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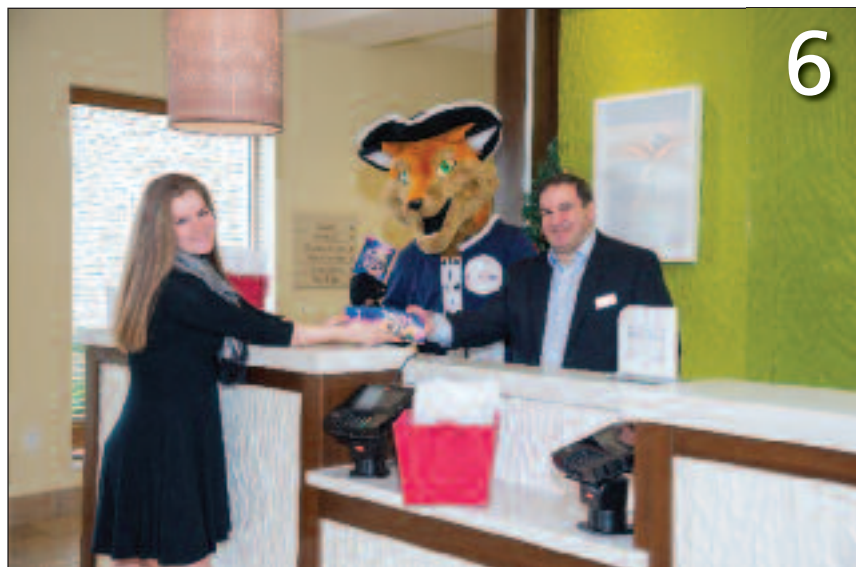


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On the cover: Kelsey Barry, VFTCB Sales Coordinator and Jake Gaspari, Director of Sales of Hilton Garden Inn Oaks, located at 500 Cresson Boulevard, Phoenixville, holding the Winter 2018/2019 #MAKEITMONTCO Hotel Package Coupon Book, with Valley Forge-Montgomery County Tourism Mascot **Monty the FOX** looking on.



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Delivering a 'Superior Client Experience' to commercial properties, educational institutions, health centers, post construction cleanups, and residential carpet cleaning in Berks, Chester, and Montgomery Counties.

Moore Facility Services, LLC is a building service contracting (BSC) company created in May 2016 with a focus on enhancing the appearance of clients' facilities, guarding against health risks to stakeholders, and preserving the life spans of client assets. Our services are commercial janitorial, carpets, hard floor stripping and finishing, windows cleaning utilizing service partners, and janitorial management. We primarily serve commercial properties, educational institutions, health centers, and post construction cleanups in the Berks, Chester, Delaware, and Montgomery Counties. The company is privately owned and operates as an LLC. The management team is led by its' founding owner Spencer Moore who serves as President and CEO. Ashley Maack serves as Business Operations Manager, Emily Steffey serves and Client Relationship Marketing Specialist, and Dale Lane Messerer serves as Field Service Supervisor.

The idea to establish Moore Facility Services was born from Spencer's commitment to healthcare and health risk prevention. Spencer started his career working in the Advertising and Communication industry targeting pharmaceutical companies. He then went on to a medical device manufacturing company that made equipment to detect diseases. He subsequently joined a hospital services company that focused on diagnosing diseases for treatment. He started Moore Facility Services, LLC with the sole purpose of guarding against diseases and health risks. He sees the company not only as a member of the Building Service Contractors industry but also the healthcare industry.

Moore Facility Services, LLC vision is to transform the building service contracting industry and redefine a higher standard of professionalism. The company's mission is to flawlessly execute its values. "We serve our clients with a focus on five strategic imperatives and twenty-five key performance indicators to support our 'Superior Client Experience' strategy. Through generous human capital investments, we exceed clients' expectations. Moore Facility Services pay above market rates to attract employees and have a generous benefits package to help with employee retention. We believe that human capital is the most significant investment we can make" said Spencer.

The tactic we use to implement our business process management is "Enhance, Guard, Preserve." Everything we do at Moore Facility Services is focused on enhancing the appearance of our clients' facilities, guarding against health risks to our clients and stakeholders, and preserving the life spans of our clients' assets.



Enhance, Guard, Preserve deliver maximum benefit to our clients by minimizing sick call outs from work by teachers, nurses, technicians, and support staff. Research shows that each employee calls out sick on average 7.7 days a year at a cost of \$225 billion annually. We reduce this expense to our clients.

Moore Facility Services objective is to serve as an extension of our clients' operations team by providing maximum value to our clients. As we free up our clients to focus on their core competencies, we increase our value to them. A primary focus of our company is to remain a strong and profitable going concern. To that end, we have established strategies, imperatives, key performance indicators, metrics, and scorecards to track and measure our progress. We cannot improve upon service quality if we do not track and measure our performance.

Enhance, Guard, Preserve is most effective when targeted and focused. At Moore Facility Services, LLC, we have streamlined our target market to educational institutions, health centers, commercial, and post construction. This change allows us to focus and deliver maximum value to our clients.

Study shows that nearly 22 million school days are lost each year to the common cold and 38 million are lost to the flu. Additionally, according to the U.S. Centers for Disease Control and Prevention, as of June 14, 2018, "172 influenza-associated pediatric deaths [had] been reported for the 2017-2018 season."



Since the average child spends between 900-1,000 hours inside of the school system per year, it's almost impossible to avoid illness. However, the cleanliness of the physical buildings where our children spend much of their time can help to decrease these numbers.

Educational institutions, health centers, and commercial systems have a high amount of traffic and with a limited custodial staff, it becomes a daunting task to stay on top of cleaning. Custodial technicians are typically pulled in multiple directions for tasks like event setup and takedown, after-hours security, and helping with emergency situations. As a result, the consistent challenge is for them to maintain a high level of quality when their staff is being reduced and the current team is pulled in other directions. Adaptation is a remedy and Moore Facility Services, LLC is a trusted and reliable partner to facilitate that adaptation.

Change is a constant but it is difficult to embrace. At Moore Facility Services, we believe it is imperative during a change management initiative to include specific and influential stakeholders who will help drive the change around them. Once we begin our service implementation, we find that stakeholders more readily embrace the new way forward because of our sensitivity to their fears and concerns. Therefore, do not allow the challenges that comes with change to stand in the way of successful adaptation. We are experts in making that happen while delivering quality service.

With our "Enhance, Guard, Preserve" initiatives, we are able to reduce client costs, because of stakeholders missing work days, by placing a higher focus on disinfecting.

Our business process management starts with a structured, systematic approach to improve interactions between people and machines. Some goals we set include improving efficiency, building effectiveness, maximizing productivity, and agility to foster innovation, boost quality, speed up delivery and improve customer satisfaction. Our collection of tips, expert commentary and learning content covers all aspects of our business process management and strategy. We embrace best practices, leverage industry associations, implement enterprise architecture and technology deployment to achieve our objectives.

Contact us at 888.627.6383 and visit www.moorefacilitysvs.com if you are looking for a facility services partner. We will Enhance the appearance of your facility, Guard against health risks to your stakeholders, and Preserve the life spans of your assets.

Valley Forge Tourism & Convention Board



Offers NEW #MakeItMontco Winter Hotel Package

The Valley Forge Tourism & Convention Board (VFTCB) wants visitors to plan their winter staycation in Montgomery County this season. And, the organization continues to make it easier than ever to plan a holiday weekend getaway, or winter escape, in Montco.

The VFTCB's #MakeItMontco Winter Hotel Package does the planning for guests with exclusive savings – a \$250 value – at the best restaurants, entertainment, and premier attractions when they book their next overnight stay in certain Montgomery County hotels.

Running now through April 22, the bundle welcomes visitors throughout the holidays, and beyond, and features a wide range of more than 20 attractions – a record number – and more than 12 hotels.

"The members who participate in this hotel package continue to grow, which only helps encourage more visitors to come to Montgomery County during the winter months," said Edward Harris, VFTCB Chief Marketing Officer. "You don't have to go far to get away! There's so much to do and see here this season, and plenty of reasons for folks to #MakeItMontco. This package is perfect for a weekend filled with family fun, or even a romantic getaway. No matter if you're planning for kids or couples, the best part is, we put the itinerary together for you!"



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

VFTCB NEW MEMBER WELCOME EVENT

When: January 8; 3:00 P.M.

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

What: This event is open to all members of the Valley Forge Tourism & Convention Board but is geared specifically toward new and prospective member businesses as well as new employees and contacts at our current members. The 90-minute session includes a tour of the VFTCB offices, an opportunity to meet the sales and marketing teams, and introduction to the member HQ, and a short presentation "How to Maximize Your Membership." Complimentary snacks and refreshments are provided.

<https://www.valleyforge.org/members/events/>





"We are always promoting locally that Montgomery County is a great place to live, work and play," explains Lisa Karl, VFTCB Vice President of Sales. "We reached out to all of our attractions, our restaurants, and other businesses that are tourism related, and asked them if they would like to be included in the hotel package through this coupon book, and there is now more than \$250.00 in value in the book. We have more than 20 participants providing discounts. Upon the guests' arrival, they will be presented with a nice welcome packet which includes this coupon book that they can use and take advantage of and explore attractions and restaurants that they never even realized are available here in Montgomery County."

Besides hotel promotions and iconic Montco staples that new audiences outside the area can discover – such as the popular Keswick Theatre – the campaign also highlights VIP discounts at iFly, LEGOLAND® Discovery Center, Elmwood Park Zoo's Wild Lights, Arnold's Family Fun Center, the King of Prussia Mall, the Philadelphia Premium Outlets, Five Saints Distilling, and restaurants like Paladar Latin Kitchen, Shake Shack, Founding Farmers, and Seasons 52. (Please see sidebar to this article for complete list of participating hotels and partners.)

To drive awareness for the hotel package, the VFTCB once again created a brand-new coupon booklet, and put strong marketing behind it, including a first-ever winter TV commercial.

(Continued on page 8)



PARTICIPATING HOTELS AND PARTNERS:

HOTELS:

- Courtyard Devon/Villanova
- Courtyard by Marriott Philadelphia Lansdale
- Courtyard by Marriott Philadelphia Plymouth Meeting
- Courtyard Philadelphia/Willow Grove
- Courtyard by Marriott Philadelphia Valley Forge/Collegeville
- DoubleTree by Hilton Hotel Philadelphia-Valley Forge
- Fairfield Inn Philadelphia Valley Forge/King of Prussia
- Hampton Inn King of Prussia
- Hampton Inn & Suites Philadelphia/Montgomeryville
- Holiday Inn Express & Suites Ft. Washington - Philadelphia
- Hilton Garden Inn Fort Washington
- Hilton Garden Inn Valley Forge/Oaks
- Homewood Suites by Hilton Lansdale
- Hyatt House Philadelphia/Plymouth Meeting
- Residence Inn Great Valley/Malvern
- Residence Inn Philadelphia/Willow Grove
- Sheraton Valley Forge
- SpringHill Suites Philadelphia Plymouth Meeting
- SpringHill Suites Willow Grove

PARTNERS:

- American Treasure Tour
- Arnold's Family Fun Center and The Hub
- California Pizza Kitchen
- Colebrookdale Railroad
- Elmwood Park Zoo
- Five Saints Distilling
- Founding Farmers
- iFly Indoor Skydiving
- Keswick Theatre
- King of Prussia Mall
- LEGOLAND® Discovery Center
- Paladar Latin Kitchen & Rum Bar
- Philadelphia Premium Outlets
- Revolution Chop House at Valley Forge Casino Resort
- Seasons 52
- Shake Shack
- Steel River Playhouse
- The Carousel at Pottstown
- The Valley Forge Encampment Store

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COVER STORY

(Continued from page 7)

Besides placement on digital billboards, the VFTCB will put a heavy push on social media, and radio announcements in the Baltimore, Washington D.C., Philadelphia, Boston, and New Jersey markets.

"Our organization is a non-profit sales and marketing organization funded through the hotel tax," Lisa Karl said. "There are 75 hotels throughout Montgomery County. With the funding we receive, we're tasked with re-investing that money into sales and marketing efforts to drive occupancy into our hotels through these types of out-of-market campaigns. This particular marketing campaign is also being promoted within our region, in Philadelphia. You'll see our television commercials quite frequently because we feel as though people might want to use this hotel package as a "staycation" as well, both locally, and out of market and we're promoting it fairly aggressively in the first quarter."

Whether it's snowing, or not, the idea of the package is for people to stay up,

stay out, stay wild, and stay cool all while they stay in Valley Forge & Montgomery County.

Guests present the coupon booklet they receive when they book their Montgomery County hotel to redeem the offers. Restrictions may apply, and all discounts are subject to availability.

For more information, please visit www.makeitmontco.com.

The Valley Forge Tourism & Convention Board (VFTCB) is a nonprofit, membership-based sales and marketing organization that actively promotes Valley Forge and Montgomery County, PA as a convention site and leisure visitor destination by encouraging patronage of its 600+ member hotels, restaurants, attractions, and services. The award-winning website links visitors, meeting planners, tour operators, and residents to a diverse portfolio of brands focused on reasons to visit the region.



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FOCUS ON READING REVITALIZATION

Downtown Reading: Historic Foundations, New Beginnings



By Aaron Gantz,
Executive Director
of Downtown
Revitalization, GRCA

The vision for downtown Reading: a place where people want to live, work, and play. A place where businesses and entrepreneurs thrive and invest. Reading is steeped in history: from an industrial past to a railroad hub to a shopping destination. Reading's future, however, is something we want to actively shape: a vibrant, diverse urban center that provides outstanding nightlife and dining, easy access to trails, and a thriving business community.



That's why the Greater Reading Chamber Alliance, along with the City of Reading, the Berks Alliance, and the Berks County Community Foundation are leading efforts to revitalize downtown. Here's where GRCA is focusing efforts:

- Encourage and facilitate economic development to strengthen the downtown Reading commercial core and the surrounding neighborhoods;
- Attract and retain quality investment in downtown Reading;
- Cultivate an environment where businesses and entrepreneurs thrive in downtown Reading;
- Foster a positive perception of downtown Reading with the city viewed as a unique and attractive place for business, entertainment, and living.

While we work collectively to address both challenges and opportunities in the downtown area, it is important to highlight key assets and accomplishments.

- Arts and entertainment continue to be a vital draw bringing people into downtown Reading with various performance venues, art centers, and art galleries
- Over the last two decades downtown Reading has welcomed over \$251+ million in investment in key projects including:

- \$30+ million at Reading Area Community College – one of the anchor institutions in downtown Reading at 2nd and Penn Streets
- \$36+ million in "Entertainment Square" comprised of the Goggleworks Center for the Arts, Goggleworks Apartments, and the IMAX movie theater
- \$50+ million in the Santander Arena and Santander Performing Arts Center – anchor the commercial corridor on Penn Street
- \$60 million for the DoubleTree by Hilton – a top performing DoubleTree in the nation

Currently, projects underway in downtown Reading are estimated between \$10 and 20 million in total investment upon completion in the next 1-3 years. In addition, there are mixed-use, residential, retail, and office redevelopment opportunities - 35 properties to be exact. These properties are actively being marketed to the investment and the development community locally, regionally, and beyond.

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What to Expect in 2019

Marketing Available Downtown Properties

GRCA is using its online property database, GreaterReadingSites.com, to provide a special focus on marketing those properties that offer available space in downtown Reading. Businesses and entrepreneurs can access information so that they can explore becoming part of the business fabric of the downtown. This past summer, in partnership with the Reading-Berks Commercial Industrial Council, we hosted a downtown walking tour, bringing realtors and brokers into the downtown to see firsthand what is available for their business clients. We are planning to replicate this model on a smaller scale in 2019 offering several, more intimate walking tour starting in the late spring through the fall.

Penn Street Market

One of the events in 2018 that brought together downtown workers and residents seeking the convenience of obtaining fresh and locally grown food items was the Penn Street Market. And from June 7 to September 27 these groups had easy access to locally grown fresh fruits and vegetables, lunchtime offerings, nutrition education, and entertainment in the 400 block of Penn Street every Thursday from 10 AM to 2 PM. In 2018, mar-

ket transactions increased by 13% from 2017. The market team is preparing for a bigger and better season in 2019 which kicks-off on June 6!

Downtown Concerts

In 2018, we saw the Downtown Alive concert series attract thousands of people to the downtown area. Funded by the Berks County Community Foundation, the summer concert series was produced and executed by the Reading Downtown Improvement District. This summer we can expect to see more of the same in terms of attendance and the caliber of artists who bring their sounds to our downtown area.

Streetscape & Façade Improvements

You may not know that downtown Reading's walkability score is 94/100, making it a "Walker's Paradise," according to walkscore.com. Downtown Reading is also home to several iconic Harry Bertoia sculptures: "Untitled" and "Island Moss" are in the 600 block of Penn Street; "Tulip" is at the Miller Center for the Arts, 4 N. Second St., near Reading Area Community College. Coupled with some truly one-of-a-kind historical architecture, the streetscape is a hidden gem. As part of the strategic plan, there has been special focus on the physical environment and greening of Penn Street with plant scape plans and identifying buildings for facade improvement investment.



In 2018 six downtown Reading property owners took advantage of nearly \$50,000 total of facade improvement funding made possible by the Berks Alliance. Because this was a matching grant program, it is estimated that over \$150,000 in investment was made collectively. Matching funds will be available in 2019 to downtown Reading properties via the GRCA.

These very visible improvements and investments help ensure that downtown Reading provides the vibrant, clean, safe and desirable downtown streetscape where people want to be.

A Measurable Vision

Success of this revitalization effort will be measured with a few quantitative and qualitative indicators. From tracking retail development, to taking a hard look at downtown housing indicators, to downtown design indicators, there are many pieces that must move together to create a successful downtown.

The time is now to create the Reading we wish to work, live, and play in. The work—and the opportunity—is ahead.

**Check us out: Downtown
Reading Facebook page
@downtownReading and
Downtown Reading Instagram
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(Continued on page 12)

FOCUS ON READING REVITALIZATION

(Continued from page 11)

Judy's on Cherry

Reading native, Judy Henry, is the chef-owner of Judy's on Cherry, located in downtown Reading. Henry is a single woman restaurateur who has dedicated her entire life to participating in Reading's future and contributing to the vibrancy of Reading. She is a visionary who understood early on that downtown was the place where young upwardly-mobile professionals would want to live and experience an urban lifestyle.

Judy's on Cherry is a beautifully renovated, Mediterranean-inspired fine dining restaurant in the heart of downtown Reading. At Judy's you'll bask in the warm glow of vaulted wooden ceilings, gorgeous appointments and relaxed, comfortable service. Judy's hearth



fired oven turns out everything from freshly baked focaccia bread to crispy, gourmet pizzas, pastas and tapas-like small plates.

Henry also owns and operates a sister restaurant and pub, the Speckled Hen, located next door in an authentically restored 18th century log house. Before opening her own restaurants, Henry had made a name for herself with innovative cooking at The Peanut Bar and Restaurant, another local area landmark. Judy says she



Judy's on Cherry

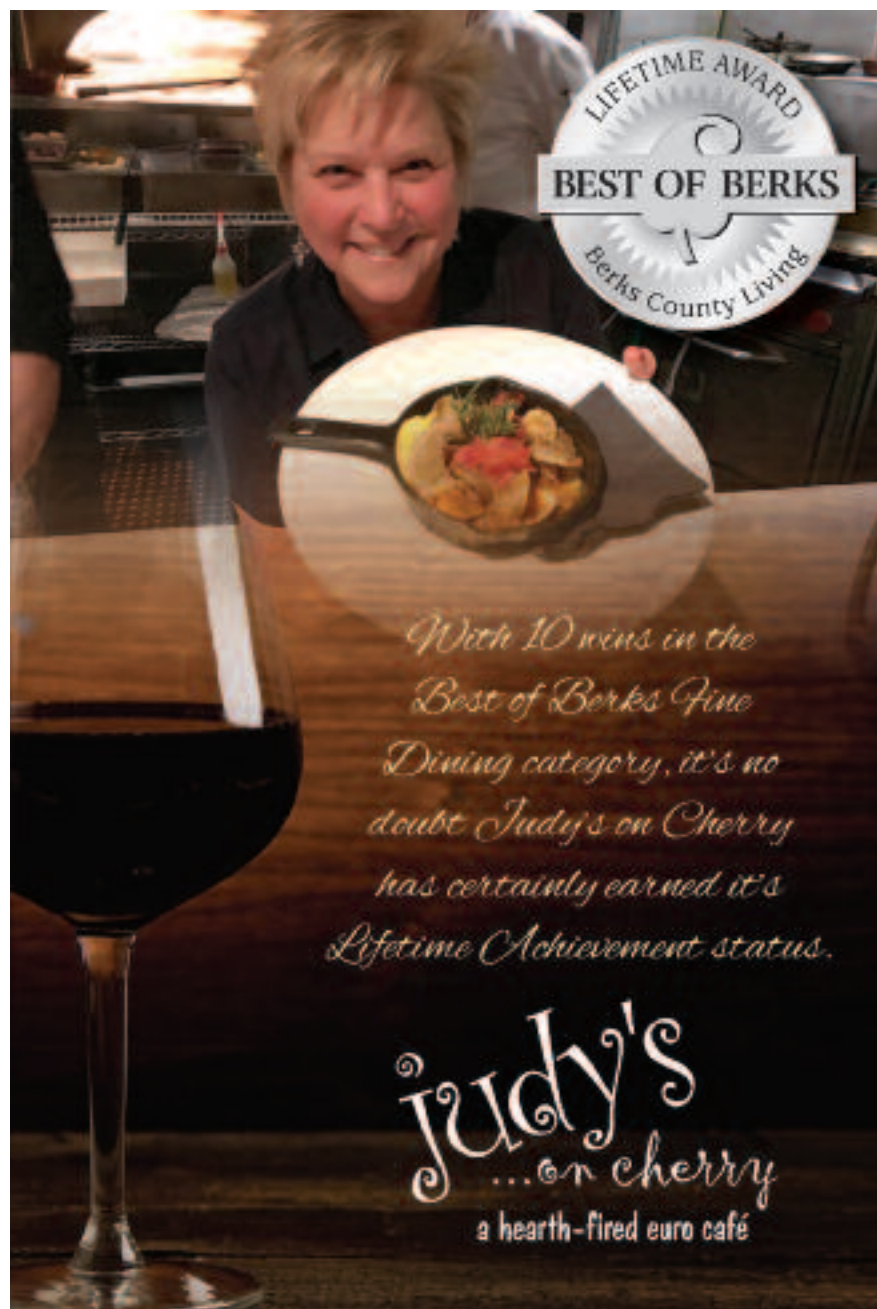
hopes "her unique restaurant gives people a reason to come back to downtown. She offers a one of a kind urban fine dining experience that the 'burbs simply don't have."

Judy's on Cherry is located at 30 South 4th Street, Reading, PA 19602. If using GPS, please be aware of it taking you to West Reading. Map Quest in particular will direct you to the Penn Avenue (19611) exit from route 422. Please be aware there is a 4th and Cherry Street address in West Reading and many of our new guests mistakenly end up there.

\$1 parking is available across the street 11:30 am - 5:00 pm. Free parking across the street after 5:00 pm. Please call 610.374.8511 for reservations, and visit: www.judysoncherry.com.

Mi Casa Su Casa is Spanish for "my house is your house," providing a home away from home type of ambiance & environment. We are located in downtown Reading, on Penn Street just off the Rt.422 exit, two blocks from the bridge. Parking is provided in the rear.

(Continued on page 14)



Mi Casa Su Casa

Mi Casa Su Casa Cafe / Restaurant, located at 320 Penn Street in downtown Reading, is a Dominican Breakfast and Brunch restaurant specializing in cafe, comida Latino Americana, comfort, community, conversation and creative arts. Mi Casa Su Casa is a family business that treats all customers like family and provides them with a home-away-from-home dining experience.



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Shuman Development Group (SDG), Reading's premier commercial real estate development company, was founded in 1994 by husband and wife team Alan and Marina Shuman. After years of experience doing one-off projects (and honing real estate development skills) restoring historical, multi-unit residential properties and smaller-scale commercial sites, SDG switched its focus to long-term neighborhood rebuilding.

This turning point came about in 2006 with SDG's acquisition of the former Reading Outlet Center (ROC) buildings. This set of ten buildings (comprising over 640,000 square feet of space and covering six city blocks) was vacant and deteriorating — essentially a ghost town, even though it was the commercial heart of Northeast Reading.

Over the next ten years — building by building — SDG followed its neighborhood revitalization plan. Originally the plan called for some parks, green space, additional off-street parking, and a new playground. However, while the County was on-board with working together to make this happen, the various City administrations countered that their resources were needed elsewhere and would not be used in any way for this neighborhood. Still not diminished and ever-persistent, SDG forged ahead and by 2016 had renovated nine of the existing ROC buildings, with a total investment of over \$40 million.

The neighborhood now also boasts one of the finest apartment complexes in the area — Big Mill Apartments (located in the former Nolde and Horst Shoe factory) — now with 69 huge, two-bedroom/two bath apartments. They feature all the modern conveniences while maintaining their historical charm, like all exposed heavy timber beams and huge windows with views of the Pagoda and the Reading City's skyline.



This long-term project proved that a grand plan, with persistent and steady efforts towards its completion, can turn around even the most deteriorated neighborhood. Now, SDG is focused on Reading's Central Business District (the downtown) with its renovation of the former Exide Battery Building (located caddy-corner from the Santander Arena) and the M&T Bank Building (located at 5th and Washington Streets). Further, in May of 2018 the occupancy permit was issued for the historic Abraham Lincoln, which SDG had renovated and converted from a struggling hotel into 97 upscale apartments with associated parking, retail, and event space on the lower floors. This site is now bustling as well and has proved there is a huge demand for nice residential units in downtown Reading: SDG had over 500 applicants for the 97 units within the first six weeks.

... But there's more! SDG has several other projects that it hopes to announce in Downtown Reading in the next year and, while there is still much work to do, has a plan to revitalize this area following its tried and proven strategy of long-term, consistent, and focused neighborhood revitalization.



For additional information, please call 610.736.9393 and visit: www.InvestinReading.com.

FOCUS ON READING REVITALIZATION

(Continued from page 12)



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Mi Casa Su Casa also serves Dinner Buffet every Thursday at Caliente's Night at the Crowne Plaza Hotel, 1741 Papermill Rd, Reading, PA, 19610. Food is served from 6 PM to 9 PM.

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The Guy Behind EDI Support LLC



My name is Jim Gonzalez, a 20-year EDI veteran. I am from the Reading PA and Berks County area. I graduated from Berks Technical Institute in 1998 with an Associate's Degree in AS/400 programming. I was then hired by Kissinger Associates as a programmer in January of 1998 to work on MAS90/MAS200.

Six months into the position I was asked to move to Technical Support to learn EDI as well as other formats for integration. That was when I got a real EDI education — learning how to handle client EDI support, onsite installation of EDI software, and how to run formal EDI training classes and manage support staff as well as consultants.

I consider myself to be well versed in all aspects of EDI, and what it takes to support an organization. I also have extensive experience in Sage ERP products. I would consider myself an established professional in this industry. I work with clients to offer support for daily processing, bringing on new integrations and planning towards the future of where to take their organization. I have a knack for learning the deficiencies in any company I work with and turning those deficiencies into areas of success.


EDI Support LLC

One problem that I enjoy solving for my clients is helping them to become more self-sufficient. Client's would say I am all about improving their business processes and making EDI profitable again. I am passionate about being the client's advocate when it comes to dealing with software companies, EDI Trading Partners, and other organizations they need help with navigating. I know I have done my job well when I see clients growing and are profitable.

On a personal note, family and friends are important to me. In my spare time, you can find me either wedding planning (my own), learning, reading, watching sports or spending time with my dogs. I love to laugh and have a good time with good people. I grew up in Reading and still live in Berks County. Although I have traveled all over the country, I would never call anywhere else home. I volunteer with the Children's Home of Reading and also support the local Animal Rescue League. When asked how I want to be remembered, I say, "I want to be remembered as a great Dad, loving family member and friend. I want people to think of me as working side by side with them. Your name is the only thing you can take with you."

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to their existing location in West Reading in 1926, the hospital has also been an important part of our economy and community. Now under the leadership of newly named President and CEO Bill Jennings, Reading Hospital and Tower Health are taking healthcare to new heights by empowering YOU – the people of Berks County and beyond – to live your healthiest lives.



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TOLL GATE ROAD, Amity Township, Berks County. 8.9 acres zoned Light Industrial/ Office. Public sewer at site. **\$210,000. Call Ed Brooks.**

MONOCACY HILL ROAD AND LIMEKILN ROAD, Amity Township, Berks County. 60 acres zoned Planned Business/ Office/ Industrial. Public sewer close by. **\$975,000. Call Ed Brooks.**

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Lifestyle Business or a Growth Business?

Attention Business Owners! What type of Business have you set up? Lifestyle or Growth?

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No matter which type of business you want or have set up or are running, a Business coach will ensure you and your business are operating at the Lifestyle level or Growth level providing you with: A Business YOU drive vs. IT driving you; A Business that is Profitable even after you take out your salary; A Business that gives you MORE TIME, MORE MONEY and MORE CONTROL; A Business that provides you with Peace of Mind.

The Young Entrepreneur Council (YEC), has come up with 10 reasons to hire a Business Coach no matter what type of Business you have.

1. You will go outside your comfort zone
2. You will receive personal attention from someone who knows your business inside and out.

3. You will finally have someone who is NOT afraid of correcting you.
4. You will learn how to make your ideas a reality.
5. You will gain a needed confidante.
6. Your networking opportunities will sky rocket.
7. You will make MUCH more MONEY.
8. You will develop self-confidence.
9. You will be held accountable for what really matters.
10. You will hear unbiased opinions.

Is 2019 the year you determine which type of business you want, you have and set in motion proven business principles to make it happen?



For more information contact Mark R. Steinke, Elite Business Coach with THREE clients in the 2018 Philadelphia top 100 fastest growing companies at: Focal Point Business Coaching of Pennsylvania; 1.610.768.7774; email: msteinke@focalpointcoaching.com.

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berries every day, and a jump-start program for when you're really ready to shed the unhealthy habits that are not serving you and establish new ones. Contact us and we will glide you on your way too better Health.

For more information, please contact Eric and Rachael Schultz at 484.955.6020, and please visit: <http://rhagueschultz.juiceplus.com> and <http://rhagueschultz.towergarden.com>.

How to Shop Philadelphia Premium Outlets Like a Pro

New Year, New Savings! The deal gurus at **Philadelphia Premium Outlets** are sharing insider tips and tricks to find enormous savings on the sought-after brands shoppers love – including adidas, American Eagle Outfitters, Old Navy Outlet, J.Crew Factory and kate spade new york! Finding deals at Philadelphia Premium Outlets is a year-round favorite for both locals and

travelers who love to shop – so we've compiled some expert tips to save shoppers time, effort and money!

Research

Before heading to the center, make a list of the stores you'd like to visit. Familiarize yourself with retail prices and be on the lookout for the markdowns. Our stores



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have everyday savings of up to 65 percent off, making Philadelphia Premium Outlet the ultimate deal destination!

Become a VIP

The center also offers a free VIP Shopper Club membership with access to extra deals that can be downloaded directly to customers' phones. Members receive exclusive online offers not available to the public. You can get in on the extra savings at some of the world's most desired fashion-forward brands by signing up at premiumoutlets.com/vip.

Timing

Don't forget to check the center's website and social media pages for special seasonal sales all year-long, like the Labor Day Super Sale, July 4th Clearance Sale, Memorial Day Super Sale and more.

Spend these special holidays with friends and family while enjoying extra savings at Philadelphia Premium Outlets. For more information on seasonal savings and special events, follow along on premiumoutlets.com/Philadelphia as well as the center's Facebook and Instagram @philadelphia_po.




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NEW YEAR, NEW YOU!

Plan Your Best Year!



**By Dena Breslin,
CTACC, MSPAS, High
Performance Coach**

We are wrapping up 2018 and my question is: When you reflect... what are you MOST excited about from 2018?? What will you celebrate?!!

Reflection is incredibly important as a bridge to new...anything...even as a foundation for MORE, or DIFFERENT.

So.... take time today to reflect. Ok, if not today, schedule into your calendar. Yes, into your calendar. Make the time for it.

Next, we want to master Planning for 2019. If we haven't planned, we are winging it. And that rarely lasts and is often frustrating. You may have felt this before: "overwhelm, brain fog, distracted."

Planning is when we get very intimate

with paper and pen, and quiet time. Yes, uninterrupted time. Then, close your eyes and imagine this year unfolding. Imagine each season. If you were to begin with the best parts of 2018 and build on them, what would that look like, in your mind?

I suggest you write down three main goals for this year — Self, Family, Career goals. Under each, what actions need to happen for that goal to be achieved?? Imagine a little longer. Write more. It's a good time to brain dump here. You can have many action steps, however, you will want to have the top five actions prioritized. It's good to have the things you may procrastinate on, listed first. Eat that frog, as Brian Tracy would say!

This process, when you get good at it, can take 30 -45 minutes. Give yourself the time NOW! Schedule it. We are kicking off the BEST NEW YEAR of your LIFE!!!

Dena Breslin can be reached on Facebook at: facebook.com/denabreslin; on LinkedIn and at: www.myahamind.com.

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WHAT TO DO IN RETIREMENT? WHY NOT BECOME AN ENTREPRENEUR?

By Bob Everett, Ph.D.

Much is being written these days about post-retirement life. One common option is to just do fun things. i.e., travel, hang out with the grandchildren, take up a hobby, or just sit and relax. Of course, these options are mostly available to those with sufficient funds.

But what if you can't afford those choices? Remaining options include moving in with children (or having children move in with you and pay some expenses), get a job (full or part time) or just cut back on expenses enough to get along with what funds you do have.

A growing option for seniors in America is to become an entrepreneur and start your own business. After all, in your 50-75+ years on this planet, you have certainly learned a great deal about

people and what they need. More importantly, you have accumulated what only time and life experience can provide: wisdom.



The Kauffmann Foundation estimates (based on government data) that at least 25 percent of all new businesses in America are started by people 55 and older. That amounts to more than 120,000 busi-

nesses per month started by seniors. Think about it. That choice may be right for you and there are many organizations here in Eastern Pennsylvania that can help.

Dr. Everett is an entrepreneur and former business professor who is starting his latest business at the young age of 73. He can be reached at rfeverett@gmail.com.



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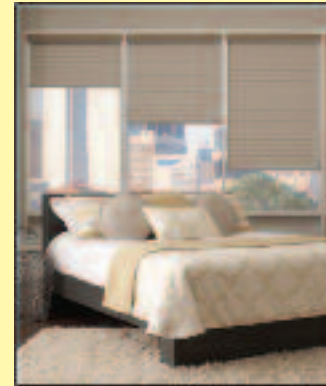
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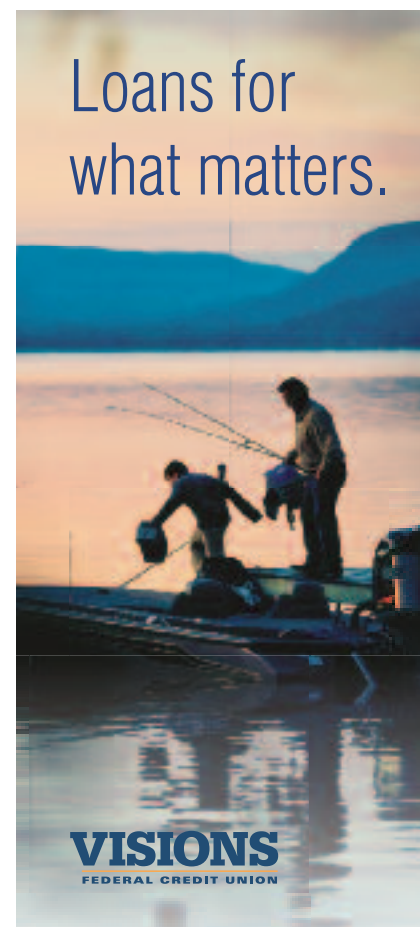
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DATA BREACHES – ARE YOU PROTECTED?



By Jeff Chelius, Riverfront Federal Credit Union, SBRA Member

Unfortunately data breaches occur so frequently in our world today that they have become commonplace. Data from the 2018 *IDology Consumer Identity Study* indicated the following: 90 million Americans have received at least one notification in the last 12 months that their data had been breached, 128 million Americans are more concerned about their identities than a year ago and 76 percent are concerned about mobile malware stealing their identity and password information.

In 2017, Equifax announced its systems were breached by an unauthorized third party, which gained access to personal information including full names, Social Security numbers, birth dates and addresses. According to the FTC, approximately 145 million consumers' personal data potentially was exposed just from that breach alone. That is nearly one in three Americans.

With the countless other data breaches that have also occurred and which are likely to occur in the future, it is not an exaggeration to believe that most U.S. consumers have had their information compromised in one form or another. Consumers often wonder what they can do to protect themselves.

Identity and credit monitoring

Whether or not you have been directly affected by a breach, identity and credit monitoring should be considered by all consumers of all ages. As consumers, we have insurance coverage for our homes, personal belongings and automobiles. Experts recommend also being vigilant about protecting your identity.

Identity theft and credit monitoring programs detect harmful use of personal information, giving consumers tools to proactively defend their identity and help halt fraud before real damage might be

done. These programs are also a great benefit for employers to offer employees.

Remember, perpetrators usually seem to be one step ahead of the game and they know what they're doing. Younger and older Americans are often targeted as these individuals (or their guardians) may not pay as close attention to their personal data as do other consumers.

Constant fraud monitoring services are available for a fee, and there are also free services available. Below are a few steps to take to monitor and guard the security of personal and financial data.

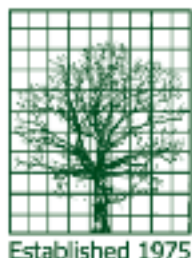
Use two-step authentication

Most companies and financial institutions offer two-step authentication. This adds a second layer of protection to account log-ins, by requiring an additional credential beyond username and password. Examples include a financial institution sending a one-time passcode via text or email to access accounts, or a ZIP code required to confirm a credit card payment. Consumers should explore all online accounts and enable two-step authentication when available.

Regularly review credit report

Consumers have the right to request a free copy of their credit report once a year from each of the three credit reporting bureaus. A best practice is to stagger these requests so an updated report can be reviewed every four months. Unrecognizable accounts or activity could indicate identity theft. Free reports can be requested from www.annualcreditreport.com.

(Continued on page 26)



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DATA BREACHES – ARE YOU PROTECTED?

(Continued from page 25)

Place fraud alert on credit report

If you're concerned about identity theft, but haven't yet become a victim, you can also place an initial fraud alert. For example, you may want to place a fraud alert if your wallet, Social Security card, or other personal, financial or account information are lost or stolen. A fraud alert will tell any business that runs your credit that they should check with you before opening a new account.

Fraud alerts are free and an initial fraud alert lasts for one year. Identity theft victims can get an extended fraud alert for seven years. A fraud alert can be placed online through any one of the three major credit reporting bureaus (Experian, Equifax or TransUnion), and one agency will notify the other two bureaus of your fraud alert.

Freeze credit report

A credit freeze restricts access to your credit file, making it harder for identity thieves to open new accounts in your name. Usually you get a PIN to use each time you want to freeze and unfreeze your account to apply for new credit.

Recent changes enacted by the Economic Growth, Regulatory Relief, and Consumer Protection Act now make freezing and unfreezing your credit free across the country. Initiating a credit freeze is by far one of the best ways for consumers to guard against identity theft.

Remember the children! Child credit freezes allow you to freeze a child's credit file until the child is old enough to use credit.

To place a freeze, a consumer must contact each of the three credit reporting bureaus. The Federal Trade Commission's FAQ page on credit freezes fully explains freezes and also provides necessary information and steps to follow to im-

plement one <https://www.consumer.ftc.gov/articles/0497-credit-freeze-faqs>.

Consider purchasing ID theft insurance

Do you have a plan so that you are covered the second things stop going according to plan? Just like automobile insurance and homeowner's insurance, coverage needs to be in place before an event happens. There are many solutions available to consumers, including coverage for individuals and family members. Look for identity theft programs that help halt fraud before any real damage is done by detecting harmful use of personal information, provide consumers tools to proactively defend their identity, and guarantee 100% satisfaction restoration in the event of a breach.

Minimize the headaches associated with identity theft. Take steps today to protect yourself and your loved ones.

Jeff Chelius is a results-driven finance executive with more than 19 years of success in the financial services industry and over 8 years' experience auditing credit unions and private companies. He is known as a servant leader with superior analytical skills and a demonstrated commitment to financial growth. Jeff's core competencies include financial analysis, financial reporting, asset/liability management, budget development and investment portfolio management. He has a proven history of managing risk, helping others and improving policies, procedures and controls. Prior to serving as Riverfront Federal Credit Union's CFO, Jeff was with Reinsel & Company over 8 years in the audit department. For additional information, please email Jeff Chelius at jpchelius@gmail.com.

THE RESTAURANTEURS NEWEST BEST FRIEND. OR NOT. READERS SHALL DECIDE.



ON TECHNOLOGY

By Randy Rowe, Hureka Technologies

For the past 36 months we've been working on an application for restaurants and their customers here at Hurekatek. I've alluded to it in a past article, and now wish to place it in dear readers' care to scrutinize, poke, tap, tickle its' belly and see how it works. Readers are encouraged to email, write or call with their unvarnished feedback. More about that in a moment.

We were/are a fast food nation. However, the fast food chains have struggled of late for a variety of reasons. Chipotle's troubles have been chronicled; McDonalds changing menus. Indeed, almost all chains have toyed with their menus to attract the millennials and re-engage baby boomers and gen Xers who also prefer healthier choices than in the past. Perhaps this is due to traveling abroad or the rising awareness to the drawbacks of pre-processed food? Whatever the reason, eating habits have shifted and expectations are higher than in the past according to your editor's humble opinion.

A Better Choice than Touchscreens

Recently I read on the Inquisitr.com website an article by the *Daily Mail*, a UK newspaper, about an investigation done by Dr. Paul Matawele from the London Metropolitan University. In it, he reported that in all six London and two Birmingham, U.K. locations of a leading international fast-food chain restaurant, every touch screen machine used for ordering your breakfast, lunch or dinner was contaminated by traces of *Staphylococcus*, *Listeria* and human feces. A spokesman for the restaurant chain was quoted saying, "Our self-order screens are cleaned

frequently throughout the day. All of our restaurants also provide facilities for customers to wash their hands before eating." End quote. Obviously not frequently enough! Emphasis mine.

restaurant.foodconnect.app/

The app address above is how readers can access the website on their computers. The smart phone app is in final testing so it isn't perfected yet and that's fine. With reader feedback who've viewed the website we envision fixing errors and adding features. We don't claim to know everything or have thought of everything but, we came up with an idea and we did something about it. As an example, the disgusting touch screens mentioned above are non-existent. Your smart phone is your touch screen ordering interface. The cleanliness of your phone is your issue.

One thing we considered was food waste and came up with a way to reduce that disgrace by helping both the restaurant and the customer. The restaurant can send out a notification to all who have downloaded the app informing them that X amount of a dish remains and must be jettisoned or, can be purchased at a discount if it is picked up or delivered that evening when the alert goes out. Ingredient sourcing is another feature that can help local farmers and the restaurateur and by extension the customer. We also incorporated menu recommendations that can be personalized to diet preferences, menu pairing set by the chef, (who ought to know what goes best with what), chat bots to entertain the kids, delivery times and menu management. Imagine, ripe red tomatoes just blanched from the vine from a local garden, and its' flavor! as opposed to ethylene reddened tomatoes from the San Joaquin Valley that aren't really ripe, but at least they're red.

So, have a look, let us know what we can do to improve our application. You can contact me with your suggestions at: 215.816.8300 or randy@hurekatek.com.



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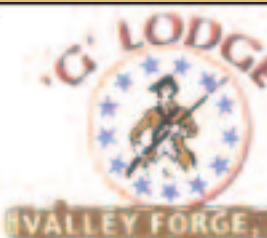
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Boyertown 610-473-2000
Find us on Facebook
Legacy Fall Open House Nov. 3 & 4
Visit us on the Best Kept Secrets Tour
Oct. 25 – Nov. 10

CORE ELEMENTS
New flooring for your business or workspace is easy as 1-2-3!
STEP 1: SELECT YOUR SPACE
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STEP 2: CHOOSE YOUR COLOR STORY
Professionally-designed, mix and match color schemes suit your space, your style and one another.
STEP 3: ENJOY YOUR PRODUCTS
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!
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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

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

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

152 E. High St., Suite 360,
Pottstown, PA 19464
• TEL: 610.326.2900
• FAX: 610.970.9705

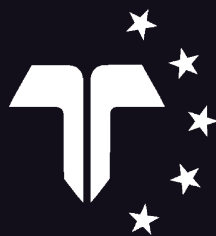
• EMAIL:
info@tricountyareachamber.com

Michele Barrett, Events & Marketing Director
michele@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

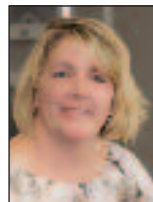
Gregory Glenn, Member Relations Director,
gregory@tricountyareachamber.com

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



TRICOUNTY AREA CHAMBER OF COMMERCE

PRESIDENT'S MESSAGE



START 2019 OFF RIGHT – LEVERAGING THE POWER OF YOUR MEMBERSHIP!



Membership has its benefits:

• Complimentary exposure for your business:

- Online listing in Membership Directory at tricountyareachamber.com – is your listing correct and complete?
- Display your materials in brochure rack and business card rack at Chamber Office
- Submit press releases for visibility on Chamber website and social media posts

• Credibility – let customers know you are a Member

- Decal – 2019 Chamber Member Decals will be distributed soon
- Membership Certificate – yours to display proudly
- State “Proud Member of...” and use TriCounty Chamber logo – place on website. On letterhead, in email signature

• Join the Chamber community

- Received a list of fellow Members to contact as potential future customers – a new list will be sent

• Complimentary event attendance:

- At your first Membership Breakfast, be introduced as a new Chamber Member
- Renew your Membership and attend a Membership Breakfast as our guest
- Watch for your invite to the luncheon that coincides with your renewal month and join new and existing members at a Membership Anniversary Luncheon
- Network monthly and build new relationships at business card exchanges – next Business Card Exchange is Tuesday, January 22 from 5 – 7 PM at Community Health and Dental Care, Pottstown
- Monthly educational workshops on various topics to refresh you and your staff – next Refresh Friday is on Friday, January 25, from 8:30 – 10 AM – How to Kick the Crap Out of LinkedIn

...And so much more!

MAKING A DIFFERENCE IS WHAT WE DO!

WELCOME APPROVED NEW MEMBERS!

*Congratulations to the businesses listed below. Their applications were approved by the Board of Directors in December. When purchasing goods and services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you **Always Buy Chamber!***

PaBella Italia Pizzeria & Italian Kitchen
2209 E. High St.
Pottstown, PA 19464
610.970.0700

www.bellaitaliapizza.com
*Caterers/Banquet Services;
Restaurants/Clubs*

Bella Italia is a family-owned, lively restaurant in the heart of Lower Pottsgrove, Pa. We are conveniently located on East High Street. We are modern in approach and Italian in spirit! We always use the best ingredients and provide a great atmosphere. We are looking forward to serving you!

**Ervin White Beauford
Funeral Service, P.C.**
1133 E. High Street
Pottstown, PA 19464
610.327.4546

www.ewbfunerals.com
Funeral Homes

We are a full provider of funeral and cremation goods and services. We provide professional advice, service and accountability to families in their season of bereavement. We also offer pre-arranged funeral packages.

Goose's Montecristo Cigar Lounge
250 W. Ridge Pike
Limerick, PA 19468
484.902.8770

www.cigargoose.com
Retail Sales

Goose's Montecristo Lounge and Tobacconist, located in Limerick, PA, embraces the slogan of the cigar industry "relax and enjoy a cigar"... helping our members and customers relax after a hard day's work.

Keller Williams Realty Group
2069 Orlando Rd.
Pottstown, PA 19464
610.850.2128

www.facebook.com/RachaelRWRealtor
Real Estate - Residential

I'm a Licensed Realtor. My husband and I are also beginner investors and flippers along with being very active in the Pottstown area community.

Loughin Real Estate
100 Campbell Blvd, Suite 106
Exton, PA 19341
610.705.2200

www.ourteamyourdream.com
*Real Estate - Commercial/Industrial;
Real Estate - Residential*

We are a local real estate team with a focus on creating a community through connecting people.

Majestic Glamour Nails & Spa
1126 Town Square Rd.
Pottstown, PA 19465
267.945.1268

majestic-glamour-nails-spa.business.site
Salons - Hair/Nail and Skin Care/Tanning
Highly qualified nail technicians for manicures & pedicures.

Parma Pizza
600 Heritage Drive
Pottstown, PA 19464
484.941.0888

www.parmapizzapottstown.com

*Caterers/Banquet Services; Food Products;
Food Products - Specialty;
Restaurants/Clubs*

Great food, great prices. Fast and friendly service, family owned!

Pottstown's Own Meat Market
55 E High St.
Pottstown, PA 19464
610.326.0900

pottstownownmeatmarket.com

Food Products; Food Products - Specialty
Pottstown's Own Meat Market is a wholesale/retail butcher shop. We sell chicken, turkey, beef, lamb, and goat.

Ron's Crooked Hill Tavern
1271 N. Sanatoga Station Road
Pottstown, PA 19464
610.326.5500

www.ronscrookedhill.com

*Food Products; Hotels/Motels/Bed and
Breakfasts; Restaurants/Clubs*

Ron's is a family owned & operated American style tavern & restaurant. We provide a relaxed atmosphere & specialize in quality comfort food & beverages.

Speck's Drive In
3969 Ridge Pike
Collegeville, PA 19426
610.489.2110

www.speckschicken.com

*Food Products; Food Products - Specialty;
Restaurants/Clubs*

Speck's Drive-In has been a family owned and operated establishment since 1953. Our broad menu offers flexible ordering of our award winning Broasted® chicken, sandwiches or daily specials. We also offer a large selection of side dishes, including garden salads & our secret recipe coleslaw. We are the perfect solution for various dining needs — meals on the go, an inexpensive family dinner out, entertaining or organization meetings.

Traveling Nurses LLC
509 S 12th St
Reading, PA 19602
484.755.5482

www.travelingnurses1.com

*Home Care Services - Seniors; Home
Health Care Services*

Home care agency - personal services, house-keeping

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

41+ YEARS

BB&T
Borough of Pottstown

Boyertown Oil
and Propane

Brookside Country Club

Columbia Boiler Co.

Cappelletti Pinter &
Company, P.C.

Exelon Nuclear

Fox Rothschild LLP

P. Richard Frantz,
A.I.A., Architect

The Hill School

Maillie LLP

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

Pottstown Area
Industrial
Development, Inc.

Pottstown Hospital
Tower Health

Pottstown
Roller Mills, Inc.

Reading Foundry &
Supply Co.

Specht Realty, Inc.

Twin County
Construction Co., LLC

Yergey Daylor.
Allebach.Scheffey.
Picardi

15 YEARS

Furniture Soup, Inc.

5 YEARS

Berks Career and
Technology Center

Foundation for
Boyertown Education

Janet Flack -
EXP Realty, LLC

Lily's Grill

My Dad's Flooring

1 YEAR

1031 CORP.

*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 Farrell** at 610.326.2900 or tarra@tricitycount-yareachamber.com

Member Renewals

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

American Crane &
Equipment Corp.

Building a Better
Boyertown

Cigas Machine
Shop, Inc.

Comcast

Complete
Graphics, Inc.

CzarStar Security

A. Jackson Ecker, Inc.

Fred Beans Ford of
Boyertown, Inc.

Glocker Realty
and Insurance

Hollenbach
Home Center

Independence
Planning Group

Keystone Villa at
Douglassville

Klein Transportation

LegalShield

North Coventry
Township

O'Connor Investment
Company, LLC

PA Office of Vocational
Rehabilitation

Patrick J. Murphy
& Associates

The Pennsylvania
Community
Development &
Finance Corporation

Premier Orthopaedics:
Brandywine Institute of
Orthopaedics Division

Rick Linn, LLC

Stored Energy
Concepts, Inc.

Tompkins VIST Bank



TRICOUNTY AREA
CHAMBER OF COMMERCE

THANK YOU!

**2018-2019
Connections Partners:**



2018-2019 Commerce Partners:



MAKING A DIFFERENCE IS WHAT WE DO!

BUSINESS SPOTLIGHT

January's Business Spotlight is Community Health & Dental Care. Learn more about them at the event on Tuesday, January 22 from 5-7 PM, located at 351 W. Schuylkill Rd. in Pottstown!

Our NEW LOCATION as a One-Stop-Shop!



**The Coventry Mall, 351 W. Schuylkill Road, Pottstown, PA 19465
(Next to Dick's Sporting Goods)**

MON 8-8 • TUES-THURS 8-7 • FRI 8-5 • SAT 8-3

**In collaboration with
Pottstown Hospital
we would like to
introduce...**



Dr. Robert Nielson



Dr. Beth Maisel



Dr. Elisa Ross

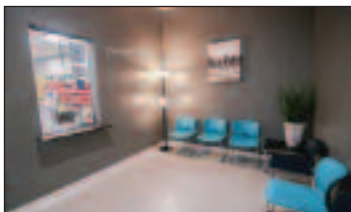
Additional locations: 800 Heritage Drive, Suite 802, Pottstown, PA 19464
(MON 8-5 • TUES & WED 8-6 • TH 8-8 • FRI 8-4) and

700 Heritage Drive, Suite 701, Pottstown, PA 19464 (TUES 8-7 • WED 8-5)

**PHONE: 610-326-9460 FAX# 610-222-5006
OB/GYN PHONE: 484-941-9989 FAX # 610-222-5006
WWW.CH-DC.ORG**

**We are the recipient of the 2018 Community Impact Award, presented by
Pottstown Hospital, Tower Health and Tri County Area Chamber of Commerce.**

*Our services include: Medical, Dental, Vision, Pediatrics, OB/GYN Prenatal,
Behavior Health Services, Substance Abuse Support, Case Management,
Referral Assistance, Healthcare Discounts, Nutrition Services, Medication Dispensary,
After Hours Service and Walk-In's (for established patients).*



**FREE TRANSPORTATION
for existing patients**

**Most Major Medical and
Dental Insurances Accepted.**



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!

Salons – Hair/Nail & Skin Care/Tanning

- Lisa's Ultimate Image
- Lords & Ladies Salon and Medical Spa
- Lords & Ladies Salon and Medical Spa - Douglassville
- Lords & Ladies Salon and Medical Spa - Gilbertsville
- Lords & Ladies Salon and Medical Spa - Pottstown
- Reflections Hair Designs
- Salon Evolve
- Virtual Essence Hair Design

Schools/Colleges/Education

- Alvernia University
- Berks Career and Technology Center
- Boyertown Area School District
- The Hill School
- Montgomery County Community College
- Owen J. Roberts School District
- Perkiomen School
- Pottsgrove School District
- St. Bonaventure University Online
- Ursinus College
- Western Montgomery Career and Technology Center
- Wyndcroft School

Senior Services

- Chestnut Knoll
- Visiting Angels

Signs/Banners/Flags

- FASTSIGNS
- Graber Letterin' Sign Co.

Social Services

- Chester County Food Bank
- Family Services of Montgomery County

Software Design/Programming

- CODY Systems
- Gateway Ticketing Systems, Inc.
- Midcore Solutions

**A complete list of members
can be found on the online
business directory at
tricountyareachamber.com.**



WINTER CONSIGNMENT TICKETS

FEATURED MEMBER BENEFIT OF THE MONTH



Ski and Winter Attractions are available – current discounts include:

- Adventure Aquarium
- Bear Creek Mountain Resort
- The Crayola Experience
- The Franklin Institute
- Hersheypark – Christmas Candy Lane
- Jack Frost Big Boulder
- National Aquarium
- Reading Fighting Phils
- Santander Arena & Performing Arts Center

Contact Melissa at 610.326.2900 or melissa@tricoutnyareachamber.com to get a full list of available discounts.

MAKING A DIFFERENCE IS WHAT WE DO!

DECEMBER MEMBERSHIP LUNCHEON

GATHERING OF GRATITUDE

In December, Chamber Members gathered for a special Gathering of Gratitude Luncheon at the Western Career and Technology Center. The delicious luncheon, prepared by students at the Technical Center, was free thanks to our sponsor Exelon.

Members learned about new initiatives and committees they can be involved in. Committees looking for participants include:

- Pro Business Council
- Membership Committee
- Family Business Task Force
- Lead Engage Young Professionals (LEYP)
- Women of the Workforce
- Business/Education Partnership
- Partnerships and Special Projects Group

THANK YOU TO OUR SPONSORS:



Exelon Generation®

610.718.3025; www.exeloncorp.com/PowerPlants/limerick/Pages/profile.aspx

Exelon does business in 48 states, the District of Columbia and Canada. Wherever we are, we work with local employees, customers, government officials and the public to design strategies that leave each community better than we found it. Exelon employs people and supports volunteer programs that matter to them.



610.796.8228; www.alvernia.edu

Alvernia University was founded in 1958 by the Bernardine Sisters of the Third Order of St. Francis. Alvernia offers undergraduate and graduate degrees in addition to certificates. It provides flexible alternatives for adult students.



610.326.5413; www.pottstownarearapidtransit.com

Pottstown Area Rapid Transit is a publicly owned and privately operated transit system serving the Borough of Pottstown and surrounding areas.



610.495.6204; www.schultztechnology.com

Established in 2000, **Schultz Technology** was founded on the principle of making customer service the number one priority. Our team is standing by to help you 24 hours a day 7 days a week with all your technology needs.



December's Luncheon reached full capacity at the Western Career and Technology Center!



New Members (L to R): Patricia Pasley-Glover, Tricia's Trinkets & Treasures; Jenna Stouch & Nena McMillin, Mike's Brick Oven Pizza; Desiree McCarty, Hilltop Drive-In, Inc.; Frank Rezza, Coventry Neighbors Magazine; LeVioe Howard, Byrd's BarBeQue; and William Baird, Bair's Catering LLC.

One of the breakfast sponsors, PART, collected donations for their Take PART Give Back initiative.



NEXT BREAKFAST:

- Thursday, January 10 – Economic Forecast
- 7 – 9 AM at Copperfield Inn at Lakeside

MAKING A DIFFERENCE IS WHAT WE DO!



Mark Your Calendars!

NETWORKING

Thurs., Jan. 10

7-9 AM

Economic Forecast Breakfast

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

2019 is here and we are excited to be able to discuss the economic outlook of the new year with several individuals from Tompkins VIST Bank and Insurance. These professionals include an investment officer, portfolio manager, economist, and a technical analyst. Their professionals will be giving a brief presentation on the economic pulse of the nation followed by Q & A session. Please feel free to email us your questions for these individuals ahead of time!

\$26 per Member (prepaid before 1/3); \$32 per Member (invoiced or after 1/3); \$50 per non-member

Sponsored by: Tompkins VIST Bank and Tompkins VIST Insurance

Weds., Jan. 16

12-1 PM

Discover Leadership Tri-County

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

Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. *Now enrolling for the Class of 2020!*

Free; Registration Requested

Thurs., Jan. 17

8:30-9:30 AM

Legislative Coffee

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

All of our legislators for the TriCounty Area have been invited to attend this morning coffee event. Come out and join us in welcoming the new legislators as well as the incumbents from the previous year. This is your opportunity to have a one-on-one conversation with the legislators to discuss your business and network!

Members Only; No Charge; Registration Appreciated

Sponsored by: Montgomery County Community College

Fri., Jan. 18

8:30-10 AM

Leadership Alumni Executive Series: Part 1

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

Through this exclusive and intimate event, gain valuable insight from three top leaders in our region and learn how they develop leaders among their staff and gain influence in the community by serving others. Featured Panelists: **Rich Newell**, CEO, Pottstown Hospital Tower Health; **Scott McDevitt**, President/CEO, Translogistics, Inc.; and **Rich Graver**, Chief Lending Officer, The Victory Bank.

Leadership Alumni Only; Free Event

Contact Jennifer O'Donnell at 610.326.2900 to register.

Tues., Jan. 22

5-7 PM

Business Card Exchange

Community Health & Dental Care, 351 W. Schuylkill Rd., Pottstown 19465

Community Health and Dental Care provides affordable, accessible, and quality healthcare to everyone regardless of insurance status. Come out and tour the new facility at the Coventry mall and see all that they do for the community!

Members Only; No Charge; Registration Appreciated

Sponsored by: Community Health & Dental Care

Fri., Jan. 25

8:30-10 AM

Refresh Friday: How to Kick the Crap Out of LinkedIn

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

Selling, Hiring and Growing in the Digital Age. Stop wasting time online and start making more money. Featuring Guest Speakers: **Ed Burns**, LinkedIn and Social Media Expert; and **Don Carrick**, Corporate Photographer and Facial Expression Coach.

Members Only; No Charge; Registration Appreciated+

Tues., Jan. 29

8-9 AM

Discover Leadership Tri-County

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

Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. *Now enrolling for the Class of 2020!*

Free; Registration Requested

SAVE THE DATES

Tues., Feb. 5

4-6 PM

Business Card Exchange

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

Come mix it up with the Keller Williams Realty Group! Take a night to come mingle with the membership at their office on N. Lewis Road. 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.

Members Only; No Charge; Registration Appreciated

Sponsored by: Keller Williams Realty Group

Tues., Feb. 12

5-8 PM

Women's Roundtable: inspired

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

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

Sponsor: YWCA Tri-County Area

Additional Business Development Opportunities Available

Fri., Feb. 22

8:30-10 AM

Refresh Friday: Advocacy

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

Peggy Lee-Clark, Executive Director of Pottstown Area Industrial Development, Inc. will present on **Advocacy**.

Advocacy is a powerful tool that ranges from grass-root efforts to well-oiled machines. When effective it inspires positive change. Unfortunately, professionals don't always understand the process which is why it isn't always successful.

Members Only; No Charge; Registration Appreciated

Thurs., March 7

7-9 AM

Membership Breakfast: Shoestring Marketing

TBD

More details to come.

\$26 per Member (prepaid prior to 2/28); \$32 per Member (invoiced or after 2/28); \$50 per non-member

Sponsors: Alvernia University; Tompkins VIST Bank

Additional Sponsorship Opportunity Available

Weds., March 20

5-8:30 PM

Boyetown Area Progress Dinner

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

More details to come.

\$100 per Member; \$900 per Member table of 10; \$150 per non-member; \$1,500 per non-member table of 10

Platinum Sponsor: Tompkins VIST Bank

Additional Sponsorship Opportunities Available

Call Michele Barrett, 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 tricityareachamber.com or call 610.326.2900.

MEET THE NEW CHAMBER STAFF MEMBER



Michele Barrett

The TriCounty Area Chamber of Commerce is excited to introduce our new Special Events & Marketing Director –Michele Barrett.

Michele started her employment with the TriCounty Chamber on Tuesday, December 4, 2018. Michele will primarily be responsible for planning and execution of all Chamber events including but not limited to Business Card Exchanges, Membership Breakfasts, and Refresh Fridays. She will also design and facilitate all annual events such as the Legislative Coffee, College Fair, and the Boyertown Area Progress Dinner. Michele will be your business-to-chamber contact for marketing of all events. We look forward to Michele's contributions to the Ambassador Program, Women of the Workforce Program, Family Business RoundTable, and Lead Engage Young Professionals.

Michele earned her M. Ed in Curriculum and Instruction as a Teaching Fellow at the University of Missouri-Columbia. She enjoyed teaching middle and high school English and Language Arts for seven years, in part teaching in the Antietam School District, before dedicating her time to raising her children, Grace who is now 16 and Nicholas who is now 13.

During her years as a "stay-at-home parent," Michele started a nonprofit organization, Walk Bike Berks, and served the tri-county area as a transportation education and equity advocate at the local, state, and national level. Michele says she is delighted that her early work as a grant writer for the Pottstown School District's Safe Routes to School program was able to serve as a small component of the overall success that has led to the new bicycle and pedestrian network throughout the Pottstown area. She went on to become the first Executive Director for PA Walks and Bikes. She served both leadership roles until her family made the move to Montgomery County in 2010 where Michele served on the board of directors for Building a Better Boyertown. She offered her help as a temporary full-time Main Street Manager to the BBB while the established Manager, Adrienne Blank was on leave for a short time.

In 2014, Michele went on to serve as the Colebrookdale Railroad Preservation Trust's Assistant Director. Michele is delighted to have the opportunity to currently serve on the Pennsylvania's Americana Region's visitor's bureau's ADA/Autism Friendly Committee. The work will enable the bureau to launch a new website page and print resources to highlight businesses and destinations in our region that provide ADA and autism-friendly infrastructure and supports.

Michele looks forward to being a vital part of the tri-county region and contributing to the growing success of the ongoing business development.



A TriCounty Chamber Story...

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



Baran Schultz,
Owner,
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



ECONOMIC FORECAST BREAKFAST



We are excited to be able to discuss the economic outlook of 2019 with several individuals from Tompkins VIST Bank and Insurance. These professionals include an investment officer, portfolio manager, and economist. Their professionals will be giving a brief presentation on the economic pulse of the nation followed by Q & A session.

JANUARY 10

7 - 9 AM

COPPERFIELD INN

\$26.00 on or before 1/3
\$32.00 invoiced after 1/3

To register call 610.326.2900 or visit tricountyareachamber.com

TOMPKINS
Insurance Agencies

SPONSORED BY:

TOMPKINS
VIST Bank

MAKING A DIFFERENCE IS WHAT WE DO!

'PLANNING' TO REDUCE TRAFFIC CONGESTION

We have all seen it...and felt it. The snows of last winter and the rains of the spring and summer paused—for only a short time—the 'march of construction equipment'! Cranes, dump trucks, concrete mixers and excavators seem almost as dense as our passenger vehicle traffic.

All over our region, the combination of the enlivened economy and interest rates have contributed to a surge in the construction and re-development of both single family and multi-family residential units from all corners of Montgomery and Chester counties. Hard to believe that while we may have gotten used to the cyclical nature of roadway repair and bridge reconstruction along our most congested arteries, once off the highways, we also face the construction vehicles on our hometown roads.

A simple question may have already crossed your mind.

If we are paying to widen and improve our major roadways and approving the building of residential projects along our corridor... won't traffic just continue to get worse?

It is a very valid point for discussion.

While Townships can limit development with moratoriums based on issues like the lack of available capacity for sewage



conveyance and treatment and water, they cannot deny a property owner's right to develop his or her property because of potential congestion issues related to a lack of planning along transportation corridors.

New development certainly has many positive elements to offer any township or municipality. Increased tax revenue and revitalization of areas are the most obvious. However, new development and redevelopment projects also allow Townships to 'piggy-back' and cooperate on improvements that developers make to their communities—creating greater benefits and more efficient use of township funds.

How should municipalities handle the challenges of this growth—especially in the arena of traffic congestion?

The answer lies in 'planning'. Townships and municipalities who regularly look at

the current and future needs of their communities and address them in their planning documents position themselves successfully for the inevitable periods of economic growth and recession. Updates to Comprehensive Plans and Zoning Codes allow townships to begin the process of planning for the increased amount of vehicle trips associated with growth and redevelopment.

More specifically, codes and planning guidance material can be reviewed with the intent of incorporating transportation demand management (TDM) ordinances. TDM is a method of addressing the very real impacts of traffic congestion in our communities by advocating for multi-modal mobility options that reduce the use of single-occupant vehicles. TDM measures include trail use, walking, biking, van pooling, carpooling and other incentives.

TDM ordinances can include incentives for developers who can verify that elements of their proposed plan reduce the number of vehicle trips or penalize those developments that have not considered the broad impact of TDM in their communities.

Other types of ordinance implementation could include complete streets ordinances (advocating for the incorporation of pedestrian and bike-friendly paths along proposed circulation routes) and transit benefit ordinances (incentivizing employers moving into a community to offer monetary benefits to those employees who use alternate methods of commuting).

The benefits of reduced congestion and more efficient transportation networks are many. Increased

productivity, reduction in physical and emotional stress and an improved quality of life are just a few of these benefits. Get involved with your local government by attending public meetings and asking questions about how changes to your community might be improved by considering TDM measures in planning decisions.

For more information on Transportation alternatives visit wearetdm.com.

Anita Nardone, PE, Director of TDM Planning, GVF. To reach Anita Nardone by email: Anardone@gvftma.com, or by phone: (610)354-8899.

LEGISLATIVE COFFEE

TRICOUNTY AREA CHAMBER OF COMMERCE
CONFERENCE ROOM
JANUARY 17TH
8:30AM-9:30AM

ALL OF OUR LEGISLATORS FOR THE TRICOUNTY AREA HAVE BEEN INVITED TO ATTEND THIS MORNING COFFEE EVENT. THIS IS YOUR OPPORTUNITY TO HAVE A ONE-ON-ONE CONVERSATION WITH THE LEGISLATORS TO DISCUSS YOUR BUSINESS AND NETWORK!

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WOMEN OF THE WORKFORCE

Women in the area had a great WOW Holiday Networking event on December 12. It was a wonderful afternoon of networking and holiday festivities. The Carousel at Pottstown was beautifully decorated and put everyone in the holiday spirit. Thank you to everyone who came out and made this event a success!

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NEXT WOW EVENT:

- Women's Roundtable: InspiRED
- Tuesday, February 12 from 5 – 8 PM
- Brookside Country Club, Pottstown

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



Holiday Party

On December 6, young professionals in the tri-county area gathered at the Red Horse Motoring Club to support two deserving families through donations of gifts to The Salvation Army of Pottstown. Red Horse Motoring Club provided a gorgeous venue to create connections, build community, and support commerce. Sincere appreciation goes to the following businesses for their generous donations of food and beverages:

Lily's Grill; The Avenue; Juan Carlos; Sly Fox; Amruth Brewery; McDonald's – Pottstown; Giuseppe's Cafe & Pizzeria; Wolf, Baldwin & Associates, P.C.; Pottstown Area Industrial Development; Louette's BYO; Pottstown Area Health & Wellness Foundation

Thank you to everyone who made this event a success! Stay tuned for more exciting events and programs for LEYP!



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



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Donut NV,
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Pottstown,
PA 19464

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 Michele Barrett, Events & Marketing Director, at 610.326.2900 or michele@tricountyareachamber.com.

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Refresh

REFRESH FRIDAY - DECEMBER

December's
Refresh Friday focused on
Strategic Management.

Donald Schalk,
Director of Business &
Corporate Development,
Alvernia University,
discussed the execution side
of strategic management
and how to ensure success
with the daily realities of
budget cuts and competing
priorities using various
tools and techniques.

!

NEXT REFRESH SEMINAR:
Friday, January 25, 8:30 – 10 AM,
"How to Kick the Crap Out of LinkedIn"

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 QUALI- FIED INDIVIDUALS?

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

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

Know someone looking for a job?

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

MAKING A DIFFERENCE IS WHAT WE DO!

Leadership

TRI-COUNTY

A DECEMBER TO REMEMBER

A Blog Post by Class of 2019 participant, Jenn Ulrich, Pottstown Hospital Tower Health

'Tis the season to be jolly. It's the time of year when most people are looking forward to spending time with family and friends. Children are doing the countdown to see what *Santa* has left them under the tree. So often we get caught up in "ourselves" that we forget those who have lost a loved one, a job or any other hardship this time of year. Today I was able to walk through the Pottstown Community and embrace what this time of year truly means. *The Tri-County Leadership Class of 2019* braved the cold and witnessed some of the great things local non-profits are doing for the community.

I have worked in Pottstown for over 5 years and never knew about the *Steel River Playhouse* located down on High Street. Standing in the main lobby I felt the same excitement and joy I get before seeing a show in the "City". The volunteers and performers have a true passion for the arts and it shows through all of their hard work. A few of us left there planning our next girls' night out for a show and a glass of wine! Little did we know that our next stop at the *Salvation Army* would introduce us to some of the sweetest people, who reinforced there are still kind-hearted human beings. We jumped right in to help with the donations and sorting of food etc. There was a sense of warmth and love in the center, one that you feel when you are around family. Our last stop pulled on my heart strings – the *YWCA Tri-County Area*. Our youth are the future leaders and it all starts at a young age. Walking through seeing the safe place the children have to learn and flourish was amazing. Being greeted with hugs and smiles made me want to continue along my journey of becoming the best leader possible.

At the end of the day, I drove home with a larger sense of purpose, knowing that I want to open doors for others. The words of my grandmother ringing in my ears — it takes a village...



Steel River Playhouse



YWCA Tri-County Area



Part 2 of 3 BoardCorps: Bootcamp



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Learn how this ten-month, tuition based, leadership and professional development program can equip you or a member of your organizational staff with the skills and understanding of the problems, opportunities, and resources throughout the tri-county region to effectively serve on a nonprofit board and sustain community participation and involvement. Now enrolling for the Class of 2020. Applications due June 30, 2019. Class starts in September.

Learn More!

Register for an Info Session!

WEDNESDAY, JANUARY 16th 12 – 1 PM

or TUESDAY, JANUARY 29th 8 – 9 AM

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For more information on Leadership Tri-County, contact Jennifer O'Donnell, IOM, Director, at 610.326.2900 or jennifer@tricityarea.com.

Volunteering at the Salvation Army in Pottstown



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LEGAL OBLIGATIONS WITH RESPECT TO ELECTRONICALLY STORED INFORMATION



LEGAL PERSPECTIVES

By Bruce L. Baldwin, Esquire, Wolf, Baldwin & Associates, P.C.

People delete ill-advised emails. They take down their most unfortunate or incriminating social media posts. Computer files go missing, and digitally stored photos disappear.

But whether these digital mistakes are innocently (or not so innocently) sent to a recycling bin which is then routinely emptied, or instead systematically scoured from a hard drive with scrubbing software, the process of deletion leaves a mark. And the courts have noticed.

When litigation is commenced, threatened or merely anticipated, the parties to that litigation will be under a legal duty to preserve what they know or reasonably should know to be relevant to that litigation. Under Federal Rules of Civil Procedure 37(e), if electronically stored information ("ESI") that should have been preserved in the anticipation or conduct of litigation is lost because a party failed to take reasonable steps to preserve it, and it cannot be restored or replaced through other means, the court can enter sanctions against the party that failed to preserve it. Further, if the court finds prejudice to another party from the loss of that information, it may order such measures as necessary to cure any prejudice or, if the court finds that the party acted with the intent to deprive another party of that information, the court may presume that the lost information is unfavorable to the party that lost it, instruct a jury that the jury must presume the information was unfavorable to the party, or even dismiss the action or enter a default judgment.

The Pennsylvania courts have established their own standard for determining sanc-

tions for the destruction, or in legal terms, "spoliation," of electronically stored information. In Pennsylvania, the courts may sanction a party for violations of the duty to preserve electronic information, and in considering the proper sanction for failure to preserve evidence, the court will consider the degree of fault of the party who altered or destroyed the evidence, the degree of prejudice suffered by the opposing party, and the availability of any lesser sanctions that will protect the opposing party's rights while also deterring future similar conduct.

In the context of traditional ESI, such as word processor files, emails and spreadsheets – files that are typically stored on the party's own computer devices – the obligation to preserve evidence goes beyond a duty to simply not delete files. The duty requires the active and affirmative preservation of these files, which may include the interruption of routine document destruction and data dumps.

In the context of social media, where information is stored externally, and current information is constantly changing, both attorneys and their clients may need to take more active steps to avoid the inadvertent spoliation of evidence. That is, such externally stored information may have to be actively downloaded in order to preserve it and avoid a charge of spoliation.

(Continued on page 42)

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LEGAL PERSPECTIVES

(Continued from page 41)

Parties who believe they might be able to get away with the deletion of potentially incriminating files should think twice. Attorneys and law firms now routinely engage forensic computer analysts to search the other parties' computer devices for signs of file deletion and destruction. Often times, deleted files can be recovered. And even where files have been removed with scrubbing software, the very fact that scrubbing software was used can be used as evidence that whatever was scrubbed would have been harmful to the cause of the party who scrubbed it.

As suggested above, spoliation of ESI has consequences. In the most general terms, if the court finds that a party has engaged in or allowed the spoliation of evidence, the court can enter an "adverse inference" against that party. This adverse inference can be used as affirmative evidence in support of the other party's legal position in a lawsuit. For example, in a case where the issue is a former employee's alleged theft of the employer's confidential information, evidence that files were deleted from a laptop or thumb drive shortly before the start of litigation can be used as affirmative evidence that the deleted files were indeed confidential information of the former employer.

In order to avoid the prospect of such adverse inferences, and in any case where ESI may be significant, attorneys now routinely

issue "litigation hold" letters to both their clients and opponents alike, instructing them on their obligation to affirmatively preserve ESI. In any case where social media is concerned, these litigation hold letters should specifically instruct the parties to download and preserve information stored on external sites.

Also, in the context of social media, attorneys should be instructing their clients that while it is acceptable, and often advisable, to change their account privacy setting so as to limit third parties' ability to access these social media sites, the clients must not delete any social media posts. In fact, attorneys who have failed to offer such advice, and who have instead advised their clients to take down or delete their social media posts, have been sanctioned for their role in their clients' failure to preserve these posts.

The failure to preserve ESI can create enormous legal headaches and alter the outcome of litigation. If there is potential litigation on your horizon, you should contact your attorney immediately to understand your legal rights and obligations with respect to ESI.

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C., with offices in Pottstown, West Chester, and Reading, and has represented employers and employees in business matters and litigation for over 30 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.

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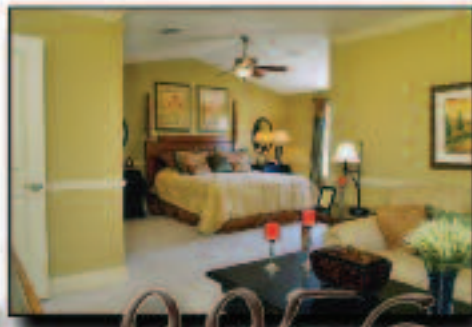
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INTEGRITY SERVICES & SOLUTIONS, LLC

NEW LOCATION, NEW LOGO, SAME EXCEPTIONAL SERVICE!

By **Marian F. Wolbers**

Integrity Services and Solutions, LLC, an independent insurance agency established in 2004, moved from Leesport to 3 Park Plaza in Wyomissing. The agency specializes in employee benefits, human resource services and individual insurance, and is owned by Diane and Todd Klinger.

"What's great about the new office is that it's accessible—with first-floor entry—and centrally located," says Diane (Shepler) Klinger. "Additionally, has larger parking areas and more usable space than our last office. That means we'll have ample space for adding team members as we continue to grow, so we can provide additional services to our clients."

Integrity also sports a new logo and tagline—Take a Step in the Right Direction—to punctuate the company's move forward in a positive way, using stepping stones as imagery. Excited about the look and solid business message, Diane affirms, "We've always had stepping stones as our symbol, because we love helping our clients 'Take a Step in the Right Direction.'" The logo was designed by Linda Jacobs of Downtown Dezin.

As an independent insurance agency, Integrity is not tied to any one carrier, but instead focuses on finding the best solution available for each individual, each organization, each corporation. Explains Diane, "Our employer-clients deal directly with Todd—my husband—and me. The ability to connect with owners—us—means that everything and everyone is fully important. It's truly a business owner talking to a business owner. We can appreciate our clients' pain, and their challenges as business owners, differently than a sales rep."

In fact, she adds, "All our employer-clients have our personal phone numbers to get in touch—evenings, weekends, and holidays—in case of emergencies or high-priority needs."

Integrity's clients range from individuals to small, medium, and large clients, such as school districts and fitness gyms. The largest client has 600 employees. "We have clients who are manufacturers and wholesalers, car dealerships and banks," says Diane. "My division is the HR side. Human capital is what makes a company. It makes it or breaks it. I understand that."



Diane and Todd believe teamwork is critical. "We have a great team here," asserts Diane. "Our employees like their work. And we try very hard to let everyone know they are valued. We show it in little and big ways, like buying everyone lunch once a week, treats on Tuesdays, having bonuses on Thanksgiving and Christmas. Our part-time employees get paid holidays, benefits, and more."

Having a caring team in place mirrors Integrity's history of being people-oriented. As Diane explains, "We place trust in that as a core value. It continues to guide our success."

New address:

Integrity Services and Solutions, LLC
3 Park Plaza, Wyomissing PA 19610
Tel. 610-939-9593

www.integritysolutionsandservices.com



PHOTOS BY GEORGE ANTHONY PHOTOGRAPHY COMPANY

LEVERAGING IGTV FOR YOUR BUSINESS



SOCIAL MEDIA TIPS

By Theresa Mintzer

What is IGTV? IGTV is an app associated with Instagram that allows you to create a channel for posting and sharing long form videos. Think of it as YouTube for Instagram. There are several different ways to promote your business on IGTV. This is helpful if your ideal customer is primarily on Instagram.

IGTV can be used to recycle previously published video content, like material that you have already used on other platforms. Videos should be vertical as they are geared toward mobile devices. If your content is horizontal, you will need to convert it.

You can also create tutorial videos to highlight products or services that you provide. Customers that understand the benefits and features of your product or service are more likely to purchase. You can create videos to walk them through a process like registration or measuring for fit. This provides a great customer service without having to explain the same process over and over.

Another way to utilize IGTV would be creating a regular show, or IGTV exclusive content. This will keep your customers

coming back to the platform. This behind-the-scenes content helps build the like, know, and trust factor with your customers. Or try a Q&A session. Ask customers for their questions, answer questions that come up regularly in client calls, or clarify some common misconceptions about your service or product. Then record the answers to those questions. The more that you customer understands your product or service the more they will be satisfied with their purchase.

Remember that social media should be a way for you to connect and engage with your customer. Relax and enjoy the process.

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

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ZC1181) **301 N. Lewis Road, 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) **31 E. Phila. Ave., Boyertown**- Former Boyertown Community Library space situated on busy East Philadelphia Avenue. Approximately 1879SF first floor space, ideal for retail/office. Some off street parking. \$10/SF + elec., A/C, & trash.

ZC1186) **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**- 1 space - 4,200SF of warehouse space; no office. Loading dock; Overhead door. \$3.50/SF + CAM charges.

ZC1189) **33 E. Philadelphia Avenue, Boyertown**- 600+/- SF of commercial office space on first floor. \$695/Month + Utilities. Call for showings.

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

FOR SALE- (ZC2182) **101 N. YORK ST., POTTSWOM**- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$349,900**

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FOR SALE- (ZC2270) **601 AND 619 W. HIGH ST., POTTSWOM**- 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 IN FIRST FLOOR. LOCATED IN MIDDLE OF BOYERTOWN. VARIOUS POSSIBILITIES. FIRST FLOOR IS VACANT (COMMERCIAL) AND AVAILABLE FOR LEASE. **\$194,900**

FOR SALE- (ZC2273) **237 W. HIGH STREET, POTTSWOM**- 4500SF BUILDING SUITABLE FOR VARIOUS BUSINESSES. SHOWROOM AREA. LARGE WAREHOUSE AREA. OVERHEAD GARAGE DOOR. CONVENIENTLY LOCATED TO ROUTE 100 & ROUTE 422. APPROXIMATELY 15 PARKING SPACES. **\$194,900**

FOR SALE- (ZC2275) **LOT #5, QUARRY ROAD, DOUGLASSVILLE**- COMMERCIAL/INDUSTRIAL BUILDING LOT SITUATED IN INDUSTRIAL PARK, VERY CONVENIENT TO RTS 100, 422, 724, 662. 3+ACRES WITH APPROVED LAND DEVELOPMENT PLAN TO CONSTRUCT A BUILDING COMPRISING OF UP TO 29,120SF OF FLEX SPACE. CALL FOR DETAILS OF LOT CONFIGURATION, PROPOSED BUILDING WITH PARKING AREAS, PUBLIC WATER, SEWER, GAS AVAILABLE. ALL THE NECESSARY WORK IS DONE. IT'S READY TO GO IF YOU ARE! **\$360,000**

FOR SALE- (ZC2276) **SCHOOLHOUSE ROAD, Souderton**- LEVEL 9 ACRE LOT WITH 75' FRONTAGE. PUBLIC WATER (NOT CONNECTED) AND PUBLIC SEWER AVAILABLE (ON THE STREET). POWER COMPANY (PECO) HAS AN EASEMENT TO SERVICE ELECTRICAL LINES. **\$295,000**

FOR SALE- (ZC2277) **535 E. HIGH STREET, POTTSWOM**- BRICK/VINYL SINGLE BUILDING IN POTTSWOM 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 \$730/MONTH-UTILITIES. BUILDING WAS RENOVATED IN 1996. PARKING LOT WAS REDONE IN 2000. 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/APT BUILDING, APPROX. 1700SF OF OFFICE SPACE ON 2 LEVELS. VINYL CARPETING. RECEPTION AREA, 8 OFFICES + CONFERENCE ROOM. ALSO 2BR APT W/KIT, LR, 2BR BATH RENTED MONTH TO MONTH FOR \$575.00 + ELEC, HEAT, WATER, SEWER, CABLE, BORO TRASH BAGS. LANDLORD TAKES CARE OF LAWN, SNOW REMOVAL. PARKING LOT W/12 SPACES. *SELLER IS A PA LICENSED REAL ESTATE BROKER. **\$235,000**

FOR SALE- (ZC2280) **ROUTE 419, REHRSBURG**- 9.7 ACRES OF LEVEL, ROLLING LAND WITH COMMERCIAL/INDUSTRIAL ZONING. ONLY 3 MILES SOUTH OF I78 ON A VERY BUSY ROUTE 419. **\$349,900**

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ROUTE 422 BUSINESS TAX PLANNING AND PREPARATION SERVICES GUIDE

BUSINESS MEALS AND ENTERTAINMENT DEDUCTIONS EXPLAINED

Traditionally, the IRS has allowed a deduction of up to 50 percent of qualifying meals and entertainment expenses for business purposes. When the Tax Cuts and Job Act (TCJA) was originally passed, it seemed to many that both the business meal expenses and entertainment deductions were eliminated. However, the IRS issued guidance (Notice 2018-76) clarifying the deductibility.

Business Meals:

Under prior law, taxpayers could deduct 50 percent of meal expenses that directly met the related or business discussion exceptions

under Section 274 of the Internal Revenue Code. Under TCJA there was some confusion regarding the business meals deduction. After the IRS clarified the deductibility of meals and entertainment, the IRS issued Notice 2018-76 to provide some guidance on the deduction. The notice states, "Allowable meal expenses remain deductible, subject to the 50 percent limitation in Section 274(n)(1)." Therefore, the meal deduction remains intact post-TCJA if the following requirements outlined in Notice 2018-76, are met:

- The expense is an ordinary and necessary expense under § 162(a) paid or incurred

during the taxable year in carrying on any trade or business;

- The expense is not lavish or extravagant under the circumstances;

- The taxpayer, or an employee of the taxpayer, is present at the furnishing of the food or beverages;

- The food and beverages are provided to a current or potential business customer, client, consultant, or similar business contact; and

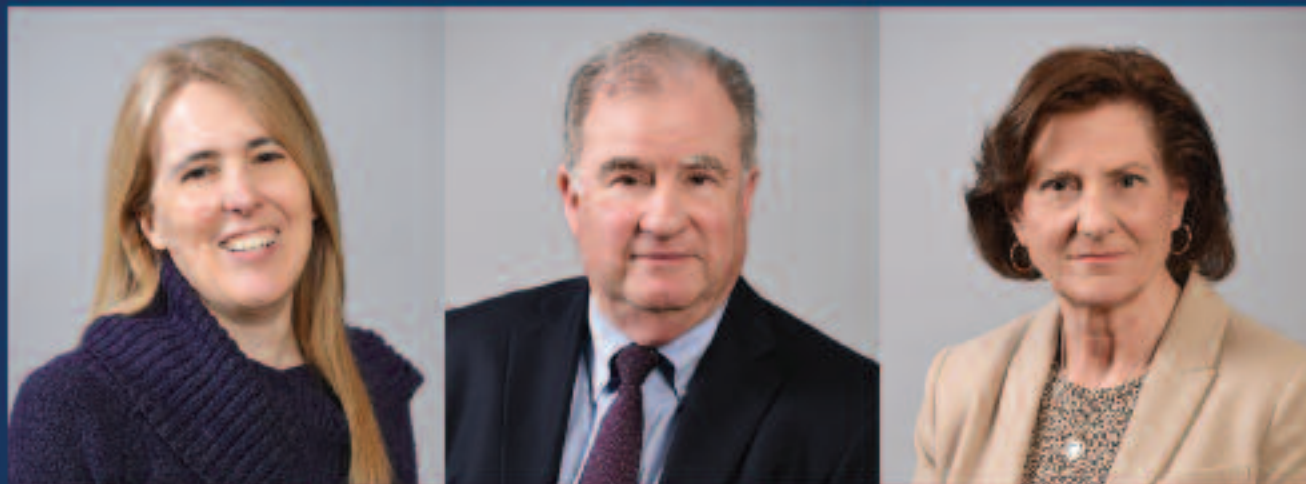
- In the case of food and beverages provided during or at an entertainment activity, the food and beverages are purchased sep-

arately from the entertainment, or the cost of the food and beverages is stated separately from the cost of the entertainment on one or more, bills, invoices, or receipts.

With the provision provided by Notice 2018-76, the 50% deduction for business meals will still be in effect in 2018 and later years.

Entertainment:

Prior to 2018, businesses could deduct up to 50% of entertainment expenses directly related to the operations of the business. However, unlike the business meals deduction, the deduction for entertainment, amusement,



Michele D. Burkins, CPA

Michael L. Cross, CPA

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or recreation expenses was generally eliminated by the TCJA. The Treasury defines entertainment as the following, "an activity of a type generally considered to constitute entertainment." Examples of entertainment provided by the Treasury include entertaining at night clubs, cocktail lounges, theaters, country clubs, golf and athletic clubs, and sporting events. As with much of the TCJA, there was some confusion as to what exactly "is a deductible and non-deductible expense".

Once again, Notice 2018-76 comes into play. The Notice clears up some initial confusion regarding the entertainment deduction. Any expense that falls under the category of "entertainment" as listed above is considered non-deductible. However, "entertainment" does not include the following:

- Dinner money provided by an employer to employee working overtime;
- A hotel room maintained by an employer for lodging of employees while in business travel status; and
- An automobile used in the active conduct of trade or business even though also used for routine personal purposes such as commuting to and from work.

This provides some clarity for the entertainment deduction, but there still seems to be some confusion relating to meals provided during entertainment events.

Meals During Entertainment

Generally, meals that are provided during entertainment events are allowed and deductible if the following conditions are met:

- The food and beverages are purchased separately from the entertainment;
- The cost of the food and beverages is stated separately from the cost of the entertainment on one or more, bills, invoices, or receipts.

Following the guidelines set forth in Notice 2018-76 will contribute to taking full advantage of the new business meals and entertainment deduction rules set forth by the TCJA. A downloadable table with examples is available at www.herbein.com.



Written by
Richard M. Staniszewski.

For more information, please contact Michael L. Cross, CPA at 610-326-0599.

Michael L. Cross

How To Find The Right Accountant For Your Small Business

Your business success depends on many factors. Managing your money well and understanding your finances are two of the most critical. Unless you are an accountant by trade, it is likely you will need some outside guidance and insight as you start and grow your company.

Getting help from an accountant can benefit your business in a number of ways:

- An accountant can inform you of legitimate ways to reduce your tax liability.
- An accountant can ensure you are aware of reporting requirements and deadlines. (If you are not in compliance, you might have to pay fines.)
- An accountant can assist you in filing your taxes (saving you time and sparing you headaches).
- An accountant can provide suggestions that might help you run your business more profitably.

Just as when you contract any other type of professional to help you move your business forward, you should be choosy when selecting an accountant.

Your first step should be to build a short list of accountants that you would consider "partnering" with, because that is exactly what you are doing by hiring a business accountant.

SCORE suggests your list only include accountants and accounting firms that meet the following criteria:

- They have experience in your line of business.
- They reside in your state and/or city.
- They come highly recommended by someone or some source that you trust.
- They are large enough to handle your business requirements in a timely manner, BUT not too large to get to know you and your business on a personal level.
- They do tax work as well as weekly/monthly/quarterly/yearly reporting, according to acceptable accounting practices.

From this short list, you should set up interview meetings with each list. For the interviews, you should develop a list of items, by which you wish to judge each candidate. Also apply a simple grading scheme to give candidates a score of 1-3 or 1-5 for each criterion. Include "price for service" among the judging criteria, but do not make it the number one factor when deciding on which accountant to hire. After all interviews are completed and all grading is reviewed, your top choices should be apparent.

If you need help creating your list of potential accountants, consider asking your local SCORE chapter or chamber of commerce for names of reputable professionals within your community.

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.

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BUSINESS PROFILE

Panoptes Solutions

Panoptes Solutions is guided by the knowledge and leadership of Larry Regneth, a recognized leader in business and industry for more than 30 years. Larry earned his MBA from The Fox School of Business and Management at Temple University. Experienced in delivering global business solutions, he has honed his skill set by closely working with "C" level executives at various multi-national organizations including Lockheed Martin, Alcatel-Lucent and Verizon among others. Additionally, Larry has extensive Federal Government know-how, particularly with Secure Agencies, DoD, Systems Integrators and 8(a) firms.

From NASA, to Intelsat, to our nation's security, Larry's focus has been on "Mission Critical Applications" — systems that are essential to the survival of a business or organization. Systems he helped implement and deploy assisted in assuring organizational survivability throughout the world and even in space, protecting billions of dollars in communications satellites and the lives of astronauts.

Larry is an Alcatel Certified Business Networking Specialist and is also certified for Trusted Advisors D.I.A.L.O.G. Assessments (organizational excellence) and Innermetrix International's Advanced Insights Profile (often likened to DISC on steroids). These certifications demonstrate the unique proficiencies that exist within Panoptes Solutions — technology; but with a keen focus on the organizational and individual factors.

Larry launched Panoptes Solutions to bring his unique skills and experiences to the community where he was raised. While he has worked extensively with Fortune 500 companies, he has a great affinity for SMBs having frequently partnered with small business organizations to provide a "best in breed" results for the end-user client. He understands the exceptional solutions many SMBs provide but likewise he also understands the challenges confronting them. To contact Larry, please call 610.858.5123; Email: larry.regneth@panoptesolutionspa.com; and visit www.panoptesolutionspa.com.

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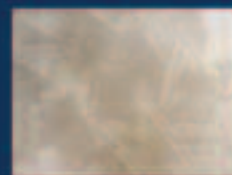
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CUT MONTHLY MERCHANT SERVICES COSTS WITH FEENOTICE SOFTWARE

By Ion Craciun, Card Connect Partners Reading

Ninety-eight percent of businesses are paying excessive merchant fees — Are you one of them? Now you have a way to cut monthly merchant services costs and keep them down with FeeNotice software monthly monitoring.

There are over 200 different charges that often are inflated. How much money are you bleeding? What's your true rate? Low rate would be in the range one-to-two percent. Average rates are two-to-three percent. The real problem is when you have an aggressively high rate that often could be from three percent and above. You are being hosied! The problem is, you CAN'T know for sure how much you are paying. It's hidden from you.

There are two problems. Costs are hidden among the mish-mash of numbers on your monthly statement. It's deliberately designed to be un-readable. I recently spoke to a CPA, and a Professor of Economics. Both admitted they could not decipher their statements on their own business merchant statements. So, what chance do you have?

Then, when you do get a lower rate, by switching to a new provider that doesn't last too long, it always creeps back up, the moment your back is turned. There needs to be a watchdog to continually monitor your fees.

I have 14 years' experience in credit card processing, serving over 1,000 business owners, just like you. They have processed a billion dollars. I saved them money estimated in millions. How can you cut costs, too?

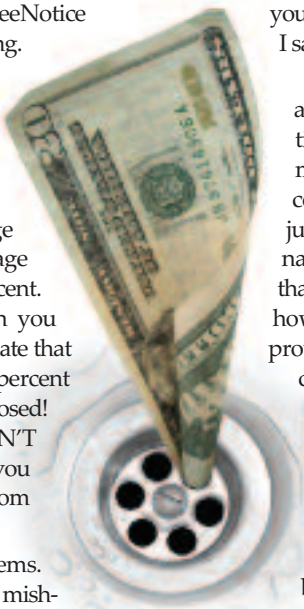
One solution is to hire an independent merchant services adviser. But these services sock you 50 percent of the savings.

You lose fully half the money you hoped to save! Is that fair? I say "No."

So, I developed state of the art software called FeeNotice. It extracts all your statement data in seconds, compiles and compare the jumble of numbers, and finally will prepare a report that reveals your true rate and how much your service provider makes on your account every month. Now you know where you stand. Now, you fight back to cut hidden charges, lower your rate, and save thousands in un-necessary costs. The best news of all, I charge you nothing on savings. You

have the choice to subscribe for our service only if you like after you enjoy it for FREE for the first three months.

I just lowered the rate for one small business owner just like you, from 3.62 percent to 2.35 percent. Over the past two years, she was overcharged \$4,000. How much could YOU save? FeeNotice tells you, in seconds. Even better, it keeps an eagle eye on your statement, every month. You receive notice if ANY fees are raised or added. That's why it's called FeeNotice. FeeNotice helps you to cut your costs and lower your merchant services rate, eliminates hidden charges and KEEPS them down. Learn more: www.feenotice.com. Call Ion Craciun 610.241.0853, or e-mail ionc@FeeNotice.com





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BUSINESS PROFILE

CJ's Tire & Automotive

CJ's Tire & Automotive offers a wide range of tires and vehicle maintenance services that include, name brand Pennsylvania state inspection/emissions testing, tire balancing and alignment, oil changes and lubrication services, brakes, suspension, air conditioning, exhaust systems, cooling system repairs, and diagnostics. Our Automotive Service Excellence (ASE) certified technicians follow the Motorists Assurance Program (MAP) guidelines and utilize the latest equipment and technology for getting automotive services done right...fast, friendly, and hassle free.

When customers bring their vehicle into CJ's Tire & Automotive, we want them to feel confident that they have brought their vehicle to the right place for the best tires and complete car care, at the best price. Our store operations staff and technicians are well trained and carry some the industry's most prestigious certifications. To us, the tire and automotive service industry is more than our profession... it's our passion.

Headquartered in Birdsboro, CJ's Tire & Automotive currently operates 17 retail

store locations throughout Eastern Pennsylvania. Each store features a unique sales floor, comfortable waiting space, free wifi and refreshments as well as state of the industry service tools and equipment.

The family owned and operated business was started on a part-time basis in Birdsboro in the spring of 1971 by Paul Levengood Sr. Over the past 47+ years, "C&J Tire" grew and evolved into "CJ's Tire & Automotive" becoming the local market leader in tires and automotive services.

"Our formula is really pretty simple" explains Paul Levengood Jr., Skip's son who is now running the day-to-day business operations. "Taking care of the customer, hiring people with good character and high morals, and treating customers and employees like they are family is what we are all about. Tires are a commodity... so it's up to us to show our customers how and why we're different. Our goal is to be Better, Faster, and More Affordable than our competition."

For additional information, please visit www.cjtire.com.



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BBB Partners with FASTSIGNS® of Pottstown to Develop Innovative Signage

In ongoing efforts to revitalize downtown Boyertown, Adrienne Blank from Building a Better Boyertown (BBB) partnered with FASTSIGNS® of Pottstown to develop innovative signage to complement the community, attract more visitors and help support local businesses. Building a Better Boyertown is a non-profit organization that is working to preserve the historical heritage of the downtown while creating an environment that fosters a dynamic present and future.

The BBB committee started their journey in 2014 when they sought funding to develop a wayfinding plan for the town with support from the Berks County Community Foundation. Following the 150th Anniversary Celebration of Boyertown, the 150th Anniversary Committee donated their remaining funds to bolster the project. The highlight of the project is a solar-powered, LED-illuminated community reader board with a map with indexed locations of local businesses. The solar-powered sign is self-sustaining; no trenches were dug for wires and there are no monthly electric bills.

"I really enjoyed working on this project and all of the collaboration involved," said Bill Wellen, owner of FASTSIGNS® of Pottstown. "Not just with Adrienne and the committee, but designing in conjunction with Ornamental Post & Panel of Pineville, NC and Solar Illuminations of Fort Myers, FL."

The committee hopes to install attraction signs near highway exits in the near future. Funds are still being raised for



that phase of the project and will involve multiple townships working together.

FASTSIGNS® of Pottstown is a locally and independently owned and operated sign, graphics and visual communications company that provides comprehensive visual marketing solutions to customers of all sizes — across all industries — to help them attract more attention, communicate their message, sell more products, help visitors find their way and extend their branding across all of their customer touch points including décor, events, wearables, digital signage and marketing materials. To learn more, visit fastsigns.com/566 or call 484.624.4874.

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WHAT'S YOUR MARKETING PLAN?



MASTERING SOCIAL MEDIA

By Alyse Mitten, Connector, Interlace Communications, Inc.

Happy New Year everyone.

As we enter the New Year, it's important to have a marketing strategy in place and to have a direction for your business growth.

One of the first questions I am always asked when working with clients on their marketing strategy is, "How much should I budget for marketing my business?" Here's a simple formula I use. When starting a business, you need to establish an awareness of your business by spending 50 percent of your budget to market your business, so that you are able to plan for the major items you need to build a basis for a successful business. These are just a few items you need: business cards, letterhead, envelopes, social media platforms set up properly, website, GYBO, advertising, and signage. That's just the obvious. Heck, 50 percent may not be enough of your budget.

What about the second year of your business? You still need to spend a signifi-

cant amount to build the awareness of your business. The amount should be approximately 40 percent of your budget. This year should be more focused on marketing through those tools you put into place.

The third year you will budget 30 percent and the fourth year, 20 percent. I guess you've figured out my pattern here and know what the fifth year will be, Yes, ten percent. Actually, ten percent will be where you will set your budget each year thereafter. Now, granted, there will be exceptions: new products, Anniversary years, to name a few. Those years your budget will increase to compensate for the additional expenses.

(Continued on page 54)

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MASTERING SOCIAL MEDIA

(Continued from page 53)

Recently, we were meeting with a client who just opened a new territory. I explained my budgeting strategy, and, without hesitation, she said, "your right, I need to budget an additional 20 percent this year just to find the new clients in the new area."

Now that you have an idea of what to budget, now is the time to work on creating a marketing strategy. I use a program to create marketing strategies called the 12x12 Marketing Matrix. For each month we identify at least 12 action steps for your business. They can include: face to face meetings, social media posts, emails to clients, writing notes to clients, advertising, a blog for your website, videos, posts on GYBO, and much more. By striving to market your business with 12 actions steps each month you will make an impact on your current as well as future clients.

Over the next five months, we're going to discuss the importance of branding and marketing your business. Next month we'll discuss the importance of creating a strong logo, what needs to be considered when creating a logo, the importance of your vision and mission to the logo. We'll even discuss some of the online compa-

nies providing "affordable" logos and the impact of copyrighting your logo. March, we'll discuss the importance of a website to market your business; April will be social media marketing; May, will be email marketing and June, we'll bring it all together by looking at your metrics. It will also be the halfway point of your marketing strategy and time to check in on how you are doing.

So, I encourage you to make a point of reading my column each month. Let me know whether you liked this column by sharing your comments and taking a brief survey at bit.ly/ICIMktgPlan. It would be so helpful.

See you next month.

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>

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INSTITUTIONAL RESISTANCE WHEN INITIATING CHANGE



DOWNTOWN DEVELOPMENT & CHANGE

By Barry Cassidy

People think that when change happens, it happens quickly and swiftly. That is not the case in most situations. Being an agent of change, I have gotten used to it and try not to take it personally when I am attacked for “not knowing what I am doing.”

Most cases, I know exactly what I am doing. But not always, as change is an ever moving and illusive concept at times. Change is done through a stochastic process which produces random events “in” and results “out,” which are influenced by that input. The random events “in” are not planned events, and they do have an effect on the final outcome in some way.

When I wrote about this in a previous article, I used the example of the people living above the stores in downtown Phoenixville, putting their garbage in the trash cans in front of the stores. When I removed all of the garbage cans, dirty diapers started appearing in every nook and cranny as a result of a woman with a new born who had an inadequate trash disposal process. These kinds of incidents happen all the time. Someone is affected by change, and they have to adapt or react.

These are normal issues when implementing change. Sometimes stuff happens that is symptomatic of a broken situation, but in many cases, it’s just a case of someone not recognizing change, and having to deal with it when it is initiated.

There is a more real threat to implementing change, which happens before the change takes place. There are rarely “zero sum” effects from change. There is

something that is more in favor of one way of doing things than another. In many cases that is what is considered someone’s ox being gored.

I look at why we cannot, as a country, address the immigration issue. My guess is that you cannot change the current immigration system because it is too lucrative to too many people. The hospitality and agribusiness lobbies are very powerful. Does anyone still think that the drug cartels with billions and billions of dollars earned, which cannot be reported, are also not part of the scenario? People are making a lot of money on the current scenario and resist a change because it impacts them monetarily.

We live in a world where capitalism or what is currently passing for capitalism is king. Amassing money is what it is all about and really be damned with the public good. There are covers for the public good such as arguments that personalize the fight to somehow justify it. Take for example the tactic of putting women and children in “harm’s way” to charge the border recently. So, you have some women carrying babies charge the border while men stand behind and throw rocks at the border guards. The border guards

(Continued on page 56)



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DOWNTOWN DEVELOPMENT & CHANGE

(Continued from page 55)

shot tear gas and the women and kids were impacted. The story is not about how some nitwits used women and babies as a shield for their attempt to illegally enter the country. It was more concentrated on the fact that the kids were impacted. This is a cover story.

You have to wonder why the press would cover the story like it did rather than look at why women and children thought they could get past border guards with riot gear, barbed wire and guns. Why women and babies were up front while the men were in the rear throwing rocks? One could say that it worked at the Mexican border, why not here in the USA? It has nothing to do with the attempt. It has to do with the powerful influences that make the story be covered the way it was covered.

Monied interests control things far beyond your imagination — the news, the government, and although we consider ourselves free, we are in a very confined wealth framework. Ninety-nine percent of the wealth is controlled by one percent of the population. Of the remaining one percent, 85 percent of that wealth is controlled is controlled by 15 percent of the

population, who many call the costal elite. In government and business, there are ways of doing things that are governed by regulations and protocols that are often (well more than often... but for the sake of this column we will use often) to the benefit of those who want to keep that wealth.

I am not trying to rock anyone's world here because most of you reading this are part of that 15-percent group that are living off the 85 percent of the remaining one percent of the wealth. If I am to make full disclosure, "it is me too." I live in that world, and I do quite well living in that world.

Recently I initiated a train project a process that pretty much eliminates the hocus pocus of government studies, which spend large sums of money spread out over decades, spent studying something that will never happen. The backlash has made me realize recently that I have become the enemy. I relish the role.

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

Ask SCORE

SIMPLE TIPS FOR BETTER TIME MANAGEMENT

With so many responsibilities to tend to as a small business owner, it is easy to get overwhelmed and fall short on what you want to accomplish. If you are a new entrepreneur who formerly worked for an employer other than yourself, you may discover managing time has become more challenging. That is natural. After all, you have gone from having your work schedule and priorities set for you to needing to prioritize every project and task related to running your business. Time management does not come naturally to everyone, but it is an essential skill that can be developed with some attention and effort.

Here are some simple time management tips to help you take control and become more productive:

Don't Multitask – Believe it or not, multitasking has been proven to accomplish less rather than more. According to Sanjay Gupta, MD, <https://www.cnn.com/2015/04/09/health/your-brain-multitasking/>, only 2 percent of people are exceptional multitaskers. The rest of us fail at it—and quite miserably, too. Gupta explains that when we “multitask,” we are not really doing both activities simultaneously. In reality, we are diverting our attention from one part of our

brain to another, which takes time and brain cells. The other side of our brain views it as starting a brand new activity when we switch back and forth making us slower and less effective than if we were to focus on just one activity at a time.

Schedule Everything – This goes for your project work, administrative tasks, phone calls, meetings, and even checking and responding to email messages. While you may not always stick to your schedule, you'll be more conscious about staying on task and not squandering time.

Make Email More Manageable – An eMarketer blog post, <https://www.emarketer.com/Article/US-Marketers-Say-Excessive-Emails-Impede-Their-Work/1013260>, shared that according to Adobe research in July 2015, U.S. business executives spend 3.2 hours daily checking work email on weekdays. In addition, they spend nearly the same amount of time checking personal email: an average of 3.1 hours each day. As a small business owner running your company, email will likely demand a good bit of your time, too. Honoring the first two tips above, schedule time to tend to your email and do not jump back and forth from email to other tasks.

Build In Some “Wiggle Room” – In an ideal world, everything would go as planned. But, we live in the *real* world where the unexpected happens on a regular basis. By

building some time into your day to accommodate unanticipated phone calls, tasks that run longer than you thought they would, etc., you'll be less likely to fall behind schedule with all else.

Delegate – If your problem getting things done is less rooted in your time management skills and more in the fact that you simply have too much to do, consider delegating and/or outsourcing. If you have employees, consider what responsibilities you might entrust to them. If you are a solo business owner with no staff, you might consider contracting a virtual assistant who can take on some of your administrative tasks.

Starting a new business requires a lot of time, so it pays to spend it wisely and use it as efficiently as possible. For additional guidance and insight about all things related to starting and growing a small business, contact SCORE TriCounty.

Since 1964, SCORE “Mentors to America’s Small Business” has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610-327-2673, email tricounty@scorevolunteer.org or visit the website at www.tricounty.score.org.



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“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

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REGIONAL CHAMBER ROUNDUP

Please see pages 31-40 for the TriCounty Area Chamber of Commerce news and information section in this issue.

SPRING-FORD CHAMBER OF COMMERCE

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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!

Holiday Happy Hour Photos



Chamber Notes

- The Spring-Ford Chamber Annual Lunch has been moved to May of 2019
- Thank you to Cutillo's Restaurant for hosting the Spring-Ford Chamber Holiday Happy Hour
- Thank you to Western Montgomery Career and Technology Center for hosting our Holiday High Tea
- The Spring-Ford Chamber has moved to a virtual office in an effort to be the most strategic chamber we can be. If you would like to contact Carla please call the chamber phone number and leave a message, you will receive a prompt reply.

If you are interested in hosting a mixer or workshop in 2019 please contact the chamber at 610-489-7200 or email at info@springfordchamber.com

UPCOMING EVENTS

RSVP for all events online at www.springfordchamber.com

January 17, 2019 - Shark Think Tank

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

February 7, 2019 - Collaborative Chamber Mixer

Sponsored by: Westfield 41
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151 Holly Drive, Royersford
5:00 p.m. to 7:00 p.m.

February 27, 2019 - Women in Networking Workshop Event

Spring Valley YMCA
19 W Linfield Rd, Royersford,
11:30 a.m. to 1:00 p.m.
\$25 for members/\$35 Non-members

March 14, 2019 - Chamber Luncheon

Springford Country Club
48 Country Club Rd, Royersford
11:30 a.m. to 1:00 p.m.
\$25 Members/\$35 Non-members

April 11, 2019 - Annual WIN Fashion Show

Sunnybrook Ballroom
50 Sunnybrook Rd, Pottstown
11:00 a.m. to 1:30 p.m.
\$30 Per Person

REGIONAL CHAMBER ROUNDUP

Please see pages 31-40 for the TriCounty Area Chamber of Commerce news and information section.

PERKIOMEN VALLEY CHAMBER OF COMMERCE

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

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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!



Post-Event

PVCC Annual Holiday Mixer!

150 members and honored guests networked at the PV Chamber's Annual Holiday Mixer on December 12th at Spring Ford Country Club. The PV Chamber extends its sincere appreciation to all businesses that donated items for the silent auction and raffles, as well as our generous sponsors:



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PVCC Executive Director Renee Blomstrom with honored guest, State Representative Marcy Toepel and husband Mark Toepel. (photo credit: Scillia Photography)

Interested in Hosting a Chamber Mixer?

Mixers are an ideal opportunity to gain exposure and publicity for your business. We now offer morning and afternoon time slots. Post-event recognition in PVCC newsletter, including a full page feature article! The 2019 calendar is filling up fast. Contact Renee Blomstrom at 610-489-6660.



Honored guests (l to r): Collegeville Mayor Aidsand "Ace" Wright-Riggins, Betty Wright-Riggins, PVCC Board Director Jessica Lester (PVSD) and Dr. Barbara A. Russell, PVSD School Superintendent

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Phone: (610) 768-5800

Email: ecobb@jagmgt.com

Web: www.thesmithvalleyforge.com

UPCOMING EVENTS

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

January 9, 2019 - Morning Mixer at Perk Valley School District

Enjoy coffee and conversation with Dr. Barbara Russell, PVSD School Superintendent, and other educational leaders at this interactive morning mixer. Learn about business partnership opportunities and share ideas that will help students develop into future business leaders! RSVP 610-489-6660.

PVSD HS Auditorium, 509 Gravel Pike Road, Collegeville

8:00-10:00am. FREE event



PV Stars 5th Annual Awards Gala – Finalists Announced!

Local Business (1-50 employees) of the Year: Kalejta Financial Management, Kelly Insurance, Marco Motors

Large Business of the Year: Harleysville Bank, Kimberton Whole Foods, Perkiomen Valley School District

Business Star of the Year: Tom Kalejta, Kalejta Financial Management; Barbara O'Connor, Phoenixville Hospital Tower Health; Julie Brufke-Wenger, Phoenix Tax Consultants

Non-Profit Organization of the Year: Pillars of Light & Love; Sebastian Riding Associates; Spring Valley YMCA

Citizen of the Year: Patti Colucci Mayor Joseph Giunta, Zenon Janicki

PV Chamber Member of the Year: Kip Bilo, Guardian Protection Services; LMS Solutions; Phil White, Signarama

Emerging Business of the Year: Colebrookdale Railroad; S&B Event Concepts & Catering; Upper Providence Living Magazine

Winners will be revealed at the PV Stars Awards Gala on February 21, 2019



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