist workers' compensation lawyer to give the best opportunity for an optimal outcome. The Supreme Court did not give any guidance on how existing cases

should be handled where a claimant has been paying a percentage of her own ongoing medical expenses after an excess personal injury recovery. Is workers' compensation liable only to pay the full cost of medical expenses going forward? Is the claimant entitled to reimbursement of past medical expenses which she wrongly paid? Is the claimant somehow locked into continuing to pay a percentage of the ongoing medical expenses despite the holding of *Whitmoyer*? These questions and more will have to be answered in the coming months and years as the implications of this decision play out in the courts.

Levi S. Wolf, Esquire is the managing attorney in the Pottstown law firm of Wolf, Baldwin & Associates, P.C., practicing mainly in Montgomery, Berks, and Chester Counties. He was a member of the inaugural class of attorneys who were certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. He can be reached at 610.323.7436, or by e-mail to LWolf@wolfbaldwin.com.

SIX GREAT OPPORTUNITIES TO USE AN OFFICE MOVE TO CATAPULT YEAR END GROWTH



THE GOOD LIFE

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

By now, the kids are back in school, Summer vacations are over, and you have four months to make your business shine to the end of the year. We here at Goodlife just moved our offices, which vastly disrupted business for most of the Summer. On the other hand, our move provided some great catalysts for building business through the end of the year. Using the new positive energy and progress people perceive through our beautiful remodeled building, we have opportunities to remind and reinforce what great partners we are in helping with your financial life.

Here's a list of the six catalysts I've been working on to propel my business through the end of the year. Even if you are not moving, you may find a few ideas that could work for you.

Scheduled a 'Sneak Peak' Open House — Before the landscaping arrived, the parking lot lines painted, and the installation of signage, I scheduled a sneak peek for my clients and business-owner friends to see and mingle among themselves throughout the evening. I believe they appreciated being the first group into the building and it provided us with a great dry run for the Grand Opening on September 13th. Hint, this is an invite. Stop in on September 13 and you'll be amazed how we're using our space to help the community.

Checked in with my clients — The move is a great excuse to call many clients to announce the move, introduce my

newest team member, invite them in for a financial review and offer them a 'private' tour of our new building. Many clients came into the office and we uncovered ways to improve their retirement readiness.

Cleaned up my mailing/emailing list — It's been a couple years since I regularly scheduled and invited my small business clients and friends to meet other like-minded people looking for prospects, clients, and other ways to work together. Since we mail our clients, we uncovered addresses that were wrong in parts of our back-end system. When we emailed for the event, we scrutinized through our email list to remove people who moved, changed company names, or otherwise changed email addresses. We also added people we recently met who would appreciate invitations to networking events.

(Continued on page 53)

Stay Connected for only

99¢

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

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

610-371-5122

READING EAGLE

COVENTRY MALL

Your Mall for

50 YEARS

...Moving Forward

Coming Soon!

Weight Watchers

www.Coventry-Mall.com

Mall Hours: Mon. - Sat. 10-9 • Sunday 11-6 • Some stores will vary

OWNER - OPERATED

OVER 42 YEARS' EXPERIENCE

EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132

embodyssunoco.com

• STATE INSPECTION

• AIR-CONDITIONING SERVICE

• GENERAL REPAIRS

• PA EMISSIONS TESTING



*Do you suffer with
headaches?*

Have trouble sleeping?

Dislike your CPAP?

Did you know that headaches, migraines, insomnia, snoring and teeth grinding may have something in common....

A compromised or closed airway while sleeping.

Research has shown an association between Sleep Apnea, airway issues, and Temporomandibular (Jaw) Joint issues.

Dr. Tammy Balatgek has focused her practice solely on the treatment of TMJ and Sleep Breathing Disorders. If you or a loved one is suffering from chronic headaches, migraines, insomnia, restless sleep, chronic fatigue, grinding or clenching of teeth, call us today for an exam with immediate diagnosis and treatment options.



**1-888-TMJ-SLEEP
610-796-2835**

**CENTER FOR TMJ
& SLEEP DISORDERS, LLC**
Tammy Balatgek, DDS, MS

2433 Morgantown Rd. Suite 200 (Route 10), Reading, PA 19607

WWW.TMJSLEEPCENTER.COM



Hureka Technologies Inc.

www.hurekatek.com

215.816.8300 randy@hurekatek.com



Web Design & Brand Identity



SEO



Fully Managed Services



Mobile



Machine Learning



eCommerce Solutions

MANY APPLICATIONS FOR "CHATBOT" AUTOMATED ASSISTANTS



By Randy Rowe, Hureka Technologies, Inc.

Hureka has built a new app for restaurant owners. Talking with Roopak, I hear the excitement in his voice when we discuss the new chatbot. From many conversations we've learned the average restaurant owner is having a tough go of it — miniscule margins, high rent, staff retention, spoilage and numerous challenges to keep the customer engaged and to encourage repeat customers. The new restaurant app can solve these issues. Consider it an automated service executive, with zero downtime which takes milliseconds to answer customer queries.

What's more, it's a perfect host. It greets customers, makes small talk, tells a joke to lighten any mood, delivers the menu, recites the daily specials and answers any questions regarding the food, its ingredients, nutritional value, calories, and any discounts — instantly! The app can monitor social media, immediately answering whoever is using Facebook messenger to engage the restaurant. It responds to people who visit the restaurant's website and can entertain teens who interact with it while in the restaurant chuckling at its' quirky responses. Customers can quickly make reservations, place an order and make payments on the spot. It suggests food combos, suggesting sides that increase margins and the order size.

Hurekatek.com has articles on the endless possibilities chatbots can achieve through artificial intelligence and machine learning. Chatbots used for planning, customer support, as a research assistant, sales assistant, marketing automation, and recommendations, business owners have intelligence gathering aids at their disposal, which study customer behavior more closely, data you can use to personalize the experience winning trust and loyalty.

For small business owners, short-term results are essential. The cost associated with chatbot development is minimal as compared to other investments that deliver returns similar to that of a chatbot. As you deploy the chatbot for a few months and analyze the ROI, you'll see how the chatbots pay for themselves, saving costs and bringing in new business.

It's possible to start with a basic chatbot, working merely as a lead generation tool or a customer service tool, and then add on more features based on technologies

like voice recognition, recommendation engines, predictive modeling & demand forecasting.

Hureka Technologies is here to help any business considering automated assistants. Contact randy@hurekatek.com or call 215.816.8300.

**Bathrooms, Kitchen
Floors & Backsplash,
Waterproof Laundry
Rooms, Custom
Showers and
All Ceramic,
Porcelain and
Marble Installation**

**Free Estimates
Fully Insured**

Gable

**Ceramic & Marble
Installation**

484.447.7089

gablejonathan@gmail.com



• DRAPERIES
• TOP TREATMENTS
• CELLULAR SHADES
• BLINDS & SHUTTERS
• ROMAN SHADES
• ROLLER SHADES
• CORNICES
• AND MORE!

WE DO WINDOWS

SO THAT **YOU** DON'T HAVE TO!

DECORATING DEN INTERIORS

DON'T LEAVE YOUR HOME. WE COME TO YOU! OUR EXTENSIVE PRODUCT ASSORTMENT ALLOWS US TO WORK WITH YOUR LIFESTYLE AND BUDGET.

LET'S GET STARTED! CREATING THE HOME OF YOUR DREAMS. CALL TODAY FOR A FREE INITIAL IN-HOME DESIGN CONSULTATION!

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

THE GOOD LIFE

(Continued from page 51)

Formed new strategic partnerships — In our new building, we have a huge beautiful lobby and two training rooms available for non-profit meetings, networking mixers, up to 50-person training classes and other events. Our space just begs to be used for the community of small-business owners and non-profits. I've formed alliances with Entrepreneurs' Connection so they can have a space to hold monthly mixers and meet-n-greets where both they and I will meet a multitude of new people to build our connectivity, prospect, and client lists. In addition, we'll be hosting the Business Owners Trade Alliance (BOTA) Holiday Showcase.

Learned new social media skills — For the first time, we tried Facebook Events and saw how people could respond easily even if they were not on our email list, as well as alternatively easily responding to an email invite.

Following up — For the next several weeks, I'll be following up with people who mentioned they would like to meet about their finances, chat about using our community friendly space, or just chat about working together. I'm confident new opportunities will emerge.

I am totally looking forward to the results brought about by our office move and how I can help others grow business into year end. Call me for a chat about what you can do to grow your business. You don't need to move to create a catalyst for growth.

Merra Lee Moffitt, Certified Financial Planner, is a Senior Partner at Good Life Financial Group, Shillington. First and foremost, she is a financial educator. In her 19 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 2395 Lancaster Pike, Reading, PA 19607.

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

Business Planning Have You PUZZLED?



powered by
good life

NURTURE YOUR
FINANCIAL ROOTS!
CALL MERRA LEE TODAY!

Three "Interesting" Tactics for Financial Dynamics:

- 1) Let the additional income from new projects be used for 401k, Roth or retirement plans.
- 2) Use interesting ways to help slow paying customers.
- 3) Pay off the smallest debt first.



goodlife
FINANCIAL GROUP
Merra Lee Moffitt
CFP®, AWM, CFP®
Senior Partner, Wealth Strategist

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

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

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

Trust A.Mazzo Accounting Services with



Start-Up Consulting



Payroll Services



Business
Accounting
Services



Business & Individual
Tax Preparation
& Planning

- over 30 years of experience -

Contact us today
for a consultation

A.MAZZO

ACCOUNTING SERVICES

901 Fern Avenue

Kenhorst, PA 19607

610.775.9216

amazzoaccounting@comcast.net

www.amazzoaccounting.com

STARTING A BUSINESS, WHAT YOU NEED TO CONSIDER



By Anthony Mazzo, Owner, A. Mazzo Accounting Services,
Member, Small Business Resource Association

If you're thinking of starting a business, congratulations, as this can be one of the most rewarding experiences you could ever have. However, to have a successful business there are several factors to seriously consider before taking that first step.

You should consider a team of professionals to help your business get started on the right foot. A good accountant and lawyer are critical in the beginning.

Here are a few initiatives that you want to get right... from the start.

Choosing your business entity type. The first step in setting up your business is an important one. Whether a Sole Proprietorship, a Partnership, an LLC or a Corporation, choosing the right business entity allows an entrepreneur to reduce liability exposure, minimize taxes and ensure that the business can be financed to run efficiently. "Formalizing" the business also clarifies ownership of all participants in the venture and the degree to which personal assets are at risk.

Determine the accounting method for your business. Small businesses have the choice as to how and when income and expenses are recognized and recorded. The accounting method you choose can have a big impact on your taxes and your financial picture.

Choosing how your records will be kept.

The numbers on your financial reports and tax returns need to be supported by accurate and organized records. This starts by identifying the invoices, receipts, checks and deposit slips that you have collected during the course of running your business. After you have identified and collected your documents, you now need to setup a record keeping system. This system can be as simple as your checkbook and a folder to hold your documents, or something more sophisticated such as bookkeeping software like QuickBooks, or something in between. The one that you choose will depend on the sheer number of documents your business generates.

Initially, you select your business entity, choose your accounting method and set up your record keeping system. Then you'll be able to fully pursue your passion, the reason you started your business in the first place, knowing that you created a solid foundation for growth.

Raising the Ceiling for Small Business



BY EMPOWERING SMALL BUSINESSES FOR SUCCESS

Small Business
Resource



THROUGH GUIDANCE BY EXPERIENCED, SUCCESSFUL ENTREPRENEURS

Support - Resources

Membership Benefits - Insurance Benefits

2395 Lancaster Pike Shillington, PA 19607

Gary Seibert, President 484-333-3270

gseibert@sbrassociation.org



AUTOMOTIVE SERVICES GUIDE

Red Kieffer's Auto Repairs, Inc.



*Specializing in
Mercedes-Benz since 1961!*

1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com



3111C West Ridge Pike, Sanatoga, PA 19464
(Across from Turkey Hill)

484-752-4764 • haronandsons@gmail.com

Moved in July to New Location —
Same Great People, Same Great Service!

Haron & Sons Auto Center LLC
OVER 30 YEARS EXPERIENCE

Full Service Foreign & Domestic Car & Truck Repair
PA State Safety & Emissions Inspections
Certified • Towing • Alignment



*Your Best Choice for Automotive
Maintenance and Repair Services*

732 Penn Avenue
West Reading, PA 19611

610-376-3892

www.kingsautorepairinc.com
kingsautorepair@comcast.net



24 Month/24k Mile
Warranty on Parts and Service



Free Pickup and Delivery
within 5 miles of the Shop



Free Roadside Assistance*
with any purchase over \$25.00

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

Meineke Car Care Center #2769

1109 S Hanover Street, Pottstown PA 19465

610.718.5555

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

Center Hours

M-F 7:30 AM - 6:00 PM

Sat 7:30 AM - 4:00 PM Sun Closed

meineke

Do with Me



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



TRICOUNTY AREA
CHAMBER OF COMMERCE



A TriCounty Chamber Story...

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.

**- Baran Schultz, Owner,
Schultz Technology**

I.T.'s best friend
SCHULTZ
technology

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



tricountyareachamber.com; 610.326.2900

**MEET THE DESIGN TEAM
OF INTERLACE COMMUNICATIONS**

	Alyse Mitten President alyse@gomaava.com 610-914-0142
	Kasey Gray General Manager kasey@gomaava.com 484-709-6564
	Kristen Schappell Website Designer kristen@gomaava.com 484-709-6564

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

Website Designs with Marketing in Mind!

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



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

**Interlace
Communications
& goMAaVA**

**DESIGN
MARKETING
SOLUTIONS**

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

f iciconnect t gomaava in interlace communications



HOW TO CONNECT THROUGH SOCIAL MEDIA?

Identify – Ask – Connect



MASTERING SOCIAL MEDIA

By Alyse Mitten, Connector
Interlace Communications, Inc.

It's said, it's not about what you know, it's about who you know. Your involvement in social media easily allows you to open the channels to reach out and connect to those individuals who may become an impact on the success of your business. With that said, how do you go about the strategy of connecting with these individuals?

Identify

Identify who it might be that you would like to include in your circle? Maybe you don't have a specific name of an influential person. Use the internet to do the research. Simply putting in keywords to search. The search will identify those individuals who you may want to connect with.

Next Step – LinkedIn

Go to LinkedIn and search. If you have the name of the individual you would like to link to, do a search of their name. Don't have specific name? That's ok. Keywords will once again find those individuals who you might want to reach out to.

(Continued on page 58)

JWM
Business Services

We put your marketing in motion

JWM Direct
Way Cool Email
Kinetic Web Solutions

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



www.jwmbusiness.com
610-831-9030



We Work For You...

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

FOR SALE

(ZC2264)

500 E. PHILADELPHIA AVE.
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 \$194,900



Looking for space to **LEASE?**

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

ZC1181) **301 N. Lewis Rd., Royersford**- Park Town Plaza Shopping Center located in Royersford. Retail/Office spaces. 5 spaces available, various sizes, various prices. Call for more information and showings.

ZC1182) **3319 Main St., Morgantown**- Morgantown 1st floor office space, 12x17. Approximately 200SF. Shared bathroom. \$400/Month includes heat and A/C. Lessee pays electric. Morgantown 2nd floor office space, 26x26. Approximately 676SF. 3 offices and Bath. \$900/Month includes heat, A/C and electric.

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

ZC1184) **29 E. Phila. Ave., Boyertown**- Former Boyertown Library space situated on busy East Philadelphia Ave. Almost 1900SF first floor space, ideal for retail/office. Some off street parking, call for details.

ZC1185) **101 W. 7th Street, Pennsburg**- Two Story Brick Vaneer/Redwood Vaneer. 4 office suites/various sizes. Floor plans attached. Ceramic Tile Flooring. Central Air (Heat Pump Units). Public water, sewer and gas. Tenant pays all individual suite utilities, janitorial and CAM. Call for details and price/SF. Sign on property.

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

ZC1188) **191 County Line Road, Boyertown**- 2 spaces - Can be leased separately or the entirety. One space has 200SF of office space and warehouse space. 2 overhead garage doors, 1 with a dock. The other is warehouse space with 2 overhead doors. \$3.50/SF + CAM charges.

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

FOR SALE (ZC2182) **101 N. YORK ST., POTTSTOWN**- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$20**

FOR SALE (ZC2188) **CAMP SWATARA RD., MYERSTOWN**- 112 ACRES OF PRIME DEVELOPMENT LAND. 1/8 MILE FROM I-78 AND BERKS PARK 78 AND NEW PET SMART AND DOLLAR GENERAL DISTRIBUTION WAREHOUSES. **\$3,600,000**

FOR SALE (ZC2245) **100 PORTER ROAD, POTTSTOWN LOWER POTTSBORO TWP.** 15,000SF OF OFFICE BUILDING WITH GREAT INCOME AND PLENTY OF PARKING WITHIN WALKING DISTANCE TO PMMC. CURRENTLY ALMOST FULLY OCCUPIED. CALL FOR DETAILS. **\$5,000 BONUS TO SELLING AGENT FOR AN ACCEPTABLE AGREEMENT OF SALE. HOUSE IS OFFER**

FOR SALE (ZC2257) **LOT 1 & 3 E. 2ND STREET, BOYERTOWN**- 2 LOTS ZONED UNITED INDUSTRIAL IN THE BORO OF BOYERTOWN. 1 LOT IS .85 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. **HOUSE IS OFFER**

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. **\$259,000**

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

FOR SALE (ZC2275) **LOT #5, QUARRY ROAD, DOUGLASSVILLE**- COMMERCIAL/INDUSTRIAL BUILDING LOT SITUATED IN INDUSTRIAL PARK, VERY CONVENIENT TO RTS 100, 422, 724, 682. 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 TEDIOUS WORK IS DONE. IT'S READY TO GO IF YOU ARE! **\$350,000**

FOR SALE (ZC2276) **SCHOOLHOUSE ROAD, SOUBERTON**- 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. **\$885,000**

FOR SALE (ZC2277) **535 E. HIGH STREET, POTTSTOWN**- BRICK/VINYL SINGLE BUILDING IN POTTSTOWN BORO. 1ST FLOOR SPACE FEATURING FOYER, OFFICE, CONFERENCE ROOM, RECEPTION AREA, KIT AREA, WAITING ROOM, POWDER ROOM. 2ND FLOOR FEATURES 2 OFFICES WHICH ARE LEASED MONTH TO MONTH \$215/MONTH. 2ND/3RD FLOOR APT. FEATURES 2BR, 2BA, LR, KIT, CEDAR CLOSET. OUTSIDE ENTRANCE LEASED FOR \$300/MONTH UTILITIES. BUILDING WAS RENOVATED IN 1995, PARKING LOT WAS REDONE IN 2001. PARKING LOT IS IN THE REAR. FULL UNFINISHED BASEMENT. **\$190,000**

FOR SALE (ZC2278) **700 MAIN STREET, RED HILL**- MAIN STREET LOCATION, UPPER PERK AREA. OFFICE/APARTMENT BUILDING, APPROXIMATELY 1700SF OF OFFICE SPACE ON 2 LEVELS. W/W CARPETING, RECEPTION AREA, 8 OFFICES + CONFERENCE ROOM. ALSO 2BR APARTMENT WITH KITCHEN, LR AND BATH. MACADAM PARKING LOT W/12 SPACES. **\$325,000**

PENDING (ZC2272) **112 N. LEWIS ROAD, ROYERSFORD**

SOLD (ZC2261) **101 S. HANCOCK RD., POTTSTOWN**

SOLD (ZC2260) **210 E. 1ST STREET, BOYERTOWN**

PENDING (ZC2274) **2483 NEW SCHUYKILL RD., POTTSTOWN**

SOLD (ZC2261) **500 E. PHILADELPHIA AVE., BOYERTOWN**

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

Stylish Images photography

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

Business and Commercial Portraiture * Families
Sports Action * Location, In Office or Studio Sessions

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

Visit us: www.stylishimages.com

Business Discounts available
for multiple sessions

An ~~\$300.00~~ Studio session includes:
20-40 exposures taken (2-3 poses),
2 - backgrounds

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

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

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

Don't settle for this



When you can have these



Product Photography



610-792-9956

Educators First Financial



Nationwide Insurance
Dollfus Agency



THE LOCAL TOOLS FOR YOUR BUSINESS

Business Checking
Standard, interest-bearing, and
sole proprietor options

Commercial Lending
Local decision-making with
flexible terms and competitive rates



A Division of Diamond Credit Union

diamondcu.org/business-services 610-326-5490

Trusted by over 1,200 businesses in this region.

Equal Housing Opportunity. | Federally insured by NCUA.

MASTERING SOCIAL MEDIA

(Continued from page 56)

What I like about LinkedIn is that when you do the search, it will identify the level of how you and that person may already be linked. Should there be a link of some sorts. It's time to go to work.

Influencers

Ask those who are at the top level of your connection to introduce you to this person. This is what inspired me to write this article. Recently, I was at a networking event with a variety of people from all walks of life and leading in different directions in their careers. Throughout the event, there would be opportunities to meet people and have a variety of conversations. Following the meeting, I received emails from three different individuals who asked me to connect them with a certain individual at the event. I could have easily connected them through email but instead I chose to connect them through LinkedIn and Facebook, respectively. Why? Each of these social media platforms provide a way to learn more about the individual. By using the social

media platform, I provided them with even more opportunity to learn about the person they want to connect to.

What if there isn't an influencer you can ask to be a connector?

Simply follow this person directly. When following, it will ask you to correspond with them. The initial correspondence should be short and focused on what's beneficial for them to include you into their level/circle.

Continue to build your relationship by joining groups on LinkedIn which they happen to be involved in. When they have birthdays and business anniversaries recognize those. By the way, speaking of groups on LinkedIn, I understand they are planning to make some changes with their groups bringing the experience of being involved in groups within your dashboard making it easier to be involved. Stay tuned to this column for more details as they develop.

Interlace Communications, with owner Alyse Mitten, provides small to midsize businesses with marketing solutions for their business through social media marketing, email marketing, and print marketing. Alyse understands the need to network to build your business. With involvement in local Chamber of Commerce, networking organizations, SCORE, and local nonprofit organizations, the involvement with these organizations provides her with the opportunity to work with influencers within those organizations and become a connector. Join her on LinkedIn at <https://www.linkedin.com/in/alysemitten/> or on Alignable at <https://www.alignable.com/shoemakersville-pa/interlace-communications>

WHAT IS SEQUENCE OF RETURN RISK?



By Greg Koch, Koch Insurance Brokers LLC

Sequence of returns risk can affect your long-term income the most in your early-retirement years. That is the timespan just before and right after you retire. You may have heard of that period called the “retirement red zone,” or generally the 10-year spread prior to and after retirement.

It's true that average returns for the S&P 500 from 1928 to 2017 have exceeded seven percent. But averages can be deceiving for long-term income planning. What matters just as much is the order of returns, or the actual timing of when a portfolio grows or loses value. As we will see, losses in those early years could make or break your income goals, setting up the risk of running out of retirement money.

This potential hazard is called sequence of returns risk, or just sequence risk. It's a scenario in which having portfolio losses early in the game, when you might start drawing on that portfolio for income, could mean you have to play catch-up for the rest of your retirement.

Sequence Risk in Action

Now, let's take a look at two hypothetical portfolio scenarios. In the first, both portfolios will be tracked over a 21-year period. The order of annual returns for the second portfolio will be reversed so we have negative returns showing up in the early years of our 21-year performance period. Here's an overview of our assumptions.

Hypothetical Retirement Portfolios: Scenario 1

- Names of Portfolios: Portfolio A-1 and Portfolio B-2.
- Starting Portfolio Values: \$400,000.
- Number of Years: 21, including one extra for 20 years of performance.

- Portfolio A-1 Performance Range: S&P 500 index calendar-year total returns, 1996-2016, includes reinvested dividends.

- Portfolio B-2 Performance Range: Reversed order of same S&P 500 index calendar-year total returns.

Source: New York University Stern School of Business, data from FRED database of Federal Reserve Bank of St. Louis

Even with the order of returns reversed, both portfolios ended up with the same final value of \$691,303. Now, what happens when annual withdrawals are introduced?

Hypothetical Retirement Portfolios: Scenario 2

- Names of Portfolios: Portfolio A-1 and Portfolio B-2.
- Starting Portfolio Values: \$400,000.
- Number of Years: 21, including one extra for 20 years of performance.
- Portfolio A-1 Performance Range: S&P 500 index calendar-year total returns, 1996-2016, includes reinvested dividends.
- Portfolio B-2 Performance Range: Reversed order of same S&P 500 index calendar-year total returns.
- Portfolio Withdrawals: Annual withdrawals starting at \$16,000 with withdrawal rate of four percent.
- Inflation: Increasing withdrawal amounts by two percent annually to account for inflation

Source: New York University Stern School of Business, data from FRED database of Federal Reserve Bank of St. Louis

Here, the second portfolio ran out of money in year 17, with its account balance shooting below zero.

(Continued on page 61)

Carroll Engineering Corporation

**Celebrating 45 Years of Engineering Excellence
1973 - 2018**

Municipal Engineering - Water Facilities Engineering -
 Wastewater Engineering - Civil Engineering -
 Structural Engineering - Planning & Site Design -
 Traffic & Transportation Engineering -
 Environmental Engineering - Surveying -
 Construction Management -
 Geographic Information Systems

Corporate Office: 949 Easton Road, Warrington, PA 18976 • 215.343.5700

630 Freedom Business Center Third Floor King of Prussia, PA 19406 610.488.5100	101 Lindenwood Drive Suite 225 Malvern, PA 19355 484.875.3075	105 Raider Boulevard Suite 206 Hillsborough, NJ 08844 908.874.7500
--	---	--

www.carrollengineering.com

ROBOTIC IMAGING GROUP

ACCELERATED CONSTRUCTION, SALES AND LEASING

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

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

(215) 375-7522

info@roboimg.com

www.roboimg.com

Millennium

ADMINISTRATORS

JUST HEALTH INSURANCE

Plans for independent contractors, families, individuals and groups at competitive rates.

Whether you know it or not, your healthcare broker receives ongoing commissions for servicing your account. So why aren't you receiving ongoing service?

Call Millennium today! We will show you the difference between a commission driven broker and a service driven benefit broker!

610-222-9400 • sales@millennium-tpa.com



BUILD RELATIONSHIPS BEFORE YOU NEED THEM

Let the Pottstown Rotary Club help, while helping us make a difference in the Pottstown community.

A Business To Business Mixer

Sponsored by the Pottstown Rotary Club and the TriCounty Area Chamber of Commerce Newsmagazine

- Expand Your Business Network by Working with Other Business People
- Business Card Exchange
- Enjoy Complimentary Hors d'oeuvres, Cash Bar
- Leave Energized and More Informed
- Learn How YOU Can Make a Difference in YOUR Community

MEET YOU THERE!

Wednesday, October 3, 2018

5:30pm - 7:30pm. Cigars around the Firepit (BYOC) after the event at Brookside Country Club

880 N. ADAMS STREET
POTTSTOWN, PA 19484

PLEASE RSVP TO

Dave Cosmecki at
dave.cosmecki@21stcentury.com
or Donna Marley at
donna.marley@gmail.com

BY SEPTEMBER 20



Ask SCORE

Tips For Choosing The Right CRM Platform For Your Small Business

Customer relationship management (CRM) systems offer technology to streamline a company's ability to interact with current and future customers. A CRM system essentially provides a central place where businesses can store customer and prospect data, track customer interactions, and share this information with colleagues. It allows businesses to manage relationships with customers, helping the business to grow.

A good introduction to the benefits of having a CRM system can be seen at ...

<https://blog.perfectmind.com/benefits-of-using-crm-for-your-business>

You can find a variety of CRM platforms on the market to help you automate, organize, and synchronize your marketing sales, customer service, and technical support activities and data.

All CRMs come with their advantages and disadvantages, so how can you know which one is the best fit for your small business?

"The cost of acquiring a new customer is always much greater than retaining an existing customer," explains SCORE mentor and business development expert Wilson Chu. "Therefore, it is so important to collect and analyze data on your existing customer base so that you can use this data to retain and grow sales to these customers. CRM systems should allow you to collect the most useful data about your customers."

"For example, I met a company called Back Office Thinking that uses CRM to track and manage donors for nonprofit organizations. Their objective is to encourage/cultivate a first time donor to ultimately become a donor that puts the nonprofit into their will. In order to do this, you need data on the donor such as age, finances, family, etc."

When deciding on a CRM for your small business, ask yourself these questions to help you narrow down the options that will best serve your company:

(Continued on page 62)

Storage World

Opening in Exeter Summer 2018!



Temperature & Humidity Controlled Self-Storage

Check Us Out @ www.StorageWorldOnline.com



Under 65? Struggling to find health insurance for you or your group?

CALL TODAY
FOR A
FREE
QUOTE!

ALSO OFFERING: ESTATE PLANNING • LIFE INSURANCE & ANNUITIES • MEDICARE PLANS
• RETIREMENT INSURANCE / WEALTH TRANSFER PLANS • COLLEGE PLANNING & FUNDING • LONG TERM CARE
CONSULTATION • FINAL EXPENSES & MORTGAGE INSURANCE • HOW TO "BE YOUR OWN BANK" and more

The struggle is real.
*Can't afford Obamacare plans?
 Have insurance that's too expensive and doesn't
 cover what you need?*

Everyone wants dependable health insurance coverage,
 and we have low cost, good coverage solutions for everyone!

- Competitive rates
- ACA Compliant
- No penalty, enroll at any time!
- Incredible customer service

Call today, don't get caught unprepared!

KOCH

INSURANCE BROKERS, LLC.

Navigating your financial future.

www.KochInsBrokers.com | 610.370.7268

WHAT IS SEQUENCE OF RETURN RISK?

(Continued from page 59)

How Can Sequence of Returns Risk Affect Your Retirement?

For the unlucky who retired in 2008, during which the S&P 500 fell 37 percent that year alone, their retirement savings were significantly depleted. While the market would recover, they had fallen so deeply into a hole that it would be difficult to reach the retirement account balances they were on track to achieve. And what if they had already started drawing on income from those accounts? Then the path to recovery would have been even harder. Retirees need to be thinking about a more complete model that incorporates these considerations when developing their retirement income strategies.

What's in Your Portfolio?

As inflation continues to rise, compounding growth of assets is important, since you no longer have the sources of income you had while you worked to fuel your household spending needs.

But perhaps just as more important is holding on to what you have. Evaluate your current retirement income plan and ask the

tough question: Would my retirement income plan survive the pressure of sequence of returns risk? Consider incorporating financial vehicles that may help reduce the risk during your retirement.

Risk-Averting Action Items

Knowing that the retirement-savings rug could be pulled out from under you, be sure to consider the dynamics of the market. With the date of March 9th having passed, the bull market has entered its ninth year. That makes it the longest-running bull market on record. Short of having a crystal ball, discuss with your financial professional what this could mean for you. Discuss your asset allocation and consider pursuing a lower level of market risk. Think about diverting part of your retirement nest egg toward strategies that provide guaranteed income, no matter how the market performs.

Consider all the ways you can preserve the savings and assets you have built over the years. And make sure your plan equips you to maximize spendable income after fees, inflation, and taxes. Greg Koch can be reached at: 610.370.7268; email: Greg@KochInsBrokers.com; www.KochInsBrokers.com.

FACE & BODY BY

Thomas E. Young, MD

YOUNG

Medical Spa

Harness your body's natural healing powers! ALMI ("All-Me") utilizes fat transfer and platelet-rich plasma (PRP) from your blood to achieve skin rejuvenation, hair restoration, or male enhancement with minimal to no downtime.

Dr. Thomas E. Young is the only provider in the area to offer ALMI, furthering his expertise in skin and body rejuvenation.

Call for your Free Consultation
 635 North Broad Street,
 Lansdale
215.362.SKIN (7546)
 4025 West Hopewell Road,
 Center Valley
610.798.SKIN (7546)
YoungMedicalSpa.com

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



Celebrate in a Beautiful Country Setting

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



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



To book your next event, please call

610-505-6997

or

215-272-8205

email:

Info@ballyspringinn.com

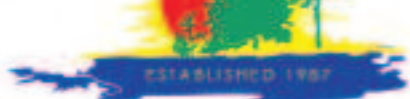


The Bally Spring Inn hosts a variety of events ranging from birthday and holiday parties to corporate gatherings.

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



CLEAN CUT



ESTABLISHED 1987

LAWN & LANDSCAPING SERVICE

Ron Buttarro

Owner/President

phone 610.495.6399

cell 610.334.8603

285 Linfield Road P.O. Box 1100, Parker Ford, PA 19457

cleancutlawnsvc1987@gmail.com

LAWN SERVICES

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

LANDSCAPING SERVICES

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

Ask SCORE

(Continued from page 60)

- **What is the most important thing I need it to accomplish?**

For example: increase qualified leads, improve customer service interaction, organize contacts, track interactions and transactions, etc.?

- **What systems do I need it to interface with?**

For example: your email platform, accounting system, contacts platform, calendar, etc.?

- **How many users must it accommodate?**

Is it capable of growing with your company? What will it cost to add users?

- **How much maintenance will it require?**

If you have a system that involves premise-based hardware, find out what it will take to keep its features and functionality updated and to scale it as your company grows.

- **Can it be accessed conveniently?**

Will your sales team be able to enter and update information about leads and customers remotely from their desktop and wireless devices? Accessibility to your system no matter where your team members are will help prevent important information from slipping through the cracks.

- **Will data synchronize automatically between all devices and systems that interface with your CRM?**

If data is not synced automatically, depending on when your team members are looking at data and what system they are using, they may not be seeing up-to-date information.

- **What changes in my business might I need it to accommodate in the future?**

Think about your expectations related to adding staff, growing your base of prospects and customers, diversifying the products and services you offer, providing more billing options, etc.

- **Is a free demo available so I can get a feel for its capabilities and ease of use?**

Getting some hands-on time with a CRM can give you a better idea of how easy it is to navigate and the efficiency it might provide.

According to Chu, "The CRM system/software a small business chooses must be able to collect the proper information, be able to analyze that data, and report it in a format that can be used in the company's customer service, sales, and marketing efforts to cultivate its customer base."

While the vast majority of CRMs for small businesses are cloud-based offerings, they still require a notable investment of money and time. You will want to carefully decide on the solution that is right for your business, so you make the best use of your human and financial resources.

For insight about the different administrative and operational aspects of your business that you might streamline with a CRM, consider talking with a mentor at your local SCORE chapter.

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.

CHANGE IN ECONOMIC POLICY



DOWNTOWN DEVELOPMENT & CHANGE

By Barry Cassidy

I was reading that in order to get a minister held in Turkey back there were economic sanctions (steel tariffs) imposed upon Turkey. Drastic change for the country of Turkey, and their currency took a tumble losing 14 percent of its value.

People are panicking, and we are only talking about steel tariffs.

As the previous scenario is unfolding in the news, you have to start to wonder just how fragile are some of these economies in some of these countries?

As I thought about this I was reminded that China recently lessened the amount of reserves banks need to carry in order to make loans, to free up some money in the system after tariffs were imposed. That is a pretty big country, and tariffs have them looking at each other attempting to come up with an answer. The Chinese warned recently about an interruption in supply chains if the if there was a continuation of uncertainty in their ability to export to other countries.

Much of the activity takes place because of the changes in economic policy to embrace Economic Nationalism. It was just a short time ago that Globalism was all of the rage, and we had to accept that we were living in a global economy. The newspapers were full of news of globalism and the television news networks talked about surviving in the global marketplace.

Globalism brought us cheap imports, as I noticed all my shirts are made in China, Bangladesh or Sri Lanka. I also knew that China burned coal at their power plants and people were walking around with masks on because of the poor air quality. But their living conditions did not bother me, and I did not think much of the wage rates in those countries. I was able to buy my linen shirts pretty cheaply when they were on sale and that is all that I really cared about.

Then there was a backlash to globalism in America, and there was a populist move by the middle of the road people that were out of work or generally unable to have a life (or future) in their small hometowns in rural and suburban areas. The populism took form in pride in America and cultural identity as Americans. It occurred to some people that they could compete in the global marketplace, but the special interests controlled the rules of the game.

I was intrigued because not only do I love America, but I was not happy with the accumulation of wealth in the hands of a few, their use of capital along with the decline of labor unions and the power of the worker. As a former staff person for both public and industrial unions, I saw the rise of the public unions and the lessening of power in the industrial sector. My labor experience also included work for the Industrial Union Department of the AFL-CIO, which was the old CIO before the merger. So, I was sympathetic to the plight of the industrial worker.

The amassing of capital by the elites who have become multinational is interesting because they are not part of any, or bound by any nation. The global marketplace and the global market are their concern. They are there trading and making deals with state run economies as well as other capital entities. The idea is to extend your influence to get what is best for the multinational entity and those controlling the corporate entity.

(Continued on page 64)

Printing and Signs Simplified!



Imagine it.
Design it.
Print it.

berks digital inc.

610.929.1200 • BerksDigital.com



Industrial Equipment, Inc.

Delivering Quality Since 1977

We Are Eager To Help You!



**Forklifts • New & Used • Rentals
Sales • Service • Parts
Financing Available**

2 Great Locations to Serve You...

215 S. Washington Street | Boyertown PA | 610.369.9778

134 W. Franklin Street | New Holland PA | 717.355.2110

www.paindustrial.com

PRIORITY BUSINESS BANKING

**"Where Your
Business
is Our
Priority"**

Services Available:

Priority Deposits Personal Rewards Accounts
Merchant Services Personalized Investments
Lines of Credit Personal Relationship Officer
Equipment Loans
Priority Remote Deposit Capture
Commercial Real Estate Mortgages

Harleysville
SINCE 1915 BANK



DOWNTOWN DEVELOPMENT & CHANGE

(Continued from page 63)

Companies buy companies. Buying companies is common today. The last time I changed banks was because my bank was sold again, and I had not even received my new checks from the previous bank sale so I decided to try another bank. I say that because no one can really be certain who owns what, and what their global motivation may be in terms of their assets in America versus somewhere else, that they have interests.

So why should I care about the fact that Turkey is dealing with the effects of the tariff making steel more expensive here than it is now. The capital invested in Turkey probably has interests elsewhere, and they can beef up production in the other country. It is the way it goes in a global economy. I think about the millions of people in Turkey asking what happened to their life savings as their currency tanks. People in the America don't care, and the capitalists don't care as much as they should about these folks in Turkey.

The concentration of capital and the fluid movement across borders can suddenly destabilize the world, if that was the goal. Of course, it is stable markets and a solid supply chain that work to amassed capital's advantage. But what if that were not the case? Could there be something that is peculiar to America which could be done with movement of capital or concentration of effort to distort something that could bring our country on the verge of collapse? Say for instance that private

capital interest's found support in legislation to make most jails private. I'll say it...they buy their way in through the "pay to play" system. Then later politics change and there are issues with the way that the jails are run. Someone who has a multinational outlook could just close the jails and let all of the prisoners out without regard for the law.

I think that economic nationalism is good. I believe that the populist movement on the left and the right find themselves in a confusing situation as both advocating something but for different reasons. I believe that the left in America finds themselves in a position that their brand of 20th century liberalism is now 21st century conservatism, as all politics move to the left. It is about learning to live with elected officials on the national level who have endorsed a jobs agenda but rile them morally.

The change in economic policy had created the lowest unemployment that I can remember. Factories are starting to open, and manufacturing is returning to a certain extent but really, we have little control other than to offer the capitalists a better deal to locate here. How long can this strategy last? And, and, and what if the people controlling the vast sums of multinational capital decide that they don't want to do that and want to declare war on America?

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



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

NOW OFFERING:

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



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866



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

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



1source Office Refreshment Service

**For additional
information, please call
800.549.3190, and visit
www.onesourcerefreshment.com for all your vending,
office coffee service, and Micro-Market needs.**

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: www.PVchamber.net. Visit www.PVchamber.net to view membership directory. **Don't miss Chamber events, member news, special offers and more...** Like us on Facebook @PerkValleyChamber and email info@pvchamber.net to receive weekly enews!

NEW MEMBERS:

Hettie Stroebel Wellness Coaching

Hettie Stroebel – Life & Career Coaching/Wellness
Madison Providence Apartments
603 Taylor Way, Collegeville, PA 19426
267-218-6874; coaching@hettie-stroebel.com
www.Hettie-Stroebel.com

Team Development Concepts, LLC

Lorraine McCamley – Business Consultant
4373 Annadale Drive, Collegeville, PA 19426
610-574-6354; lmcamley@teamdevconcepts.com
www.teamdevconcepts.com

UPCOMING EVENTS

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

FEATURED EVENT



Showcase YOUR Business to Pfizer Employees and PV Chamber members at the annual PV Chamber Business Expo.

The PV Chamber **Annual Fall Business Expo at Pfizer** will be held on **Wednesday, October 10, 2018**. This 3-hour event is an opportunity to showcase YOUR business to the employees at Pfizer, Collegeville as well as network with PV Chamber member business representatives. **Register early...only 40 tables left...this event sells-out every year!**

All PV Chamber members (exhibitors/non-exhibitors) are welcome to participate in Online Coupon Magazine to extend promotions beyond the Expo. Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). Security passes will be issued to registered exhibitors.

Both the Expo and online magazine are exclusive member-only benefits. Exhibitors offering raffle prizes will be included in pre-event announcements to Pfizer campus. Exhibitor table \$200 (\$35 additional cost for electric).

Online coupon magazine advertisement \$50 (business card size with offer) \$175 (full page).

Pfizer Business Expo Details & Registration:

<https://perkiomenvallchamber.org/event/pfizer-business-expo-2/>

or email info@PVchamber.net or contact the Chamber office at 610-489-6660

SAVE THE DATES:

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

December 12th – Annual Holiday Mixer @5-7pm

September 6, 2018 – Annual Kick-Off Sales Event Mixer at Salter's

PV Chamber members and guests are invited to a business card exchange in the stunning showroom. Network, enjoy culinary delights prepared on featured grills and preview Salter's Kick-Off Sales Event, which opens to the public on Sept. 7th! Salter's is located at 3130 W. Ridge Pike, Eagleville.

RSVP 610-489-6660.

Salter's Fireplace, Patio and Grill,
Members: FREE; Nonmembers \$10
4:00 – 6:00pm

September 26, 2018 – Morning Mixer at WSFS Bank

Join us for a Morning Mixer and develop both relationships and business before your workday actually starts! WSFS Bank in Oaks will host a morning mixer for PV Chamber members and guests. Enjoy delicious food, great networking and enter to win raffle prizes!

WSFS Bank, 1630 Egypt Road, Oaks

Members: FREE; Nonmembers \$10

8:00am – 10:00am

RSVP 610-489-6660.

October 16, 2018 – Annual Mixer at The Victory Bank

Welcome to the Victory Bank...custom built to be different! Join us for an elegant business card exchange at the stunning Victory Bank. This mixer will feature musical entertainment, networking, and great food. There's always a large gathering at The Victory Bank Mixers...bring plenty of business cards to hand out and one for the raffle drawing!

The Victory Bank, 548 N. Lewis Road, Limerick

5:00-7:00p.m.

Members: FREE; Nonmembers \$10

Call 610-489-6660 or email info@PVchamber.net to register.

October 31, 2018 - New Member Orientation

sponsored by  Marville

Wednesday, October 31st, 8:30am – 9:30am at the PVCC office, 351 E. Main Street, Collegeville.

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

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

October 24, 2018 – Annual Mega-Mixer at The Victory Bank

Risher Van Horn Florist and S&B Event Concepts & Catering are teaming up to sponsor our next PV WIN event. Join us for food, flowers and fun! Registration opens early September. Visit PV Chamber website for details.



PV WIN (Women in Networking) Committee members are busy planning several events, including a healthy mind and spirit networking event, leadership workshop, food tastings and more! Visit the Chamber website for upcoming dates and details. www.PVchamber.net



Congratulations to Greg Bowden and his team at **The Princeton Group** for a fabulous Mixer and Ribbon Cutting Ceremony on July 18th. Great weather along with delicious food, raffle prizes and games added to the festivities! The Princeton Group is located at 555 Second Avenue, Ste D300, Collegeville. 267-227-0935.



The 2018 Online Savings Book will be unveiled at our Annual Pfizer Business Expo on October 10th. The book can be viewed on www.PVChamber.net beginning October 11th. For more information contact the Chamber office at 610-489-6660.

Business Advisor

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



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!

UPCOMING EVENTS

September 6, 2018 - M X and Mingle

Creekside Sports Bar and Grill

765 N Lewis Rd, Royersford, PA 19468

6:00 p.m. to 8:00 p.m.

Mixer with a TWIST!

\$40.00 Members and Non-Members

Includes 4 Mixed Drinks and Food Pairings

More details at www.springfordchamber.com

September 13, 2018 - Chamber Luncheon Copperfield Inn at Lakeside

594 W Ridge Pike, Limerick, PA 19468

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

Topic: Year End Tax Planning

\$25 Members/\$35 Non-members

SPONSORED BY Patriot Pest Solutions

September 25, 2018 - Shark Think Tank Copperfield Inn at Lakeside

594 W Ridge Pike, Limerick, PA 19468

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

\$25.00 Business Owner Members Only

September 25, 2018 - Chamber Mixer

TriCounty Area Federal Credit Union

1550 Medical Dr, Pottstown, PA 19464

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

Free for Members

\$10.00 Non-Members

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!!!



October 4, 2018 - Chamber Mixer

Holy Cross Catholic School

701 Locust St, Collegeville

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

Free for Members

\$10.00 for Non-Members

October 9, 2018 - Network Before Work Lindt Chocolate

18 Lightcap Rd #1029, Pottstown,

8:00 a.m. to 9:30 a.m.

\$10.00 for Non-Members

October 16, 2018 - Chamber Luncheon

Western Montgomery Career and
Technology Center

594 W Ridge Pike, Limerick, PA 19468

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

Topic: Education Update

\$25 Members/\$35 Non-members

RSVP for all events online at
www.springfordchamber.com

Chamber Notes

- Thank you to our Annual Sponsors: Patriot Pest Solutions, Tompkins VIST Bank and Pottstown Hospital, Tower Health
- Save the Dates for the following upcoming events: Spring-Ford Chamber Holiday Mixer December 6th Cutillo's Restaurant
- The Spring-Ford Chamber 2019-2020 Directory will be starting advertising sales on September 1, 2018.
- The Spring-Ford Chamber's official hours are by appointment through the summer.
- Thank you to Susan Maggitti for her helpful tips at our August Luncheon regarding setting priorities
- Planning has started for 2019. If you would like to reserve a Mixer, schedule a workshop or sponsor a luncheon please contact the Chamber office at 610-489-7200

WELCOME NEW CHAMBER MEMBER

- Limerick Chiropractic Center



2018 Community Day

Thank you to everyone who came out to support the 2018 Community Day. This event could not be successful without the support the Limerick Township Parks and Recreation Department, the Limerick and Linfield Fire Departments and all of the amazing volunteers from the Spring-Ford Chamber of Commerce.

Thank you to this year's sponsors: Exelon Generation, Oehlert Brothers Home Heating and Cooling, American Heritage Credit Union, Physicians First Surgical Hospital, Renewal by Anderson, Premiere Urgent Care, Railroad Bar and Grill, More 101.1 FM.

Thank you also to the Mango Men for our family entertainment.

REGIONAL CHAMBER ROUNDUP

PLEASE SEE PAGES 35-44 FOR THE TRICOUNTY AREA CHAMBER OF COMMERCE NEWS AND INFORMATION SECTION IN THIS ISSUE.

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

UPCOMING EVENTS

Young Professionals Networking Events (YPN) with the Phoenixville Jaycees

Tuesday, September 4th, 6PM, Stable 12 Brewing



Join the Phoenixville Chamber and the Jaycees at the Professional Networking Group in the Phoenixville Area. Created for business minded people aged 21 to 40 to gather in a relaxed atmosphere, YPN meets the first Tuesday of every month. Join us to network with other young professionals. Refreshments will be provided with a Cash Bar Bring plenty of business cards. Visit our website at www.phoenixvillechamber.org for information and registration

Monthly Membership Meeting

Tuesday, September 11th, 7:15 – 9:00 AM,
Phoenixville Area Senior Center

Join the Chamber for educational presentations and networking at our monthly Membership meetings. In March, the Phoenixville Community Health Foundation presents the State of the Foundation report, and in April, Ryan Conroy of the Phoenixville Area Historical Society presents a history of Phoenixville & business. Visit our website at www.phoenixvillechamber.org for information and registration

Cost: \$20 pre-registered, \$25 at the door. \$30 for non-members.

First Fridays in Downtown Phoenixville

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

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.



2018 Annual Chamber of Commerce Charity Gala to benefit the Phoenixville Police Association Shop with a Cop Program

Saturday, November 17th, 5-9pm
Phoenixville Country Club

Join us for the Chamber's annual charity fundraising event! Enjoy a lovely dinner, live music, a silent auction, and an evening of giving back to the Phoenixville community. Visit www.phoenixvillechamber.org for information on this spectacular event.

Phoenixville Oktoberfest

Saturday, October 13th, 10:00 AM-10:00 PM

Mark your calendar and iron your lederhosen. Phoenixville will be hosting its 1st ever Inaugural Oktoberfest Beer Festival courtesy of the Phoenixville Regional Chamber of Commerce, Phoenixville Public Library, Bistro on Bridge and SLY FOX BEER! It will be a fun filled day, outdoors, loaded with Brats, Oompah Music, Pretzels, Games, and of course, plenty of German beer! For more information, visit www.phoenixvilleoktoberfest.com

Phoenixville Harvest Fest

Thursday, November 1 -
Sunday, November 4



Join us for
a four-day
harvest
party!

This event features a Night Market, Movie in the Park, Pet Day & Parade, Children's Harvest Carnival, Beer Garden, and more! For information, visit www.phoenixvilleharvestfestival.com.

WELCOME NEW CHAMBER MEMBERS!

- Grumbles
- Heartfelt Healing, LLC
- John Colarusso
- Kona Ice
- Liberty Dental
- Lindt Chocolate
- Marketval Real Estate Advisors
- Phoenix Waggy Tails
- Phoenixville Handyman
- Sage Thrive
- Stride Spin & Fitness
- Videon Chevrolet
- Wawa

Marathon Capital Advisors Marathon Financing Advisors

4 Park Plaza, Wyomissing, PA 19610

610.898.8086

Toll Free: 800.280.5927

www.vrmarathon.com

mmccarthy@vrmarathon.com

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

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



VR has sold more businesses in North America than anyone else

Rhoads Limousine

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

24 Hour Personalized
Chauffeured Service

Special Occasions

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

New
Rhoads
Transportation

Transportation Services
For All Size Groups

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



Rhoads
Limousine



610.689.4600 • 800.528.3569

1816 Weavertown Road, Douglassville, PA 19518

www.RhoadsLimos.com

YUCHA

MEDICAL PAIN MANAGEMENT &
CHIROPRACTIC REHABILITATION



Growing to Better Serve You



- Medical Pain Management
- Medical Weight Loss
~Lose up to 30lb in 30 Days!~
- Regenerative Medicine
 - Stem Cell and PRP Therapy
- In-House Pharmacy
- Food Sensitivity and Allergy Testing
- Physical Therapy
- Chiropractic

**NOW ADDING A DOCTOR
OF PHYSICAL THERAPY!!!**

Welcoming Dr. Lucas Rizzardi, DPT
to our team!

We are the only integrative pain management clinic in the region that offers services from a medical doctor, physician assistant, physical therapist and chiropractors!

WE GET YOU BETTER FASTER

***NO LONG-TERM
TREATMENT PLANS***

**CALL US TODAY!
610-326-2706**

Yucha Medical Pain Management & Chiropractic Rehabilitation
435 W. Cedarville Road, Pottstown, PA 19465
Tel 610.326.2706

WWW.YUCHAMEDICALCHIRO.COM



NESTER INSURANCE

Big Agency Solutions. Small Agency Attention.

**Bryan Nester
President**

bnester@nesterinsurance.com



Account Executive / Agent — John Young
Office Administrator — Kim Swoyer

Office Location:
313 West Ridge Pike, 2nd Floor
Limerick, PA 19468

Full Service Insurance Brokers

- Employee / Group Benefits
- Health Insurance
- Life Insurance
- Disability
- Vision
- Dental
- Long Term Care
- Medicare Supplements

*Call us for a FREE consultation
on offering cost effective Benefits!*

Did you hire your first employees this year?



www.nesterinsurance.com • 484.390.5312