

INSIDE: Focus On Limerick & Royersford • Dreary Days – Plan Some Vacations • The Importance Of Your Logo

ROUTE 422 Business Advisor

FEBRUARY 2019

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

YUCHA

MEDICAL PAIN MANAGEMENT &
CHIROPRACTIC REHABILITATION



*A "cutting-edge" approach
to optimal health*

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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE 422BIZMAG.COM

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



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

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

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

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

Occupational Health

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

ARE YOU READY TO SAVE TIME AND MONEY?

Motion. Commotion. These are the buzz words of our lives. If something isn't moving, it's past tense - history.

"... not to change is to die."

— Tennessee Williams

Given that motion is at the very core of our existence, and that transition and change are the hardest adjustments for an individual to make, are we in fact, challenging our very beings with technology, instant gratification, and immediate results?

These seem to be the driving factors in the design-build world in which we live. Businesses, Clients, Owners and Employees are all under pressure to perform more resourcefully, faster, and for less.

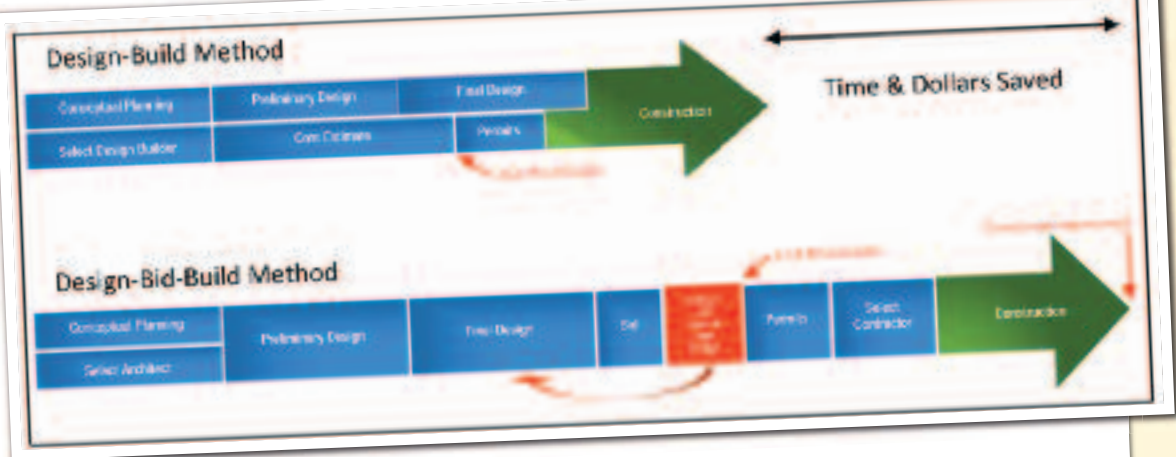
In the architecture, interior design and construction world, the StyerGroup has become known for embracing change and is accustomed to responding in this manner. Our repeat clients and new clients welcome the ability to hand over their project to a seasoned group of design/build experts in their field who not only respond quickly, but support the client throughout the process and take a genuine interest in achieving success for the client - not just in the project but as a direct result to their business. Keeping these thoughts in mind while building a project, often around active business operations, is quite a talent.

Allowing a client to continue to make their business their top priority, while the StyerGroup presents choices along the way, provides a comfort and ease that creates a win-win result.

Design build solutions are not for everyone. A trust factor is developed. The old school version of needing architectural drawings in order to bid out the construction for the lowest price seems to have hit the wayside. When an Owner is accommodated by an architect that provides a design around the Owner's entire wish list, only to discover they can't afford it after the contractor has bid the final design, the result is more than a disappointment. It is a substantial waste of time, talent and money. It's then, "back to the drawing board."

The design/build method allows the entire team to show up at the beginning, provide opinions, evaluate the needs and conditions, the space and the scope, and design and build to the budget. The approach streamlines communication, time and investment. There are no guessing games. Everyone's time and resources are spent efficiently and effectively. We like to refer to it as 'Sustainable Service.'

The StyerGroup is a true multi-disciplinary design build firm utilizing an integrated design process to reduce cost, complexity and potential risk for the client. We are diverse in solving problems, raising issues and therefore innovating new solutions as the pace of change continues to accelerate. If you have a project where you think the design/build method would work for you, or you would like to hear more about the design/build process, please give us a call. We would love to meet you and discuss your project in further detail.



Amy Tahtabrounian, Principal

"ENTHUSIASM
IS THE MOST
IMPORTANT
THING IN LIFE."

TENNESSEE WILLIAMS



STYERGROUP

architecture . interior design . construction
412 Dekalb Street, Norristown, PA 19401
Phone: 610-275-4800 x1
www.styergroup.com



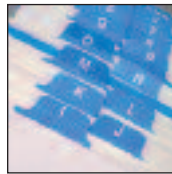
John Tahtabrounian, Principal



Cover Story: *The staff at Yucha Medical Pain Management & Chiropractic Rehabilitation are helping people feel better and live more productive and active lives by using cutting-edge medical procedures and an integrated conservative approach to provide relief from pain.*



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



18-20: Browse the Business Marketplace to grow your business, network, and keep your money local.

Visit 422bizmag.com for...

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

Contents

- 12** | Focus On Limerick & Royersford
- 21** | Focus on Greater Reading Businesses
- 26** | Celebrating American Heart Month
- 30** | Advertised Services Directory
What You Are Looking For — At Your Fingertips
- 31** | TriCounty Area Chamber Of Commerce
News & Events
- 41** | The Good Life
Dreary Days – Let's Plan Some Vacations
- 43** | Legal Perspectives
Can The Workers' Comp Insurance Company Just Stop Paying Me?
- 48** | Celebrating National Engineers Week
- 53** | Mastering Social Media
The Importance Of Your Logo
- 55** | Downtown Marketing & Development
Stop Turning Railbeds To Trails
- 59** | Alternatives To Opioids In
Chronic Pain Management
- 61** | Regional Chamber Round-Up

... AND MORE!

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

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

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



Follow us on LinkedIn

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



Like us on Facebook

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com



We Work For You...

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



FOR SALE

(ZC2264)

**500 E. PHILADELPHIA AVE.
BOYERTOWN BOROUGH**

GREAT INVESTMENT PROPERTY. FIRST FLOOR FORMER CHIROPRACTOR OFFICE THAT HAS MANY POSSIBILITIES AND A SECOND/THIRD FLOOR APT. THAT HAS BEEN TOTALLY RENOVATED. DETACHED 2 CAR GARAGE ALSO CAN PROVIDE ADDITIONAL INCOME. GREAT EXPOSURE ON ROUTE 73, CLOSE TO ROUTES 100 & 562.

REDUCED TO \$194,900

SOLD (ZC225) 182 N. LEWIS ROAD, ROYERSFORD

SOLD (ZC226) 107 E. 1ST STREET, BOYERTOWN

SOLD (ZC224) 16 E. HIGH STREET, POTTSTOWN

SOLD (ZC228) 101 E. PHILADELPHIA AVE., BOYERTOWN

Looking for space to **LEASE?**

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.

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. \$1,400/Month + Utilities. *Separate meters for heat/AC.

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.

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

FOR SALE (ZC2182) 101 N. YORK ST., POTTSTOWN- CORNER LOT WITH NO UTILITIES ON SITE. EASY ACCESS TO PUBLIC WATER & SEWER CONNECTIONS. **\$180**

FOR SALE (ZC2188) CAMP SWATARA RD., MYERTOWN- 112 ACRES OF PRIME DEVELOPMENT LAND. 1/8 MILE FROM I-78 AND BERKS PARK 78 AND NEW PET SMART AND DOLLAR GENERAL DISTRIBUTION WAREHOUSES. **\$2,600,000**

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. **RENTAL \$1,000**

FOR SALE (ZC2273) 237 W. HIGH STREET, POTTSTOWN- 4000SF BUILDING SUITABLE FOR VARIOUS BUSINESSES. SHOWROOM AREA. LARGE WAREHOUSE AREA, OVERHEAD GARAGE DOOR. CONVENIENTLY LOCATED TO ROUTE 100 & ROUTE 422. APPROXIMATELY 15 PARKING SPACES. **RENTAL \$1,000**

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

FOR SALE (ZC2276) SCHOOLHOUSE ROAD, SOUDERTON- LEVEL 9 ACRE LOT WITH 75' FRONTAGE. PUBLIC WATER (NOT CONNECTED) AND PUBLIC SEWER AVAILABLE (ON THE STREET). POWER COMPANY (PESCO) HAS AN AGREEMENT TO SERVICE ELECTRICAL LINES. **\$835,000**

FOR SALE (ZC2277) 535 E. HIGH STREET, POTTSTOWN- BRICK/VINYL SINGLE BUILDING IN POTTSTOWN BORO. 1ST FLOOR SPACE FEATURING ROVER, 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 \$700/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. NOW CARPETING, RECEPTION AREA, 8 OFFICES + CONFERENCE ROOM. ALSO 2BR APT W/ KIT, LR, 2BR, BATH RENTED MONTH TO MONTH FOR \$675.00 + 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. **\$110**

FOR SALE (ZC2280) ROUTE 419, REHRSBURG- 8.7 ACRES OF LEVEL, ROLLING LAND WITH COMMERCIAL/INDUSTRIAL ZONING. ONLY 3 MILES SOUTH OF I-76 ON A VERY BUSY ROUTE 419. **\$249,900**

FOR SALE (ZC2281) 593 LINERICK CENTER RD., ROYERSFORD- VIL COMM PROP FEATURING 3500SF WAREHOUSE W/ PUBLIC WATER, SEWER, RECENTLY USED AS CARPENTERS WORKSHOP, OFF. CURRENTLY UNDER RENOVATION TO PROVIDE RETAIL SPACE, PARKING FOR 15 CARS. INFRASTRUCTURE WORK HAS BEEN COMPLETED TO CURRENT CODE STANDARDS TO ACCOMMODATE THE EXISTING BLDG. GROUNDS, POTENTIAL ADD'L BLDG ON VACANT LOT. GROUND FLR WORKSHOP FEAT BUILT IN COMPRESSED AIR SYSTEM, 100+FT OF COUNTER WORKSTATION SPACE W/AMPLE LIGHTING, ELEC OUTLETS EVERY 24". RADIANT HEAT HEAVY DUTY ELEC INC 460/200V SINGLE 3 PHASE. SITUATED ON .87 AC, PORTION VACANT FRONTAGE ALONG LINERICK CENTER RD. DIVERSE OPPORTUNITY IS PRESENTED IN UNIQUE VC PROP PROP BEING SOLD "AS IS, WHERE IS". ALL ARCHITECTURAL DRAWINGS AVAILABLE FOR VIEWING. **\$299,900**

FOR SALE (ZC2282) S. QUARRY RD, MORGANTOWN- 6.88 acre C-3 HIGHWAY COMMERCIAL & I-2 GENERAL INDUSTRIAL ZONED VACANT LOT. EAST OF THE NEWLY APPROVED CASINO SITE. LOCATED ALONG ROUTE 10, JUST EAST OF THE MORGANTOWN EXIT OF PA TURNPIKE. EXCELLENT HIGHWAY VISIBILITY & ACCESS. USES FOR PROPERTY ARE PENTIFUL INC MOTOR VEHICLE SERVICE STATIONS, HOTELS, OFFICE BUILDINGS, WAREHOUSES, MANUFACTURING FACILITIES, WHOLESALE ESTABLISHMENTS, ETC.

PENDING (ZC2270) 601 AND 619 W. HIGH ST., POTTSTOWN

PENDING (ZC2257) LOT 1 & 3 EAST 2ND ST., POTTSTOWN

SOLD (ZC2274) 100 NEW SCHMIDT RD., POTTSTOWN

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

Yucha MEDICAL PAIN MANAGEMENT & CHIROPRACTIC REHABILITATION



Located in Pottstown

When it comes to applying a “cutting-edge” approach to helping individuals achieve optimal health, physical rehabilitation and pain management, Yucha Medical Pain Management & Chiropractic Rehabilitation “wrote the book,” so to speak.

Randy E. Yucha, DC, and Rod Gabel, DC, authors of *A Unique Approach to Your Health — Putting the Whole Team Behind You!*, are partners in Yucha Medical Pain Management & Chiropractic Rehabilitation, located at 435 West Cedarville Road in North Coventry Township.

Three years ago, the partners transitioned the practice to reflect a new, medically integrated approach, offering effective ways to combine conservative chiropractic treatments and physical therapy with medical pain management. The medical integration includes pain injections, topical anti-inflammatory prescriptions filled in-house, bracing for low backs, necks and knees, blood analysis for food sensitivities, and medical weight loss, as well as cutting-edge procedures such as PRP and Stem Cell treatments.

The Doctors



Sitting: **Caren Yucha**, MA, CCC-SLP, **Mary Kashurba**, MD and **Shannon McCormick**, PA-C
Standing: **Lucas Rizzardi**, DPT, **Randy E. Yucha**, DC and **Rod Gabel**, DC

Hearing Aids



These treatments, along with conservative modalities including massage therapy, spinal decompression, electric muscle stimulation, ultrasound therapy and exercise rehabilitation, provide relief from pain associated with headaches, migraines, neck and back pain, disc problems, osteoarthritic knees, carpal tunnel and sciatica, along with sinus and allergy problems, fatigue, irritability and many other stress-related conditions.

The multitude of services allow them to treat muscle, joint, disc and nerve problems that cause pain in most cases. This strongly distinguishes Yucha Medical Pain Management & Chiropractic Rehabilitation from many of the other chiropractic offices in the area, as they are more comprehensive in their approach to healing the body.

"Chiropractic is just a small portion of what we do and what we offer," explains Dr. Gabel. "We don't even consider ourselves a chiropractic facility. We really are a physical medicine or medical pain management clinic. We have a medical doctor (Dr. Mary Kashurba, MD) overseeing the pain management side, and we also have a physician assistant (Shannon McCormick, PA-C) who is trained in orthopedics and

pain management as well. This allows us to combine modern medical procedures and chiropractic, to get people better faster, and that's our intention. People now have more options, and they have all of these resources at their disposal all under one roof.

"Meeting in the middle and integrating medicine and chiropractic gives our patients the best of both worlds," Dr. Gabel said. "Our transition into a physical medicine practice and adding medical pain management providers to our team has greatly expanded our scope of practice and has allowed us to be very successful in treating our patients."

"There are definitely differences between chiropractic offices," Dr. Yucha points out. "We've been able to utilize everything under our license to help people. The chiropractic adjustment is just one way to help people get out of pain. Most chiropractic offices only offer this treatment, but our office has historically offered so much more, and that's why we've been so successful over the last 25 years. We use the most advanced technology, specialized tables and equipment, and many other offices have not incorporated this, and it's usually because of the price," he said.

(Continued on page 8)

Medical Marijuana Recommendations



WE STAND

FOR OPENING AS MANY DOORS AS POSSIBLE.

For nearly 200 years, we have stood for one thing: service. We are committed to helping businesses flourish. If your business is ready to take the next step, we're ready to take it with you. We're WSFS Bank, and We Stand For Service.

WSFSBANK.COM / 1.888.WSFSBANK

WSFS bank
We Stand For Service®

©2018 WSFS Bank | Member FDIC | NMLS # 417679

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

We Are the Cost Reduction Specialists!

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

Telecom **Merchant Services** **Small Package Shipping & Courier**

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



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

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

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

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



CUSTOMIZED WORKFORCE SOLUTIONS

*Is your company committed to
a diverse workforce?*

**We help employers connect to qualified
candidates with disabilities.**

**Our highly skilled employment
specialists provide skill assessments to
candidates prior to job placement and
on-the-job coaching—at no cost to the
employer—to make the right match.**

**For more information,
please contact:**
cws@vfes.net
484.320.3240

5 Station Avenue, Berwyn, PA 19312
customizedworkforcesolutions.net

*We are committed
to helping people
with disabilities
become contributing
members of their
communities.*

COVER STORY

(Continued from page 7)

Yucha Medical Pain Management & Chiropractic Rehabilitation is the only office in the Tri-County Area to offer the **Pro-Adjuster** technology, which is a low-force adjusting instrument to prevent the twisting, cracking and popping sensations that can keep people from seeking the help they need. "Now everyone can benefit from the chiropractic adjustment...from elderly patients suffering from osteoporosis, to children, to people who just don't like the 'popping' sound. We have two Pro Adjuster machines, along with specialized tables that we use for different types of problems, as well as very specific disc issues or radiating pain symptoms," Dr. Yucha said. "In our therapy room we offer many active and passive modalities in order to aid in the healing process or to help rehabilitate a patient following an injury. We incorporate all these things (as opposed to a lot of other chiropractors in the area)."

Last year, the partners continued their expansion by adding Dr. Lucas Rizzardi, a board-certified physical therapist, as well as Ashlyn Bartlebaugh and Julie Mento, two licensed physical therapy assistants. "The addition of a full physical therapy team has complimented our medically integrated office very well. Our patients now have another option to help them recover from their injuries," says Dr. Yucha. Dr. Rizzardi and his team have allowed their patients to actively rehabilitate from a variety of conditions though specific, individualized stretching and strengthening exercises and protocols. Dr. Rizzardi comments, "Once a patient learns proper form and technique, they are adequately equipped to help themselves outside of the office. These are exercises they can continue to do for the rest of their lives to help prevent future injury."

"There are a lot of things that people can do conservatively," adds Dr. Gabel. "Our care is still extremely conservative. We can prescribe different types of at-home equipment that's covered by insurance, like low-back supports, cervical collars, TENS units and unloading knee braces for osteoarthritis that people can use at home to feel better for longer. Now people have the opportunity to use something at home instead of taking a pain medication or rushing in for an appointment. I think our patients really appreciate that. Not only can our patients get protective and supportive equipment, but the exercises they learn with Dr. Rizzardi and his PT staff can also help them outside of the office and in the long-term," he said.

"We also have an in-house pharmacy for pharmaceutical vitamins and topical, non-narcotic pain medications that are extremely safe in comparison to some of the narcotics that people are being prescribed on a daily basis. These medications are pharmaceutical grade so you can't buy them over-the-counter. The reason we have an in-house pharmacy is we don't want people damaging their kidneys and their livers with over-the-counter anti-inflammatories," Dr. Yucha said. "They are much stronger, much more effective, and much safer in comparison to taking daily oral meds."

Yucha Medical Pain Management & Chiropractic Rehabilitation also distinguishes itself from other clinics by offering Medical Weight Loss, which is directly supervised by their medical providers to help the Tri-County Area combat the growing obesity epidemic. In addition to losing weight on this program, there are a multitude of health benefits, including increased energy and stamina, better cardiovascular health and reduced pain.

REFERENCES
AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

25+ Years of
Service!

A Complete Janitorial Service for Commercial & Office Accounts

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com



DEVELOPMENT SITE FOR SALE — POTTSTOWN, PA



- 1+ Acre site in West end of Pottstown.
- Located in a Certified Federal Opportunity Zone district per the new Tax cut and Jobs Act.
- Ideal for high density residential development, School, Daycare, Religious organization.
- Level, vacant development site with all public utilities available to property.



Contact: Bob Kerns or Alan S. Apt
Office: 215-855-9600

rjkerns@apcor.com • alan@apcor.com • www.apcor.com
414 W. Main St., Box 148, Lansdale, PA 19446

ALL INFORMATION FURNISHED REGARDING PROPERTY FOR SALE, RENTAL OR FINANCING IS FROM SOURCES DEEMED RELIABLE, BUT NO WARRANTY OR REPRESENTATION IS MADE AS TO THE ACCURACY THEREOF AND SAME IS SUBMITTED SUBJECT TO ERRORS, OMISSIONS, CHANGE OF PRICE, RENTAL OR OTHER CONDITIONS. PRIOR SALE, LEASE OR FINANCING OR WITHDRAWAL WITHOUT NOTICE. NO LIABILITY OF ANY KIND TO BE IMPOSED ON THE BROKER HEREIN.

They are also the only clinic in the area that offers Lipo Laser Red Light Therapy in order to lose fat and inches rapidly. There are informational workshops held in the office, or private, one-on-one consultations can be scheduled with one of the doctors.

"We do medical weight loss to help people lose weight fast," Dr. Yucha said. "The results that we have seen have been absolutely remarkable! We have some patients losing over 30 lbs in a month, losing inches, and fitting in clothes they haven't worn in years. We've literally had patients come in crying because of their success. It's changed their lives completely, and we feel great about helping them reach their goals."

"When you talk about nutrition and weight loss, we also do a lot of food sensitivity and allergy testing here, so it's not just always pain based," Dr. Gabel added. "When you're eating the wrong foods that don't agree with you, it creates a lot of inflammation, and chronic inflammation can lead to an increase in headaches and migraines, increase in pain, inability to lose weight, energy and fatigue issues, gastric reflux, bloating, and GI issues. It's important to find out which fruits, vegetables, meats, dairy, and even gluten may be causing an inflammatory response in the body."

Over the last year, one of the biggest and most successful treatment options that Yucha Medical has provided has been Regenerative Medicine including Stem Cell and Platelet-Rich-Plasma (PRP) therapy. Dr. Gabel added. "Stem Cell and PRP Therapy can help orthopedic injuries and also have a youth-enhancement and anti-aging effect by injecting stem cells and growth factors into the affected areas. These treatments help repair tissue, regenerative cartilage, and stimulate healing. The idea is rather than succumbing to arthritis and other degenerative conditions or the aging process, you can actually re-generate tissue and possibly reverse the effects of wear-and-tear and time. It's certainly worth considering as it presents as safer and less costly option in comparison to surgery. These treatments can also help with hair restoration, wrinkles, and male/female sexual enhancement." Dr. Yucha adds, "We have informational lectures for Stem Cell and Regenerative Medicine approximately 2-3 times per month at different restaurants and hotels in the area. Our goal is to expand outside of our area to provide people with this option as we have had a lot of success with these treatments."

(Continued on page 10)

GET AN IDEA. *get a loan.*



**Lightning
LOANS**
by Tompkins VIST Bank

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

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

Loans subject to credit approval.



Take Hold of the Equity in Your Home...

Make 2019 the year of your dreams!



A Home Equity Line of Credit can make your *dreams* into reality!

**Vacation of a Lifetime
Consolidate Debt
Home Improvements
Or All of these!**

Stop by, call, or visit our website for more information.

A document-prep fee of \$250.00 will be due at closing. Rates and fees may be higher if LTV is greater than 80%. See our website or call for full details.



810-948-9000 - VictoryBank.com
548 N. Lewis Rd., Limerick, PA 19448

COVER STORY

(Continued from page 9)

Dr. Yucha also states that "We've had a lot of success with the addition of Yucha Hearing Aids. Several months ago, my wife, Caren Yucha, a former speech therapist in the Spring-Ford School District for over 20 years, transitioned to become a State-Licensed Certified-Hearing Aid Fitter. We now offer comprehensive hearing care for all hearing loss needs. There are a variety of hearing aids to choose from, and the technology we offer has been unmatched." Mrs. Caren Yucha adds, "Working in the public school sector was one of the most rewarding things I've ever done, but it was time for a change."

What I have found is that my experience as a speech therapist has helped immensely in becoming a certified-fitter. Hearing is one of the most common things we take for granted. When someone experiences hearing issues, not only does it affect the individual, but it negatively affects the ones around him or her. Hearing aids are a wonderful, non-invasive solution. The improvement that I've seen in a patient's quality of life and those around them has been very exciting and rewarding."

Yucha Hearing Aids offers complimentary hearing tests and consultations.

As the practice continues to add more and more services, the team of professionals and the expertise that they all possess is tremendous.

Regarding the efficacy of that multi-disciplinary multi-specialist approach, Dr. Gabel said, "For one, Dr. Yucha has been adjusting and providing superior chiropractic care here for 30 years. There's probably not a lot that he hasn't seen. I have a sports medicine background, and Dr. Rizzardi has experience in multiple healthcare settings, including acute care, long-term care, home health and outpatient physical therapy. We have providers on the medical side with

orthopedic, family medicine, urgent care and physical medicine and rehabilitation backgrounds. We can attack different types of injuries in a variety of ways. We all collaborate on individual patient cases, so that our patients get the benefit of multiple eyes and multiple specialties looking at the same patient, and recommending what may be the best and most efficient treatment for them specifically," he said, adding, "There's a lot of different ways to treat the same issue, but when you can combine effective treatment options, people get better at a much faster rate."

"And I think people are also very impressed and appreciative that we've been able to put together a group of talented doctors like this," Dr. Yucha added. "It gives them more confidence," he said, pointing out that it also accelerates the process of providing results. "We felt if we could put something together where people didn't have to go out as often, and be able to provide more things to get them better, faster, people would be happy. And they are very happy."

Dr. Yucha grew up in Pottstown, graduating from St. Pius X High School, St. Joseph's University with a Bachelor of Science degree, and Temple University with a Master's degree in Clinical Psychology. After graduating from Sherman College of Chiropractic, he obtained a Fellowship in the International Academy of Clinical Acupuncture, and began his private practice in 1990, specializing in the relief of acute and chronic pain, using conservative techniques for headache relief, disc problems and spinal injuries.

At the age of 12, Rod Gabel, who is from the Boyertown area, was successfully treated for recurring headaches by Dr. Yucha. Inspired by the results, he studied at Villanova University and Palmer College of Chiropractic to



JUST HEALTH INSURANCE

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

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

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

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



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

WE DO WINDOWS

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

DECORATING DEN INTERIORS

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

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

Barbara McInnis-Hayman
Owner | Decorator
484.624.4757
barbaramcinnis@hotmail.com
barbara.decoratingden.com



January 2019 is Wide Open for
MORE!! BETTER!! NEW!!

- strategize & clarify goals
- skill building & awareness
- mind shift
- Q1 income growth
- \$100 off your coach program

Dena Breslin, CTACC
Certified High Performance Coach
Facebook.com/denabreslin
Message me to set up your free consult

mayaHAMind
Analysts, Shift, Grow, Flow, Be

become a chiropractor. During his last trimester at Palmer, he returned to Dr. Yucha's office for his four-month externship program, and in 2012, Dr. Rod Gabel joined the team. He is an Internationally Certified Chiropractic Sports Physician and a Titleist Performance Institute Golf Fitness Instructor, and is able to help area golfers and all other athletes play longer, play better and play without pain.

"When people limit themselves to anything, I think they really miss out on what could be," Dr. Gabel said, "so I think the constant evolution, whether it's expanding the business or looking for other pain relief options is extremely important. I think too many people are set in treating their pain one way or with one thing. There are too many things out there that they could try, and it's our job to

provide them with those options. I believe it's important to be on the forefront of medicine as it is always changing and always improving. We owe it to our patients to always provide them with the best practices possible."

"We're definitely risk takers," Dr. Yucha said, in regard to constantly looking to find more ways to help patients recover quickly. "I think I can speak for Dr. Rod, we never really look at the negative in regard to whether something will work. We do our absolute best to make it work. That's the way I feel with patients. I expect everybody to get better. I know that not everybody is going to get better, but honestly when I sit with a patient and go through what we recommend, I honestly believe they're going to get better, and in most cases, they do," he said.

The success of Yucha Medical Pain Management & Chiropractic Rehabilitation's comprehensive multi-service, multi-disciplinary, multi-specialist approach is evidenced by the current need to expand to accommodate an increased demand for their services. And space permitting,

further expansion of services is on the horizon, in addition to a physical expansion of the office.

Yucha Medical Pain Management & Chiropractic Rehabilitation does not charge up-front for long and expensive treatment plans and programs. Most insurances and Workman's Compensation and Personal Injury Cases are accepted.

Call the office today at 610.326.2706 to schedule a consultation with one of their doctors and get on the road to wellness and good health.

Yucha Medical Pain Management & Chiropractic Rehabilitation is located at 435 West Cedarville Road, Pottstown, PA 19465.

**For additional
information, please visit:
www.yuchamedicalchiro.com.**



OWNER - OPERATED **47 YEARS IN BUSINESS!**



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132
embodysunoco.com

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

FOCUS ON LIMERICK & ROYERSFORD

Limerick Township — A Business-Friendly Municipality

Limerick Township is a business-friendly municipality centrally located between Reading and Philadelphia on the Route 422 corridor. Limerick Township was the recipient of the 2018 Economic Development "Legislative Award" from the TriCounty Area Chamber of Commerce, recognized for its efforts in maintaining below average real estate taxes while maintaining a high level of services to its community. The township dedicated its new municipal building October 27, 2018.

Before acquiring land, closing a deal, or commencement with the engineering of a plan, a business contemplating a development project in Limerick can meet with Township staff and consultants at their regularly scheduled meeting to discuss project scope and receive recommendation on how to navigate the Land Development process and potential permitting obstacles. Upon direction from staff, and if desired, a business owner can schedule a confirmed appointment to appear in front of Board of Supervisors at a regularly scheduled public meeting to present their project to the Supervisors and receive preliminary feedback. For more information on Township approvals required for locating your business to Limerick Township, contact Greta Martin Washington, Director of Community Planning at 610.495.6432 ext. 127 or zoning@limerickpa.org.

The **Linfield Corporate Center**, conveniently located at the Limerick/Linfield interchange of the 422 expressway, is firmly anchored in the heart of Limerick Township's business community. Established in 1989 by Hough/Loew Associates, this attractive, 230+ - acre planned corporate center (see map) is home to Rothman Institute, Proconex, 3-M Corporation,

Aluminum Athletics, Iron Mountain, Yarde Metals, and more. The park is zoned O/LI Office/Limited Industrial permitting manufacturing, research, storage, distribution, office, healthcare uses and more. At fifty percent occupancy and actively growing, recently approved land developments projects under construction include Rothman Institute's third facility, JACQUET Metals, Piazza Subaru and FORCE America. Vacant lands available for businesses who wish to call the Linfield Corporate Center home range from two acres to 45 acres. Contact Bill Straub at Gambone Management Company at 610.539.4700 or the exclusive marketing agent, Larry Bergen, of Colliers International, at 215.928.7528.

The following development projects are currently approved and under construction within the Linfield Corporate Center:

Rothman Orthopaedic Institute, part of the Jefferson Health System, headquartered in Philadelphia, is internationally recognized for the treatment of musculoskeletal issues that prevent you from living your life. To accompany the existing specialty hospital and medical office buildings, Rothman is constructing a third facility, a two-story 37,900 SF surgery center and medical office building on 4.63 Acres on Enterprise Drive.

JACQUET, a French based company with four locations strategically placed in the USA is a service oriented stainless and nickel alloy processing and distribution company. They are constructing a 105,082 SF processing, distribution & office building on Keystone Drive on 8.99 acres. JACQUET had previously leased space at another facility in Montgomery County, and have chosen to purchase and build in the Linfield Corporate Center.



Piazza Subaru is proposing to construct a two-story automobile sales and service building totaling 33,618 GSF along with 121 customer/employee parking spaces and 346 vehicle inventory spaces on 7.7 Acres on Autopark Boulevard. Subaru is relocating from another facility in Limerick Township due to the desirable proximity to the 422 expressway. For more information on this project, contact Richard D. Orlow, Esq. at 610.630.7911 or ro@piazamgmt.com.

FORCE America, Inc., headquartered in Minnesota, is one of the leading suppli-

ers of motion and control systems in North America. They are proposing to construct a 20,412 SF warehouse/office on 2.97 Acres on Enterprise Drive, with room for expansion to a total of approximately 32,500 SF. FORCE America most recently leased space at another facility in Limerick Township and have chosen purchase and build in the Linfield Corporate Center. For more information on FORCE America contact Bill Guggemos, Vice President of Technology & Capital at 952.252.3754 or BGuggemos@forceamerica.com.



**Limerick
Dental
Care**

Serving Limerick Township
Since 1997

Vanessa Adolf, D.M.D.

610.409.2644

www.LimerickDentalCare.com



Family & Cosmetic Dentistry

397 West Ridge Pike • Limerick, PA 19468



**Hampton Inn
by HILTON**

430 West Linfield Trappe Road
Limerick, PA 19468
P: 610-495-6999
F: 610-495-6901
limerick.hamptoninn.com

95 Rooms

Corporate Amenities

**Indoor Pool /
Fitness Center**

Meeting Space Available

Free Continental Breakfast

Free WIFI



Royersford — Taking Bold Steps to Become a Popular and Bustling Borough



**By Anil Dahm, Royersford
Borough Council President**

Royersford has and continues to make a remarkable transformation from a bedroom community that five years ago sat quietly on the 422-corridor with a few places to visit, but not thriving. Today, Royersford is taking many bold steps in becoming a popular and bustling borough.

Collectively with existing businesses, new investors, and a Borough Council focused on revitalization, we have worked together to change the dynamics in this rapidly growing borough. Just five years ago, 13 vacant storefronts sat empty, and today, each one of those storefront buildings have been sold and are in various phases of renovation.

Just last year alone, Royersford Borough welcomed in new businesses such as the restaurant, The Big Easy; All that Jazz dancewear; Center Massage; Home Instead Senior Care; and the Factory Hardcore gym. The influx of new businesses that have opened up in the past few years include: The Pink Moose Ice Cream & Café; Velvet Luxe Salon; Brewed Awakening Coffee shop; Dunkin' Donuts; The Muscle Therapy & Massage Center; Complete Game Baseball; Winding River Tattoo Shop; Rust & Sparkle clothing & gift store; and Royersford Nail Spa. This resurgent business community has led to the reinstatement of the Royersford Business Association, which was brought back together in partnership with a new mayor, and several business leaders.



A focus on the business community by itself does not make a town thrive. In addition to making Royersford a welcome place to do business, Borough Council has made it one of the most popular places to live. In 2017, Royersford was named the Nation's Most Affordable town with the best school district by Realtor.com. At the time, Royersford was 21 percent more affordable than the rest of the Philadelphia metro area, and 32 percent more affordable than metro areas across the United States. Livable and affordable, rare words in today's challenging housing environment.

(Continued on page 14)



Majestic Glamour Nail & Spa

1126 Town Square Road, Pottstown, PA 19465

267-945-1268

- Manicure
- Pedicure
- Eye Lash Extension
- Eye Brow Tinting / Waxing



Hours: Monday - Saturday 10 am- 7pm • Sunday 10am - 6pm

Pine Creek Structures

For over 30 years, Pine Creek Structures has been serving and providing our customers with the finest outdoor structures on the market today. The Pine Creek team consists of three fully-operating manufacturing plant facilities, and over 20 owned and operated retail sales locations. Unlike the competition, Pine Creek Structures builds, sells, delivers, and services the sheds we offer.

The Limerick location at 207 West Ridge Pike has been in existence since 2014 and is managed by Sales Manager Chuck Colletti. Pine Creek offers more than just sheds, including play sets, furniture, garages and much more. The location serves Collegeville,

Perkiomenville, Pottstown, Skippack, Lower Frederick, Royersford, Norristown and Lansdale, and the delivery charge for the first 20 miles from the sales lot are on us! Several finance options, including 15 months same as cash, are also available.

Stop in to see the wide selection of in stock inventory or let us help custom design your structure to fit YOUR specific needs; the possibilities are endless! Can't make it in during office hours? Our After Hours Shed is always open and stocked with brochures and information. Contact Chuck at 484.961.8822 to schedule an after-hours consultation!



Make 2019 YOUR Year

to get organized, declutter, make room in your closets and cabinets, see your basement floor again, or start parking in your garage again!



Sick of parking outside and fighting the elements? We build single-car garages & two-car modular garages.



We also build: Chicken Coops, Pavilions, Pool Houses, Patio Furniture, Play Sets, Custom Buildings, & More!

Maximize your storage space with shelves and lofts inside!



ASK ABOUT OUR FINANCING AND RENT TO OWN PROGRAMS!



207 W. Ridge Pike
Suite 300

(484) 961-8822

Limerick, PA ShedsInLimerick.com

FOCUS ON LIMERICK & ROYERSFORD

(Continued from page 13)

How did we accomplish the livability aspect? Borough Council and our Borough Manager Mike Leonard have made steady infrastructure investments. Just in 2018, we upgraded several traffic lights to smart lights, added a brand new 19 car parking lot, focused on Main Street safety with a new pedestrian friendly crosswalk, and focused on the repaving of roads in need of repair. Royersford Borough in 2018 were awarded nearly \$646,000 in grant money towards upgrading our town, which equates to just under 25 percent of our budget.

Roads and infrastructure are visible investments that people see every day. But our residents want to have fun as well! In 2017 and 2018, we focused on enhancing quality of life by partnering with the Hill School on the installation of a new boat and kayak dock on 1st Avenue, near a new trail that we will be expanding this year. Having the dock led to the 1st Sustainability Fair in partnership with the Schuylkill River Greenways in 2018. We envision future regatta style races taking place in conjunction with the Hill School and Owen J. Roberts, who use our dock for their crew teams. The outdoor recreation options also now include



an ice rink that we bring out in the cold months of the year at our Victory Park.

Our home prices have continued to rise, and in 2016, outpacing the rest of Montgomery County by nearly 2 times the year over year price change. As of this writing, there are only seven homes for sale in Royersford. Just three and four years ago, the winter months often had upwards of 17-25 homes to choose from.

The word has gotten out, and there is much more to come! Besides our usual well attended Community Day events, we are looking to add more to do in our borough. The big things to look towards in 2019 for Royersford are completion of renovation of the old LeBow Furniture store building, which has secured its first of several



commercial tenants, this being an office space to the newly elected State Senator for much of the 422 area, Katie Muth. The old McKissic hardware store is becoming a mixed-use building, with a restaurant tenant to be hopefully be announced soon! The previous Humane Fire station is transforming into a Brew Pub, and a complete teardown and rebuild of Phoenixville Federal Bank is nearly completed.

Our signature piece to the revitalization in town besides having a thriving Main Street will be to transform Royersford into a "Riverfront town." An old trestle bridge

that we hope to renovate and connect Royersford to the Schuylkill river trail has completed feasibility studies and is awaiting funding. We expect this to complete the transformation in town with several mixed-use buildings near the waterfront and bring additional employment and amenities to the wonderful folks in our town.

Anil Dham is the Borough Council President in Royersford and has served on council since 2014. He would like to thank his colleagues on Council, Matt Stehman (VP), Alex Metricarti, Tom Weikel, Joe Moskal, Tiffany Moyer, and Amy Demchik along with Mayor Jenna Antoniewicz and Borough Manager Mike Leonard.

Magic Memories Child Development Centers

Magic Memories offers a warm and caring environment, individualized attention, excellent curriculum and well-balanced meals to children between six weeks of age, and Before and After School Care, including Summer Camp. Magic Memories' mission is to provide the emotional security, self-esteem and social development of the children in their care, along with a strong value system of respect, courtesy and love for one another. Magic Memories has been offering high quality childcare for over 30 years, and it currently serves the Phoenixville, Royersford and Chester Springs Communities.

Magic Memories' method of learning is through socialization and play. "We strongly believe that learning through play and socialization is so important to supporting child development," said Mrs. Zambrano. "We have a strong focus on the kids as

individuals and developing their life-long love for learning." As part of their commitment to quality services, Magic Memories participates in Pennsylvania's continuous quality rating and improvement system, Keystone STARS.

"We are incredibly happy to be in Royersford and be an active participant of this thriving community!" said Mrs. Zambrano said. "We are honored to have the opportunity to care for children in Royersford, and to partner with families during this pivotal stage in their children's growth and development."

For further information about Magic Memories and their high-quality program, please visit their website at www.magicmemories.org or call 484.938.5990.

Magic Memories CHILD DEVELOPMENT CENTERS

Three Locations

Phoenixville:
610-983-0229

Royersford:
484-938-5990

Chester Springs:
610-400-8582



www.magicmemories.org

Use this Ad for a **\$100 Credit!!!**

Keller Williams Realty Group: Limerick's Quiet Giant gives nearly \$1.5 Million in Profit to their Realtors

Terese Brittingham and Thomas McCouch established the Keller Williams Realty Group franchise with 25 Realtors in 2002. By January 2019, they grew their Market Center to over 250 Realtors and closed more than \$400M in total volume in 2018. From the beginning their vision was to build a business for the Realtors, a place where they would have a voice in the Company, feel empowered to grow and connect as a community. Terese and Tom embraced the education, culture and technology offered by Keller Williams Realty International, and went about helping Realtors find their unique paths. Connecting and giving back to the community at large was always part of the overall vision, resulting in a broad variety of annual, ongoing events such as the 14th KW Realty Group golf outing benefiting Alex's Lemonade Stand Foundation for Childhood Cancer, Operation Backpack, Keller Williams R.E.D. Day. In previous years, time and resources were devoted to the Women's Center in Pottstown, and the Veterans Center in Spring City. The Realtors in the office embrace the KW Culture with ongoing food collections for the Daily Bread Food Pantry and other great charities. At the corporate level the Keller Williams Cares program supports Realtors from disaster relief throughout the Country and on a more individual level by serving the community. Terese personally served 2 years as Chairman of the Board Tri-County Chamber of Commerce and currently serves on the Board at Pope John Paul (PJP) High School.

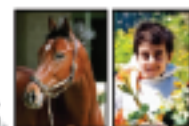
Today's markets, as it relates to, Real Estate Brokerages are driving growth to a new level. Internet Brokerages are the newest attention getter. Despite this new wave of how real estate can be done, there has been a caravan of Realtors leaving every known real estate brokerage in the region, and signing on to Keller Williams Realty Group Collegeville/Limerick. Even some of the largest production teams from Berkshire Hathaway Home Services (BHHS) and Long & Foster (LF) are realizing the opportunities that come with joining Keller Williams. Reasons for the mass exodus, are in part, influenced by a paradigm shift of industry forces and the word is spreading that Keller Williams Realty is where you need to go to grow your business. Realtors are relearning the industry from a digital marketing and technology driven perspective, far from the traditional and often, outdated manual business processes. Realtors and Agent Teams seeking stability and growth are finding the Keller Williams Business Model very appealing during this time when the very foundations of the real estate industry are being challenged, torn down, modified and fortified with new, technological forces. Realtors are embracing the education, technology, culture, and business models that Keller Williams is known for and as a result, have become more attractive than ever, and perhaps the greatest overall influencer of "moving to a new house" both literally and figuratively.

The Keller Williams Business Model is so unique it's generally misunderstood by many outsiders. Keller Williams believes in providing the Realtors opportunities for multiple income streams and to grow exponentially to allow Realtors to think, act and operate as Business Partners. The KW Culture is best exemplified by having an Agent Leadership Council (ALC), which is made up of Agents inside the Market Center, who are encouraged to think "outside the box" and think like Partners. The Realtors are supported by a Team Leader and the leadership team entrusted: to help Realtors grow their business, in their own vision of success, increase Profit Share, and guard the Culture. Over the past 16 years, despite economic growth spurts and housing markets rising and collapsing. The Keller Williams Realty International model has sustained itself and reinforced the Culture helping Realtors succeed in their businesses. Through all of it, Terese and Tom built one of the largest and most successful Real Estate Brokerages in the region. They have expanded from Residential and added other divisions: Luxury, Commercial, Farm & Ranch and Investment Real Estate.

True to their core values, since 2002, monthly, Keller Williams Realty Group has rewarded their Realtors with Profit Share Distributions, totaling nearly **\$1.5 Million dollars** to date. They continue to offer the best education to expand their Realtors businesses. Encourage their Realtors to be Community magnets, helping to make where they live great and to focus on having a rewarding business that's in balance with the Mission, Vision, Values, and Beliefs of the Company. Keller Williams Realty Group has 3 locations. In Limerick, the company headquarters located at 542 North Lewis Road just off the 422 bypass where their sign is visible to thousands daily and in Audubon and Quakertown. If you are thinking about exploring a career in Real Estate Keller Williams contact Terese Brittingham or Thomas McCouch at 610-792-5900. **Come join us.**



kw REALTY GROUP
KELLERWILLIAMS.



FOCUS ON LIMERICK & ROYERSFORD

Diamond's New Royersford Branch Already an Asset for Local Businesses

Diamond Credit Union's Royersford branch may be new, but that has not prevented its team from becoming a valued partner to area small business owners since its doors opened in October 2018.

"After being with one of the United States' largest banks for 15 years, the fees on our business accounts grew out of control," said Alex Gingold, who along with his wife Amanda, own Pottstown based DonutNV and Royersford based Keystone Amusements and Food Truck Craze. "We became frustrated because no one could explain the increasing fees we were paying or offer better options to meet the needs of our growing businesses. Every interaction in the branch turned into a sales pitch to open a credit card or try a new point of sale system. We wanted a bank that focused on banking."

With their former bank unable to present any solutions for consideration, the Gingolds made a phone call to Diamond. Impressed

by Diamond's service and approach to business account fees, they visited the Royersford branch the same day. After meeting the team in person, they opened accounts for all three of their businesses.

"Why should you have to pay more to deposit more as your business grows?" Gingold wondered. "Huge shout out to Diamond. If you're tired of paying fees on your business accounts, check them out."

All business checking accounts feature the same benefits and money saving online tools as personal accounts. Business owners can access their accounts anytime through Diamond's NetBranch online banking.

One big difference for Diamond's Business Services is their "per transaction (multiple item)" processing versus "per item" processing found at other financial institutions. This can be a huge cost savings for small businesses who conduct multiple debit and credit transactions daily. Make



DonutNV — Pottstown



Diamond Credit Union – Royersford

accounting work easier with Quickbooks® Connection, a one-click button to download transactions, update records, and reconcile accounts. Instant Online Deposits allow businesses to deposit checks without visiting a branch, waiting for checks to clear, or additional fees. Bill Payer is a powerful tool that saves owners time and money. Pay one-time bills easily, recurring bills automatically, and spend less on checks and postage. Interest-bearing business checking accounts are also available and owners like that they keep their interest versus having it credited to cover fees.

The Gingold's move was made easy by Diamond's Business Services Checklist. Available at diamondcu.org/business-services or by calling 800.593.1000, the Checklist prepares business owners to make their move. It contains all the information owners need to begin taking advantage of Diamond's services right away. It eliminates the need to make two trips to a branch to join.

Diamond also offers business lending products with flexible terms, competitive rates, and award-winning service. Businesses count on Diamond for commercial real estate loans, lines-of-credit, vehicle loans, equipment loans, and working capital loans.

"Entrepreneurs from a wide range of businesses seek commercial real estate loans for both purchasing and refinancing," said Phil Fry, Business Lending Manager at

Diamond Credit Union. "This includes both owner-occupied and non-owner-occupied locations, including properties ranging from single family residences and multi-unit investment properties."

Non-real estate and non-vehicle loans of less than \$100,000 are easily applied for thanks to a new online loan application that makes getting started fast and easy.

Diamond Credit Union's Business Services extend beyond checking and lending. Investment accounts, business debit cards, and business Mastercards are also available to help businesses thrive.

Diamond Credit Union is the 16th largest credit union in Pennsylvania and serves Berks County and the Tri-County Region. Diamond's headquarters is in Pottstown, Pa. with four additional free-standing offices to serve area businesses in Royersford, Wyomissing, Exeter, Boyertown, and coming to Muhlenberg later in 2019. Diamond holds over \$613 million in assets with over 60,000 members, including 1,400 business members. Accounts are federally insured up to \$250,000 by the National Credit Union Administration. For more information about Diamond Credit Union, please visit diamondcu.org/business-services or call 800.593.1000.

To learn more about DonutNV, visit DonutNV.com or visit their newest location at 194 S Hanover Street Pottstown.

THE LOCAL TOOLS FOR YOUR BUSINESS

Investment Accounts

Strategies for the future with high returns

Business Mastercard®

Flexibility to operate your business as you want and need to

Diamond
BUSINESS SERVICES
A Division of Diamond Credit Union

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

Trusted by over 1,400 businesses in this region.

Equal Housing Opportunity. | Federally insured by NCUA.

[TRE SPA]

Day Spa and Nail Salon

Call for Grand Opening Special!

484-924-9207

949 South Township Line Road, Royersford, PA 19468

www.youdeservetrespa.com
f /trespasig | @trenaibar

KPInterface

Aligning Technology With Business



OUR SERVICES

- Managed IT Services
- Cloud and Hosted Solutions
- Cyber Security
- VoIP/Phone Solutions

We offer a host of other services, such as:

- *IT Audit/Security Audit
- *HIPAA & PCI Compliance
- *Service Desk
- *vCIO Service
- *Virtualization
- *Data Backup Solutions
- *Disaster Recovery Planning
- *Email Security
- *Project Implementation
- *Procurement
- *Website Development
- *Print/Copier Management

INFORMATION TECHNOLOGY SOLUTIONS THAT WORK FOR YOUR BUSINESS

KPInterface is the premier provider of technology services in the 422 Corridor. We employ the best people we can find, take the time to understand our clients' needs, and leverage the best technologies available.

As a full-service Managed IT Provider, KPInterface is your one-stop-shop for all things technology.

We understand that technology exists to serve your business, and we exist to serve you. It's that simple.

"If you want the best service, expertise, and dedication in the IT industry, you have only one choice: KPInterface." -KPI Client

LIMITED TIME OFFER: FREE NETWORK SECURITY AUDIT

Call our office at 484-680-7766 by **February 28** to learn more and schedule your free Network Security Audit complete with our Report of Findings.

477 N. Lewis Rd, Suite 210, Limerick PA 19468

484-680-7766

www.kpinterface.com

BOOKKEEPING / ACCOUNTING



Karlene's Consulting

Karlene A. Novotny
Professional Accountant/Owner

Specializing in Tax Preparation, Accounting
and Bookkeeping Services

560 Baptist Church Road, Spring City, PA 19475

610-745-2350

k_consulting@comcast.net

BUSINESS CONSULTANT



Offering unique proficiencies in technology with a
keen focus on the organizational and individual factors.

Panoptes
SOLUTIONS

610.858.5123

Assuring Businesses Always Keep an Eye on Success

larry.regneth@panoptessolutionspa.com

www.panoptessolutionspa.com

CREDIT CARD PROCESSING

ALL IN ONE PLACE — ONE PORTAL FOR ALL



Omni-Channel Technology:
Terminal, Virtual, Mobile
APP and eCommerce



LOWER YOUR
Merchant Account FEE
20-30% and KEEP it down!

Ion Craciun Senior Payments Consultant

Tel: 610-241-0853 Email: ion@cardconnectpartners.com



NETCOM
MERCHANT
SERVICE
CONSULTANTS
MerchantServiceConsultants.com

Call **TODAY** to find out
how to keep more money
in your business!

866-677-1608

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



DJ SERVICES

ACCLAIM DJ SERVICES

Weddings, Parties, Events, Clubs

For Bookings Call:
(484) 455-4635

Website: acclaimdjservices.com

Email: acclaimdjservices@gmail.com

Let's Get the Party Started!



GARDEN CENTER/NURSERY

PUGHTOWN AGWAY

819 Pughtown Road & Rt. 100, Spring City, PA 19475

Located 1/4 mile south of Routes 23 & 100

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3

Garden Center (610-489-8888) open every day including Sunday

• Legends, Triple Crown and Buckeye feed lines.

• Baled Shavings and Bedding Pellets.

• Hay, Straw & Premium Wood Fuel Pellets.

• Organic Chicken Feeds & all kinds of Bird Seed!

• Bulk & Bagged Compost, Soils & Mulches.

• Grass & Pasture Seeds.

• Lime & Organic & Commercial Fertilizers.



GRAPHIC DESIGN



LINDA JACOBS

DOWNTOWN

De[ign]

advertising & graphic design with a ♥

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

GRAPHIC DESIGN & PRINTING

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



A FULL SERVICE GRAPHIC DESIGN & PRINTING COMPANY

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



38 E. HIGH STREET • POTTSTOWN • 610.327.1780

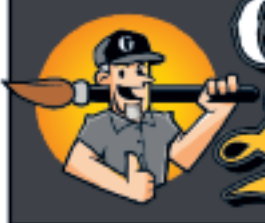
www.complete-graphix.com

complete.graphix@gmail.com



GRAPHICS / SIGNS / BANNERS

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992



GRABER Lettering INC. SIGN CO.

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

Visit Our Showroom! 58 Schoolhouse Rd. Boyertown, Pa
www.graberletterin.com **610-369-1112**

LODGING / BED & BREAKFAST

Twin Turrets Inn
A Delightful Stay is Assured



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

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

HVAC / PLUMBING

A. JACKSON ECKER, INC.
 PLUMBING-HEATING-COOLING



144 KING ST., POTTSTOWN, PA 19464
(610) 326-5011
 Serving the area for Four Generations Since 1925!
www.ajacksonecker.com

MAINTENANCE/JANITORIAL

CLEAN FLOORS & MORE

Your cleanliness is our business!
(484) 599-2751
cleanfloorsandmore.net

Clean Floors & More specializes in providing janitorial and floor cleaning services to business of all sizes and categories in Berks County!

Email: cleanfloorsandmore@aol.com



INTERIOR DECORATING

DECORATING DEN INTERIORS

10% OFF select blinds and shades
 Offer ends 2/28/19



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

ORGANIZATIONS

Need Help for a Business

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

Call on SCORE TriCounty

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

Call 610-237-2673 or visit tricounty.score.org
 We are there for you and your business



LIMOUSINE SERVICE

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

MICHAEL'S
 Classic Limousine
610.929.4919
www.michaelsclassiclino.com



PAINTING & WALLCOVERING

Help Wanted!
 Good Quality Painters

BANCROFT WALLCOVERING/PAINTING, LLC
215-234-2209

Full service interior/exterior painting and wallcovering

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

HIC# PA058066

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

REAL ESTATE / FOR SALE/LEASE



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



Chris James Hector Realty




Andrea Heskett
 Realtor
 Cell: 610-329-1622
AndreaHeskett@gmail.com
 Office: 213 Sherwood Ln., Phoenixville, PA 19460

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



IRON HORSE REALTY LLC
We have buyers ready to buy!



610-327-1880
Free Market Analysis
CALL TODAY!
www.IronHorseRealtyLLC.com

SENIOR CARE / LIVING ASSISTANCE



Senior Helpers
Senior Care...only better!

Senior Helpers Pottstown
 (serving Western MontCo, Northern ChesCo & parts of Berks)
610-323-0460 (24hrs/7days)
www.seniorhelpers.com/pottstown

- ♥ No minimums – get only the help you need.
- ♥ Personal care - bathing, dressing, toileting & hygiene.
- ♥ Light housekeeping, errands, meal preparation.
- ♥ Hospice support & respite services.

Call today for FREE in-home (wherever home may be) consultation!

RETAIL / CONSIGNMENT



Amy's Attic
A CONSIGNMENT STORE
 Brand name apparel, jewelry, furniture, household items, home goods, accessories, games, vintage, collectibles, and more
 Phone: 484-576-2691
 414 Dekalb Street - Norristown, PA 19401
amysattics.com

RETAIL / BEADS & JEWELRY



STUDIO 36
 Bead Shop & Artisans Gallery
 105 E. High Street Pottstown, PA 19464 • (610) 310-5568

We are a full service bead shop nestled in historic downtown Pottstown offering beautiful Czech glass beads, hand-painted knit flowers, Delicas, seed beads, tools & gadgets, wire, silk & gorgeous fibers, lampwork beads, artisan components, kits, trunk shows, classes, parties for adults, children & scouts and so much more!!!



RETAIL / GIFTS



Tricia's Trinkets & Treasures
Thrift, Consignment & Variety Shop
 A place where style won't break the bank.
 Women's, Mens, Children's Clothing, Home Decor, Specialty Gifts, Custom mugs, shirts & more.
 211 N. York Street, Pottstown
215.840.9784
Faith is taking the first step, even when you can't see the stairway. (MLK)
 Find us on Facebook, Tricia's Trinkets & Treasures, Instagram @TriciasTrinkets1

SIGNS / BANNERS / GRAPHICS

Raise Your Business Visibility
FAST SIGNS
 More than fast. More than signs.®



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



SALON / HAIR STYLIST



DISCOVER
 LOOK PROFESSIONAL. FEEL PROFESSIONAL!
 YOUR professional REFLECTION
reflectionshairdesigns.com
 939 E. Schuylkill Rd. Pottstown, PA 19464
 610.323.2030

Call for a FREE consultation!

FOCUS ON GREATER READING BUSINESSES

Why Choose Gallen Insurance?

We strive to help you protect what matters most:

Your Family.

Your Business. Your Home.

Your Health.

Gallen Insurance has been providing complete business, personal, and benefit services since 1957 when Joe Gallen founded the agency. We have grown through the years & expanded, but remain a local, family operated business serving Berks County and the Greater Reading area. We provide a unique and different approach from your traditional agency. We perform a complete review of your wants and needs so that we thoroughly understand what is required to protect your assets. Together, we will create a custom package specifically designed for you!

As an independent agency, we work with the nation's finest carriers to help you find the right protection for those things you cherish most: *Your Family. Your Business. Your Home. Your Health.* Regardless of the complexity or diversity of

your insurance needs, Gallen will provide comprehensive coverage with first-rate service tailored to your needs. We give you the peace of mind that comes with knowing your assets are protected.

In a world where insurance products are constantly evolving it is important to work with a team you trust. At Gallen, we invest the time to stay abreast of insurance trends & products. Each of our team members has responsibility for their individual areas of service, business, personal & benefits. In turn, our employees take great pride in educating you so that you have the right tools to make informed decisions about that things that matter most. We will always help you find the right coverage for your individual needs. We look forward to working with you!!

For addition information, please call 610.777.4123. Gallen Insurance is located at 2237 Lancaster Pike, Shillington, PA 19607; www.galleninsurance.com.



PROTECTING WHAT'S IMPORTANT
Your Family Your Business. Your Home. Your Health.

Gallen Insurance
2237 Lancaster Pike
Shillington, PA 19607
www.galleninsurance.com
610-777-4123

f t in

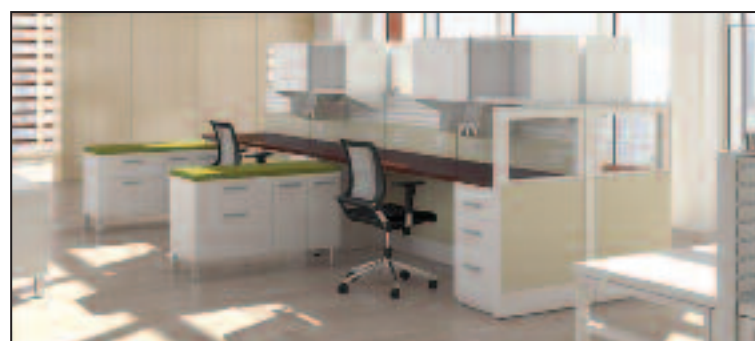
Proudly representing WESTFIELD™

Furniture Soup
Office Interiors by Design

Creative, Efficient, Affordable !!

Office Furniture New - Used - Remanufactured
Space Planning & Design / Delivery & Installation
Office Moves / Liquidations / Retail Showroom / Inventory Management

FurnitureSoup.com 610-926-8700 Visit our Reading Showroom



Furniture Soup — Great Solutions at a Great Value!

Furniture Soup is a Reading-based interior design and office furniture supply company that helps their commercial clients construct **Creative, Efficient and AFFORDABLE** offices and office interiors. Designing and planning with just the right blend of new, remanufactured and pre-owned office furniture and cubicles, Furniture Soup assists clients from the beginning concept of a project, through the detail planning, budgeting and final fit out.

Furniture Soup's dedicated staff are planners, designers, logistics experts, budget-minders, project managers, installers and movers. For projects both small and

large, from one piece of furniture to an entire building, **problem solving** is their specialty.

Hear from one of their many happy clients:

"They always deliver solutions that solves our needs, fits our budget, and they provide expert installation too"

— Saul Rivkin, The Victory Bank

Browse their gallery of past projects at <http://furnituresoup.com/gallery>; Or drop by their showroom for a look around at what's new, and at what's pre-owned! 1031D MacArthur Road, Building 2, Reading, PA 19605. Open M – F 9 AM – 5 PM. Phone: 610.926.8700.



Mi Casa Su Casa Cafe / Restaurant
320 Penn Street, Reading, PA 19602

Latin American Cuisine
Open Monday - Saturday
7:00 AM to 4:00 PM.
Also @ Shillington Farmer's Market
Thursday & Friday 9am to 7pm
Sat. 9am to 4pm

www.micasasucasacafe.com **610.375.1161**

FOCUS ON GREATER READING BUSINESSES

ManorCare Health Services – West Reading

Located on Buttonwood Street, just off of Penn Avenue in West Reading, PA, ManorCare provides individualized post-hospital skilled nursing care in a comfortable environment. Our clinical and therapy teams are experienced in providing specialized care focused on your needs, interests and ability. This commitment results in a smoother and safer transition throughout your recuperation.

Post-Hospital Care is designed to help you return home or to a lower level of care after a hospital stay. It begins with an interdisciplinary staff including nurses, therapists, therapy assistants, dietitians, social workers and recreation staff — all charged with helping guide your progress, manage your discharge planning and reduce the probability of return to the hospital.

As a not-for-profit, we offer a variety of long-term residential options featuring varying levels of care and independence. Residents often come from the hospital, home or other community residences and need daily assistance. Our center is designed to provide gracious daily living and personal care in a homelike environment.

ManorCare Health Services – West Reading is located at 425 Buttonwood Street, West Reading, PA 19611; 610.373.5166.



The mission of the Kutztown Small Business Development Center is to provide entrepreneurs and small business owners with the knowledge needed to make smart decisions and prosper.

Kutztown University Small Business Development Center (KUSBDC) provides hands-on expertise and service at several outreach offices including Reading.

Office hours are scheduled by appointment.
Call (877) 472-7232 today to begin your one-on-one management with a business consultant.

Reading Outreach Office
606 Court Street, Suite 100
Reading, PA 19601
kutztownsbdc.org



Kutztown University Small Business Development Center

The value of your local Small Business Development Center (SBDC), which is supported by a network of roughly 1,000 full time service centers nationwide, is called upon to offer free individual consulting to entrepreneurs who have an idea and small business owners who want to take their operation to a higher level. Their services include business counseling, training and technical assistance with specific classes on topics such as employee management, strategic planning, government procurement, and offer a mix of evening classes over a course of several weeks, or workshops for a half a day or less.

Kutztown University Small Business Development Center (KUSBDC) provides hands-on expertise and service at outreach offices in Kutztown, Reading, Harrisburg, Exton, Lancaster, and York. Directed by Sonya Smith, KUSBDC specializes in International Marketing, Government

Marketing, and Government Procurement. In addition, the Kutztown University Latino Business Resource Center offers bilingual assistance and Business Skills for Success courses which was created to target the increasing growth rate of the commonwealth's Hispanic-owned firms.

The Kutztown University Small Business Development Center's — Reading outreach office is located at 606 Court Street, Reading, PA 19601 Suite 100. Office hours are scheduled by appointment. Call 877.472.7232 today to begin your one-on-one management with a business consultant.



ROUTE 422 Business Advisor
PROMOTE YOUR BUSINESS! CALL (610) 323-6253

We'll turn your [oh, no] into [ah, YESSS!]



SAVING MONEY on Employee Benefits
is a must in today's economy.

As business owners, we understand the challenges you face every day. The cost of providing benefits is rising, while employees seek more and more from their benefits packages. You struggle to balance employee needs with your own capabilities and bottom lines. Helping you meet these divergent objectives is our specialty.

Build upon a tradition of integrity, industry leadership and excellence, Integrity Services and Solutions is committed to delivering you:

- thoughtful strategic planning
- valuable professional services
- technology-based solutions

Call for your consultation today
(high fives optional)

Advice never felt so good.

INTEGRITY SERVICES & SOLUTIONS
Take a step in the right direction.

EMPLOYEE BENEFITS
HR SERVICES
INSURANCE



3 Park Plaza, Wyomissing, PA 19610 t: 610.939.9593 | w: integrityservicesandsolutions.com

Printing and Signs Simplified!

**Imagine it.
Design it.
Print it.**



610.929.1200 • BerksDigital.com



**ManorCare Health Services –
West Reading South**
425 Buttonwood Street
West Reading, PA 19611
610.373.5166

Long-Term Care,
Short-Term Rehab

**I chose
A PROVEN
LEADER.**

ManorCare
West Reading North

© 2018 HCR Healthcare, LLC

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.

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."



EDI Support LLC

*"Working side by side with companies
to make EDI profitable!"*

484-485-9835

Support@EDISupportLLC.com
www.EDISupportLLC.com

- Document Integration and EDI processing.
- Specialties: EDI Consulting, Document Integration, Support, Training.
- Experience with various ERP — Sage 100, Sage500, SAP, Canopy, SBI Nursery Software (Just a few we work with)

*Whether you are new to processing business documents electronically
or looking for advice — Reach out and let's see how we can help you out!*

FOCUS ON GREATER READING BUSINESSES

Penske Truck Leasing Drives Trucking Innovation

Founded by racing legend, Roger Penske, Penske Truck Leasing has been headquartered in the greater Reading area since 1969. As the company enters its 50th year in business, it has grown significantly since its earliest days operating of just three locations in the region.

Today, Penske Truck Leasing operates more than 1,000 locations and its operations span North America, South America, Europe, Asia, and Australia. The company offers full-service truck leasing, fleet maintenance, truck rentals, and used vehicle sales in North America. Its subsidiary Penske Logistics offers a full host of trucking, warehousing and related supply chain solutions worldwide.

Penske continues to be a top regional employer with approximately 2,000 employees in Berks County and now employs over 36,000 employees worldwide. The company was recently recognized by Forbes Magazine as one of America's best large employers.



Ever on the leading edge of technology, Penske Truck Leasing recently became the first company in North America to put a Freightliner eM2 commercial electric vehicle into its fleet for operations in California. This vehicle delivery marks a key milestone in the real-world application of battery-electric commercial vehicles as well as an important step toward emissions-free mobility.

"We're honored to be the first company to put this new medium-duty electric truck into service," said Brian Hard, President and CEO of Penske Truck Leasing. "We are committed to providing the most effective



vehicle technologies to our customers and driving innovation and sustainability when it comes to mobility."

Penske Truck Leasing currently operates a fleet of more than 300,000 vehicles and it plans to add more electric vehicles to its fleet in 2019.



**Rental
Leasing
Logistics**

Visit gopenske.com to learn more about Penske and career opportunities.



PENSKE Rental Leasing Logistics gopenske.com

**SUPPORTING LOCAL
ECONOMIC GROWTH
FOR 50 YEARS**

SERVING YOUR COMMERCIAL REAL ESTATE NEEDS!

INDUSTRIAL / BUSINESS PROPERTIES FOR SALE IN BERKS COUNTY

ROUTE 29 AND SHIFFERT ROAD, Hereford Township, Berks County. 1.94 acres zoned Village Preservation (retail and offices are permitted uses). **\$109,900. Call Ed Brooks.**

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.**

INDUSTRIAL BUILDING, BOYERTOWN – 26,000 square feet (two stories). 1st floor leased to 3 tenants with \$53,000 of base annual income plus "nets". 13,000 SF on 2nd floor with dock is vacant. Price includes a 3500 pound material lift. **\$790,000. Call Ed Brooks.**

ROUTE 29, Hereford Township, Berks County. 5+/- acres zoned Mixed Use (allows business/ retail/ office/ industrial). Two buildings totaling 21,000 +/- SF. Front building of 10,000 SF is leased at \$4,000 per month + utilities. Rear building is 11,000 SF with 15 drive in doors – can be leased at \$4,000 per month plus utilities. Buy at \$990,000. Call Stan or Steve Rothenberger.

418 Main Street
Pennsburg, PA 18073
215-679-4200
www.BrodeAndBrooks.com

**BRODE &
BROOKS, INC.**
REALTORS
215-679-4200



Reading Hospital Tower Health

Reading Hospital has been the centerpiece of healthcare in the Greater Reading and Berks County region for 150 years, first opening their doors to patients on January 27, 1868, as the Reading Dispensary located at 618 Court Street. Little did they know, it would become the nationally recognized, flagship hospital of Tower Health, an award-winning, integrated health system serving southeastern Pennsylvania. A century and a half later, Reading Hospital is still providing advanced, comprehensive, and compassionate care to improve the health and wellness of our community. Beyond what happens within their walls, which eventually moved from Court Street

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.



Your Business is Our Business.



Riverfront is focused on helping small business owners compete, succeed and flourish in Berks County.

Watch Riverfront's latest video, *3 Key Steps to Applying for a Small Business Loan* at RiverfrontFCU.org/Business.

Contact Anthony Pomponio, Chief Lending Officer at apomponio@RiverfrontFCU.org or 484-345-4160 to learn how Riverfront can help.

800-451-3477
RiverfrontFCU.org/Business

Small Business Lending by
Riverfront
FEDERAL CREDIT UNION

WALK-IN CARE FOR MINOR ILLNESSES AND INJURIES

HOURS AT ALL LOCATIONS

Monday – Friday: **8 a.m. to 8 p.m.**

Saturday and Sunday: **9 a.m. to 5 p.m.**

URGENT CARE

2101 State Hill Road, Suite 5
Wyomissing, PA 19610
Phone: 610-898-2490

QUICK CARE

3703 Perkiomen Avenue
Reading, PA 19606
Phone: 610-898-7570

URGENT CARE

957 Ben Franklin Highway
(Route 422)
Douglassville, PA 19518
Phone: 610-898-6650

COMMON CONDITIONS TREATED:

- Cough, cold, flu-like symptoms
- Earache
- Minor cuts and burns
- Minor fractures (*Urgent Care only*)
- Rashes
- Seasonal allergies
- Sinus congestion
- Sore throat
- Upset stomach



www.TowerHealth.org

CELEBRATING AMERICAN HEART MONTH

PMA Medical Specialists Welcomes New Cardiologist to their Growing Cardiology Team

PMA Medical Specialists is proud to announce that K. M. Anwar Hussain, MD, PhD, FASNC, FACP, FACC has joined the growing multi-specialty medical group.

Dr. Hussain brings an impressive resume to the already remarkable Cardiology Team. He earned his medical degree from P. L. University, Moscow, Russia. He completed his residency at New York Methodist Hospital, Cardiology Research Ctr. and the Academy of Medical Sciences, Moscow, Russia. Dr. Hussain accomplished his Cardiovascular Fellowship at Adult Cardiovascular Medicine: University of Illinois at Chicago, Cardiology Research Center, Academy of Medical Sciences, Moscow, Russia. Dr. Hussain is also a Clinical Professor at Temple University and is fluent in three languages including, English, Bengali and Russian.

"As a general cardiologist, I have been practicing for over 20 years and have also been actively involved in teaching the next generation of physicians. My affiliation as Clinical

Professor at Temple University, as well as LECOM enhances my clinical practice," Dr. Hussain noted. "I am passionate about delivering high-quality and safe patient care, with attention to the most current evidence-based guidelines for heart conditions. My focus is on delivering patient-centered and patient-matters-always care."

K.M. Anwar Hussain, MD is board certified by the American Board of Internal Medicine, Cardiovascular Medicine and the Board of Nuclear Cardiology. He is currently accepting new patients at PMA Pottstown located at 13 Armand Hammer Blvd., Suite 100, Pottstown, and the PMA Cardiology Center located at 410 Linfield -Trappe Rd., Suite 100, Limerick, PA. To schedule an appointment: Pottstown 610-323-3100 Limerick: 610-495-2300

About PMA Medical Specialists

PMA Medical Specialists is a multi-specialty Physicians Network that understands the importance of providing patients with Continuous Coordinated Healthcare. We are committed to meeting the healthcare needs of our patients by offering a wide-range of medical specialties and patient services to help you stay healthy.

PMA Medical Specialists has office locations throughout Montgomery and Chester counties, including Audubon, Collegeville, Limerick, Phoenixville, Pottstown and Schwenksville, PA. Visit pmaoctor.com for a complete list of our locations and specialties and follow us on Facebook, Twitter, and Instagram for news and updates.



ElderCareDirection.com

**A Complete Solution for Senior Care Planning**

COST SAVING PLANS
Save thousands and eliminate the stress of dealing with financing solutions. ECD has a cost savings solution for nearly every situation.

**EFFICIENT SOLUTIONS**
Save both time and money by avoiding the paperwork hassles, unnecessary attorney fees, and get the best solution for your loved ones.

MEDICAID PLANNING
Protect your assets and get the care you need by planning in advance with the many experts at Elder Care Direction.

**VETERANS BENEFITS**
As a free service, we can help you understand and apply for a service member or their spouse. We are in tune with the new changes made to VA benefits and can show how that affects eligibility.

Call 267-368-4201 for a FREE CONSULTATION

Keeping hearts healthy.



As a general cardiologist, I have been practicing for over 20 years, and have also been actively involved in teaching the next generation of physicians. My affiliation as Clinical Professor at Temple University, as well as LECOM enhances my clinical practice. I am passionate about delivering high-quality and safe patient care, with attention to the most current evidence-based guidelines for heart conditions. My focus is on delivering patient-centered and patient-matters-always care."

Welcomed

pmaoctor.com

PMA CARDIOLOGY

PMA Cardiology Center
410 W. Linfield-Trappe Road, Suite 100
Limerick, PA 19468 • 610.495.2300

PMA Pottstown
13 Armand Hammer Blvd., Suite 100
Pottstown, PA 19464 • 610.323.3100

Comprehensive Care...In Your Neighborhood.

STRENGTHEN YOUR HEART HEALTH

ASK OUR TEAM **HOW**

To keep your heart healthy for her.

Nothing compares to the love you have for those you keep close to your heart. So make it last a lifetime. Testing your **blood pressure**, checking your **cholesterol**, and measuring your **body mass index (BMI)** are three ways to take control of your heart health. And, three ways to help you love longer. At Tower Health, we're making it easier for you to stay heart healthy for a lifetime.



**Start your Heart Risk Assessment now
at [THCardio.org](https://www.thcardio.org).**



Phoenixville Hospital
Pottstown Hospital



TOWER HEALTH

Advancing Health. Transforming Lives.

ROUTE 422 BUSINESS ADVISOR



DINING GUIDE



**Powered by Plants
Proven by Science!**

484-955-6020

<http://rhagueschultz.juiceplus.com>
<http://rhagueschultz.towergarden.com>

Juice Plus

Powered by Plants, Proven by Science!

Healthy living used to be easy. We would eat food from the garden, drink from the water hose, and play until the sun went down. Somewhere along the line, living a healthy lifestyle became complicated...and we are on a mission to take healthy back!

What is the Healthy Living Revolution? We are a massive movement of people on a mission to inspire others to take ownership of their own health

journey. We provide resources to support you on your journey, community and events to encourage and educate you, a simple way to flood your body with 45 fruits, vegetables, and 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 to better Health.

For more information, visit:
<http://rhagueschultz.juiceplus.com> and
<http://rhagueschultz.towergarden.com>.

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.



1741 Papermill Rd, Reading, PA, 19610. Food is served from 6 PM to 9 PM.

Mi Casa Su Casa also can be found at Shillington Farmers Market, 10 S Summit Ave, Reading, on Thursday and Friday (9 AM to 7 PM) and Saturday (9 AM to 4 PM).

Catering Available Upon Request and Extended Hours Available Upon Request for Parties of 10 or More by Reservation Only.

For additional information, please call 610.375.1161; email: Johannycpepeda@gmail.com; and visit: www.micasasucasacafe.com.



Restaurant on Wheels
2088 Pottstown Pike • Pottstown, PA 19465
610-469-2757

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

Soups • Salads • Sandwiches
Burgers • Seafood • Pizza • Stromboli

24 Flavors of Nelson's Ice Cream
Cones • Shakes • Sundaes

Check out our full menu:



bucktowngrille.com/Link_Menu.pdf

STANDARD CATERING AND FOOD TRUCK SERVICES AVAILABLE



"The Best Kept Secret in Chester County"

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

Open Seven
Days a Week!

Monday - Friday
6 AM - 2:30 PM

Saturday - Sunday
7 AM - 2 PM



Filming Site for
The Happening

610-933-1646

Fax 610-835-8171

1371 Valley Forge Road (Route 23)
Phoenixville, PA 19460

610.326.5500



**Ron's Crooked Hill
Tavern & Restaurant**

1271 N. Sanatoga Rd., Pottstown, PA 19464

Happy Hour! Great food and drink specials!
Crab legs and raw oysters 7 days a week!

Check out our website and
Facebook page for Weekly Specials!
www.ronsCrookedhill.com

Monday - Friday 11:30 am to 2 am
Saturday 11 am to 2 am • Sunday 12 pm to close

Previously known as Rite On 10

**OPEN
EVERYDAY**



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

(610) 273 - 2444

4690 Horseshoe Pike | Honey Brook, PA 19346

waynebrookinn.com



Speck's Drive-In

(610) 489-2110

"Chicken at its finest!"



3969 Ridge Pike, Collegeville, PA 19426

www.speckschicken.com

Family owned and operated since 1953

Hours:

Mon - Fri 10am - 9pm

Saturday 11am - 9pm

Sunday 12:00pm - 8pm

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



Delicious dining, takeout and delivery to Pottstown and surrounding areas.



Every single pizza is a masterpiece.
Giovanni Esposito, Owner

610.323.8055

1300 N. Charlotte Street, Pottstown, PA 19464

www.bigdaddyspizzapottstown.com

Our 20th Year!



610-327-4042

601 N. Charlotte Street, Pottstown, PA

HOURS:

Mon-Thur 10am-10pm • Fri-Sat 10am-11pm
Sun 10am-9:30pm

**PICK-UP • DELIVERY
ONLINE ORDERING**



WWW.MIKESBRICKOVENPIZZA.COM

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

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

1534 Manatoway Road, Pine Forge, PA 19558 www.gracies21stcentury.com



Yellow House Hotel
a delightful departure...

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

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

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



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



Breakfast & Lunch
Deli & Grill open 'til 8

Ice Cream

Catering

Baked Goods

Party Cakes

Produce

Fund Raising
Opportunities



www.coventryparloratlaurellocks.com

Hours – 7:00 a.m. to 9:00 p.m.

653 Laurelwood Road, Pottstown 19465

484-300-4911

1503 Ridge Road, Pottstown 19465

484-624-8468

Ask about our specials!

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

Pizzas | Strombolis
Calzones | and more...

Penny's Pizza
Home of the Red Top

Pick up or
Delivery

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

**Luncheons
Dinners
Beer
Cocktails**

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

Serving the area since 1980,
Route 100 South, Pottstown

The Old Coventry Pub

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

The Old Coventry Pub
LUNCHEONS • DINNERS
BEER • COCKTAILS

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

ROUTE 422

BusinessAdvisor



Like us on Facebook

facebook.com/422BusinessAdvisor

Follow us on LinkedIn

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



ADVERTISED SERVICES DIRECTORY

ACCOUNTANTS	
A MAZZO ACCOUNTING SERVICES	47
ACCOUNTANTS / FINANCIAL SERVICES	
HERBEIN + COMPANY, INC.	46
ADVERTISING / DIRECT MAIL	
JWM DIRECT	52
ATTORNEYS	
WOLF BALDWIN & ASSOC. PC	43
AUTOMOTIVE / AUTO BODY SERVICE	
MERCER'S TRUCRAFT COLLISION	51
AUTOMOTIVE / SERVICE	
CJ'S TIRE & AUTOMOTIVE SERVICE	51
EMBODY'S SUNOCO	11
H & F TIRE SERVICE	51
HARON & SONS AUTOMOTIVE	51
RED KIEFFER'S AUTO REPAIRS, INC.	51
WES JACKSON AUTOMOTIVE CENTER	51
AVIATION / FLIGHT TRAINING / FBO SERVICES	
FLY ELITE	45
BANKING / FINANCES	
DIAMOND CREDIT UNION	16
HARLEYSVILLE BANK	42
RIVERFRONT FEDERAL CREDIT UNION	25
THE VICTORY BANK	10
TOMPKINS VIST BANK	9
WVSFS BANK	7
BOOKKEEPING / ACCOUNTING	
BRESLOW'S BOOKKEEPING	47
KARLENE'S CONSULTING	18
BUSINESS & MARKETING CONSULTANT	
INTERLACE COMMUNICATIONS, INC.	53
BUSINESS BROKERS: MARATHON CAPITAL ADVISORS /	
MARATHON FINANCING ADVISORS	56
BUSINESS CONSULTANT	
PANOPTES SOLUTIONS	18
BUSINESS COUNSELING	
SCORE	19
BUSINESS DEVELOPMENT CENTER: KUTZTOWN UNI-	
VERSITY SMALL BUSINESS DEVELOPMENT CENTER	22
CATERER	
BAIRD'S CATERING	52
CERTIFIED HIGH PERFORMANCE COACH	
DENA BRESLIN, CTACC / MY AHAMIND	11
CHILD DAY CARE	
MAGIC MEMORIES CHILD DEVELOPMENT CENTERS	14
CONSTRUCTION / INTERIOR DESIGN / ARCHITECTURE	
STYER GROUP	49
CONSULTANT / LONG TERM PLANNING	
ELDER CARE DIRECTION	26
DENTAL SERVICES	
LIMERICK DENTAL CARE	12
DJ SERVICES	
ACCLAIM DJ SERVICES	18
DOCUMENT PROCESSING / EDI PROCESSING	
EDI SUPPORT, LLC	23
EDUCATION / TRAINING: VALLEY FORGE EDUCATIONAL	
SERVICES / CUSTOMIZED WORKFORCE SOLUTIONS	8
EMPLOYEE BENEFITS / HR SERVICES / ADMINIS-	
TRATION	
INTEGRITY SERVICE & SOLUTIONS, LLC	23
ENGINEERING SERVICES	
ALL COUNTY & ASSOCIATES	48
CARROLL ENGINEERING, INC.	48
EARTH ENGINEERING	49
LUDGATE ENGINEERING	49
TRAFFIC PLANNING & DESIGN, INC.	48
ENTERTAINMENT	
TEC PRODUCTIONS, LLC	42
EQUIPMENT RENTAL SERVICE	
TOTAL RENTAL	50
FINANCIAL SERVICES / WEALTH MANAGEMENT	
GOOD LIFE FINANCIAL GROUP	41
FLOORING	
CHESMONT CARPET ONE	54
FRANKLIN FLOORING	60
GARDEN CENTER / NURSERY	
PUGHTOWN AGWAY	18
GRAPHIC DESIGN	
DOWNTOWN DEZIGN	18
GRAPHIC DESIGN & PRINTING SERVICES	
COMPLETE GRAPHICS	18
HARDSCAPING CONTRACTOR	
DAVIES HARDSCAPING	59
HEALTH / HEALTHCARE	
COMMUNITY HEALTH AND DENTAL	54
PA DERMATOLOGY PARTNERS	45
PMA MEDICAL SPECIALISTS	26
POTTSTOWN HOSPITAL TOWER HEALTH	2
TOWER HEALTH / PHOENIXVILLE HOSPITAL-POTTSTOWN HOSPITAL	27
TOWER HEALTH MEDICAL GROUP	25
HEALTH CARE / LONG TERM - SHORT TERM CARE	
MANORCARE HEALTH SERVICES - WEST READING SOUTH	23
HEATING OIL / PROPANE	
HALY HOME COMFORT / GREAT VALLEY PROPANE	52
HVAC / PLUMBING	
A. JACKSON ECKER, INC.	19
INDUSTRIAL SUPPLY	
CLARK INDUSTRIAL SUPPLY, INC.	41
INFORMATION RETRIEVAL SERVICES	
CUBE INFO SOLUTIONS	54
INSURANCE / BENEFITS ADMINISTRATORS	
MILLENNIUM ADMINISTRATORS	10
INSURANCE / MEDICARE SOLUTIONS	
RON CHURCH / UHC MEDICARE SOLUTIONS	44
INSURANCE AGENCY	
GALLEN INSURANCE	20
NESTER INSURANCE	64
INTERIOR DECORATING	
DECORATING DEN INTERIORS	11 & 19
LANDSCAPING / GARDENING	
POTTSTOWN ROLLER MILLS	61
LANDSCAPING / PROPERTY MAINTENANCE	
CLEAN CUT LAWN SERVICE	44
LIMOUSINE SERVICE	
MICHAEL'S CLASSIC LIMOUSINE	19
RHOADS LIMOUSINE SERVICE, INC.	54
LODGING / BED & BREAKFAST	
THE TWIN TURRETS INN	19
LODGING / HOTEL / MEETING FACILITY	
HAMPTON INN LIMERICK	12
MAINTENANCE/JANITORIAL SERVICES	
CLEAN FLOORS & MORE, LLC	19
DEMEDIO'S BUILDING MAINTENANCE	8
MOORE FACILITY SERVICES, LLC	43
MARKETING / ADVERTISING	
BERKS DIGITAL, INC.	23
MEDICAL PAIN MANAGEMENT & CHIROPRACTIC	
REHABILITATION: YUCHA MEDICAL PAIN MANAGEMENT	
& CHIROPRACTIC REHABILITATION	64
MEDICAL SPA	
YOUNG MEDICAL SPA	58
MERCHANT / CREDIT CARD PROCESSING SERVICES	
CARD CONNECT PARTNERS	18
MERCHANT SERVICE CONSULTANTS	18
NAIL SALON & SPA	
MAJESTIC GLAMOUR NAIL & SPA	13
OFFICE FURNITURE	
FURNITURE SOUP	21
ORGANIZATION	
POTTSTOWN ROTARY CLUB	58
POTTSTOWN ROTARY CLUB B2B MIXER	52
SMALL BUSINESS RESOURCE ASSOCIATION	59
ORGANIZATION / TOURISM & CONVENTIONS	
VALLEY FORGE TOURISM & CONVENTION BOARD	55
PAINTING & WALLCOVERING	
BANCROFT WALLCOVERING/PAINTING, LLC	19
PAYROLL SERVICES / BOOKKEEPING SERVICES	
EXPRESS DATA SYSTEMS, INC.	57
PHOTOGRAPHY PROFESSIONAL	
STYLISH IMAGES PHOTOGRAPHY	56
PRINTING & SHIPPING	
EVERYTHING PRINTING & SHIPPING CENTER	30
REAL ESTATE / COMMERCIAL	
APTCOR COMMERCIAL REALTORS	9
REAL ESTATE / FOR SALE/LEASE	
BRODE & BROOKS, INC. REALTORS	24
CHRIS JAMES HECTOR REALTY	20
IRON HORSE REALTY	20
ZUBER COMMERCIAL REALTORS	5
RECREATION	
COLEBROOKDALE RAILROAD	42
RESTAURANT / JUICE BAR	
JUICE PLUS	28
RESTAURANTS	
BUCKTOWN GRILLE	28
COVENTRY PARLOR AT LAUREL LOCKS	29
G LODGE RESTAURANT	28
GIOVANNI'S BIG DADDY PIZZA	29
GRACIE'S 21ST CENTURY RESTAURANT	29
MI CASA SU CASA	20
MIKE'S BRICK OVEN PIZZA	29
PENNY'S PIZZA	29
RON'S CROOKED HILL TAVERN & RESTAURANT	28
SPECK'S DRIVE-IN	28
WAYNEBROOK INN LONG WAY HOME GRILL & PUB	28
YE OLD COVENTRY PUB	29
YELLOW HOUSE HOTEL	29
RETAIL	
TRICIA'S TRINKETS & TREASURES	20
RETAIL / BEADS & JEWELRY	
STUDIO 36	20
RETAIL / CONSIGNMENT	
AMY'S ATTIC	20
RETAIL / MALL	
COVENTRY MALL	50
RETAIL / SPORTING GOODS	
SCHUYLKILL VALLEY SPORTS	53
SALON / HAIR STYLIST	
REFLECTIONS HAIR DESIGNS	20
SALON / SPA	
LILY LASER & SPA	30
SENIOR CARE / LIVING ASSISTANCE SERVICES	
SENIOR HELPERS	20
VISITING ANGELS / POTTSTOWN	57
SEPTIC SERVICE	
A HONEY DIPPER / J. BREHM, INC.	55
SHEDS / OUTDOOR STRUCTURES	
PINE CREEK STRUCTURES	13
SIGNS/BANNERS/GRAPHICS	
FASTSIGNS	20
SPA / NAIL SALON: TRE SPA	16
TECHNOLOGY / IT	
KP INTERFACE	17
SCHULTZ TECHNOLOGY, LLC	8
TECHNOLOGY / IT / SEO SERVICES	
SEO 4 PROS / HUREKA TECHNOLOGIES, INC.	59
TELECOMMUNICATIONS EQUIPMENT	
SCHOOLEY MITCHELL	7
TRUCK LEASING	
PENSKE TRUCK LEASING, LLC	24
VIDEO PRODUCTION/TELEVISION	
PCTV NETWORK	60



EVERYTHING PRINTING

828A Route 100 N • Cornerstone Plaza • Bechtelsville

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



610-953-7444 • EverythingPrinting.com



Lily Laser & Beauty Day Spa & Laser Center

Relax, Renew & Rejuvenate

Love is a great aroma. Fill the room with wonderful Aromaphere

Happy Valentine's Day!

Give some Love, a Package or Gift Card to your loved one.

Tailored Spa Solutions provide a comprehensive menu of services/treatments

- Painless Laser Hair Removal
- Acne Treatments
- Teeth Whitening
- Facials, Laser Facials
- Organic Spray Tan
- Botox, Fillers



15 West Fourth Avenue
Collegeville, PA 19426



AMAZING RESULTS!
Gift cards and
workshops Available

Call Now
610-489-6148

Schedule an Appointment
For a FREE Consultation

LilyLaser.com

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2019 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the *Route 422 Business Advisor* are the views of authors and individual contributors and are not to be attributed to the *Route 422 Business Advisor*, its editorial advisors, or its advertisers, unless expressly stated. The *Route 422 Business Advisor* does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the *Route 422 Business Advisor's* policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the *Route 422 Business Advisor*, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, *Route 422 Business Advisor's* liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the *Route 422 Business Advisor* is notified PRIOR to the next edition's deadline. Placing an advertisement in the *Route 422 Business Advisor* constitutes acknowledgment and acceptance of these terms.



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

Table of Contents

President's Message	31
Membership Pages	32, 33
Breakfast Recap	34
Calendar of Events	35
End of Chamber Section	39
Leadership Tri-County	40

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

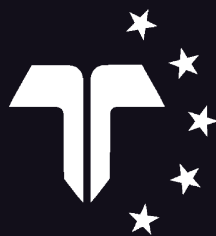
• EMAIL:
info@tricountyareachamber.com

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

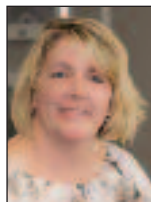
Eileen Dautrich, President,
eileen@tricountyareachamber.com

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

TriCounty Leads

Encouraging and providing access to professional growth for all levels of staff.

LEADERSHIP TRI-COUNTY – CLASS OF 2020 FORMING NOW!

Lead. Influence. Make a Difference.

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.

For more information, contact: Director Jennifer O'Donnell, IOM, 610.326.2900.

Leadership

TRI - COUNTY

LEADERCAST 2019 – LEADING HEALTHY TEAMS

Friday, May 10



Leadercast is a daylong leadership development event, broadcast live via simulcast from Atlanta, GA, serving individuals and companies that want to become intentional about raising their standard of leadership.

As leaders, we may wonder what defines a team's success. Is it based solely on achievement, or is there more to the story? The best leaders know a successful team is made when focus, care, attention and development are directed to its members. Healthy teams yield effective collaboration, fulfilled employees, high organizational engagement and greater long-term success. Learn what it takes to ensure your team functions at its highest and healthiest.

REFRESH FRIDAYS

"Refresh" you or your staff on a variety of topics! Held Fridays from 8:30 – 10 AM at the Chamber Office.

Upcoming Refresh Fridays:

- ***February 22 – Advocacy***
- ***March 22 – Mindfulness***



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 January.

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!**

A Star is Born Tax Service
442 Walnut Street
Pottstown, PA 19464
484.482.3972

Tax Preparation Services

A Star is Born Notary & Tax Service strives after excellence. Your return will be error free, and you will receive every deduction you are entitled to. Their fees are competitive with all national tax prep services. Most people see tax returns as a routine annual task - a necessary evil that any experienced tax professional can do and yield the same results. A Star is Born Tax Service disagrees.

Catalyst Outdoor Advertising
Po Box 1421
Malvern, PA 19355
610.975.9390
www.catalystoutdoor.com

Advertising Agencies; Advertising Specialties; Marketing/Market Research

Catalyst believes location is everything and therefore offer inventory in locations people never thought possible; along major roadways in prosperous suburbs surrounding two of the nation's largest population centers, the Philadelphia and New York DMAs. Whether it is high volume highway locations that you desire or suburban locations that reach the most affluent of audiences Catalyst has the inventory and the management team to provide you with media that matters.

Drainmen Plumbing, Inc.
441 Cherry Street
Pottstown, PA 19464
484.366.9362
www.drainmenplumbing.com

Excavating Contractors; Plumbing Contractors; Remodeling/Renovations/Repairs
Drainmen is a 24/7 emergency plumbing and drain and sewer company providing plumbing/drain cleaning/camera inspection and sewer and water excavations and all plumbing services.

Eagle Microsystems, Inc.
366 Circle of Progress Drive
Pottstown, PA 19464
610.323.2250
www.eaglemicrosystems.com

Manufacturers and Processors; Water Conditioning Equipment/Services
Small manufacturing company specializing in seals and short run PCB assembly.

EXP Realty
168 W Ridge Pike #131
Limerick, PA 19468
610.579.9514 x 101
www.ChiodoSELECT.com
Real Estate - Residential
Real Estate company providing local Real Estate expertise for Sellers and Buyers. Our company is international.

Next Level Barbershop
10 N. Hanover St.
Pottstown, PA 19464
610.326.8684
Barber Shops
Well managed, family orientated barbershop.

Office Service Co.
1009 Tuckertown Court
Reading, PA 19605
610.926.9850
www.officeservicecompany.com
Office Equipment/Furniture/Supplies; Printer Services/Supplies/Consulting
Office Service Company grew from a community stationary store, est. in 1925, to a multifaceted strategic sourcing organization, servicing local, regional, and national clients. Headquartered in Reading, PA, we are ideally positioned to service the Eastern PA Region. Office Service Company's three main divisions encompass office supplies, contract furniture, and printing and promotional products.

Patriot Buick Chevrolet
40 Autopark Blvd.
Royersford, PA 19468
610.421.4343
www.chevyking.com
Auto Dealers - New/Used
Automotive sales and services.

Red Horse Motoring Club
132 East 3rd Street
Pottstown, PA 19464
904.424.7210
www.redhorsemotoring.com
Antiques; Auto Detailing/Restoration; Restaurants/Clubs
A private, member's only car club for car enthusiasts of all types. Member's enjoy the use of our 12,000 square foot building to store their vehicle, host clients, hold meetings, entertain friends and enjoy the company of other passionate enthusiasts!

Splitting Edge Axe Throwing
225 East High Street
Pottstown, PA 19464
484.300.4884
www.splittingedgeaxethrowing.com
Amusement and Entertainment; Enrichment Activities; Recreation
Mixing old world architecture with old world sports. Perfect destination to host parties, corporate events and have a blast with your friends throwing axes.

Walnut Woods
35 N. Walnut Street
Boyertown, PA 19512
610.367.6616
www.walnutwoodsofboyertown.com
Assisted Living Communities; Retirement Communities
You'll love the small-town beauty and charm of Walnut Woods. The Boyertown senior living community is under two hours from Philadelphia and near Pottstown Memorial Medical Center and Coventry Mall. Local attractions include The Colebrookdale Railroad, Boyertown Auto Museum and Daniel Boone Homestead.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

41+ YEARS

A.D. Moyer Lumber & Hardware, Inc. - Pottstown

Owen J. Roberts School District

30 YEARS

D.E.C. - Pottstown Training Center

5 YEARS

Bause Catered Events

Connections on High, Inc.

Edward Jones Investments - Bonnie Thompson

Wheels In Motion

1 YEAR

Bally Spring Inn

Boyertown Community Library

Fleetwood Bank

Hartman, Valeriano, Magovern & Lutz

HomeTeam Inspection Service

Member Renewals

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

Avante Apartments

Bally Savings Bank, a Division of Ambler Savings Bank

CEDARVILLE Engineering Group, LLC

Citadel Federal Credit Union

Colorworks

Everything Printing

FASTSIGNS

Gerhart, Hartman & Ritner Insurance Agency

Gorski Engineering, Inc.

Heritage Coach Company, Inc.

Independence Blue Cross

JL Machine & Tool, Inc.

LifeWorks Counseling Center, LLC

Lindt Chocolate

MacKissic, Inc.

Pottstown Dance Theatre

The Salvation Army

Sher Properties, Inc.

Sigal Insurance Group

Sunnybrook Village Business Campus

Wanner Associates

Whitegate Contracting Company

YWCA Tri-County Area

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 **Michele Barrett at 610.326.2900 or michele@tricityareachamber.com**



TRICOUNTY AREA
CHAMBER OF COMMERCE

THANK YOU!

2018-2019 Connections Partners:



2018-2019 Commerce Partners:



MAKING A DIFFERENCE IS WHAT WE DO!

BUSINESS SPOTLIGHT

February's Business Spotlight is Keller Williams Realty Group. Learn more about them at the event on Tuesday, February 26 from 4-6 PM, located at 542 N. Lewis Rd. in Limerick!

KELLER WILLIAMS REALTY GROUP: LIMERICK'S QUIET GIANT GIVES NEARLY \$1.5 MILLION IN PROFIT TO THEIR REALTORS

Terese Brittingham and Thomas McCouch established the Keller Williams Realty Group franchise with 25 Realtors in 2002. By January 2019, they grew their Market Center to over 250 Realtors and closed more than \$400M in total volume in 2018. From the beginning their vision was to build a business for the Realtors, a place where they would have a voice in the Company, feel empowered to grow and connect as a community. Terese and Tom embraced the education, culture and technology offered by Keller Williams Realty International, and went about helping Realtors find their unique paths. Connecting and giving back to the community at large was always part of the overall vision, resulting in a broad variety of annual, ongoing events such as the 14th KW Realty Group golf outing benefiting Alex's Lemonade Stand Foundation for Childhood Cancer, Operation BackPack, Keller Williams R.E.D. Day. In previous years, time and resources were devoted to the Women's Center in Pottstown, and the Veterans Center in Spring City. The Realtors in the office embrace the KW Culture with ongoing food collections for the Daily Bread Food Pantry and other great charities. At the corporate level the Keller Williams Cares program supports Realtors from disaster relief throughout the Country and on a more individual level by serving the community. Terese personally served 2 years as Chairman of the Board Tri-County Chamber of Commerce and currently serves on the Board at Pope John Paul (PJP) High School.

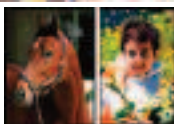
Today's markets, as it relates to, Real Estate Brokerages are driving growth to a new level. Internet Brokerages are the newest attention getter. Despite this new wave of how real estate can be done, there has been a caravan of Realtors leaving every known real estate brokerage in the region, and signing on to Keller Williams Realty Group Collegeville/Limerick. Even some of the largest production teams from Berkshire Hathaway Home Services (BHHS) and Long & Foster (LF) are realizing the opportunities that come with joining Keller Williams. Reasons for the mass exodus, are in part, influenced by a paradigm shift of industry forces and the word is spreading that Keller Williams Realty is where you need to go to grow your business. Realtors are relearning the industry from a digital marketing and technology driven perspective, far from the traditional and often, outdated manual business processes. Realtors and Agent Teams seeking stability and growth are finding the Keller Williams Business Model very appealing during this time when the very foundations of the real estate industry are being challenged, torn down, modified and fortified with new, technological forces. Realtors are embracing the education, technology, culture, and business models that Keller Williams is known for and as a result, have become more attractive than ever, and perhaps the greatest overall influencer of "moving to a new house" both literally and figuratively.

The Keller Williams Business Model is so unique it's generally misunderstood by many outsiders. Keller Williams believes in providing the Realtors opportunities for multiple income streams and to grow exponentially to allow Realtors to think, act and operate as Business Partners. The KW Culture is best exemplified by having an Agent Leadership Council (), which is made up of Agents inside the Market Center, who are encouraged to think "outside the box" and think like Partners. The Realtors are supported by a Team Leader and the leadership team entrusted: to help Realtors grow their business, in their own vision of success, increase Profit Share, and guard the Culture. Over the past 16 years, despite economic growth spurts and housing markets rising and collapsing. The Keller Williams Realty International model has sustained itself and reinforced the Culture helping Realtors succeed in their businesses. Through all of it, Terese and Tom built one of the largest and most successful Real Estate Brokerages in the region. They have expanded from Residential and added other divisions: Luxury, Commercial, Farm & Ranch and Investment Real Estate.

True to their core values, since 2002, monthly, Keller Williams Realty Group has rewarded their Realtors with Profit Share Distributions, totaling nearly **\$1.5 Million dollars** to date. They continue to offer the best education to expand their Realtors businesses. Encourage their Realtors to be Community magnets, helping to make where they live great and to focus on having a rewarding business that's in balance with the Mission, Vision, Values, and Beliefs of the Company. Keller Williams Realty Group has 3 locations. In Limerick, the company headquarters located at 542 North Lewis Road just off the 422 bypass where their sign is visible to thousands daily and in Audubon and Quakertown. If you are thinking about exploring a career in Real Estate Keller Williams contact Terese Brittingham or Thomas McCouch at 610-792-5900. **Come join us.**



KW REALTY GROUP
KELLERWILLIAMS.



DECEMBER BUSINESS CARD EXCHANGE

The Victory Bank hosted a beautifully decorated and festive Business Card Exchange on December 13.

Sponsored by:



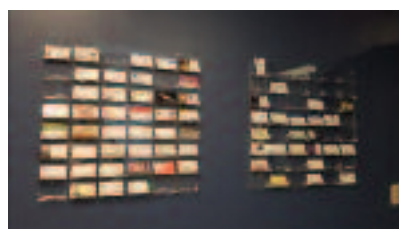
Brochure and Business Card Racks

Did you know the Chamber has two brochure racks and two business card racks?

FEATURED MEMBER BENEFIT OF THE MONTH



Submit your brochures or flyer that advertise your business. One rack is in the lobby of our building (152 East High Street) and the second is located directly outside of the Chamber Office on the 3rd floor.



Next time you're in the Chamber office, make sure to drop off a few cards for the rack and pick up a few to reach out to!

MAKING A DIFFERENCE IS WHAT WE DO!

ECONOMIC FORECAST

MEMBERSHIP BREAKFAST

On January 9, Chamber Members gathered at Copperfield Inn for the Economic Forecast Breakfast.

The following **New Members** were introduced: **Alpine Cyber Solutions;** **Bella Italia Pizzeria & Italian Kitchen;** **Loughin Real Estate;** and **Once Upon a Time Consignment Boutique.**

The **Tompkins Financial Advisors'** guest panel for the morning included: **Chris Kim**, Senior Vice President and Chief Investment Officer; **Matt Fox**, Trader and Analyst; **Victor Marin**, Investment Analyst & Trader; and **Allen Margolius**, Portfolio Manager. They discussed previously submitted questions from the Membership as well as questions from the audience that morning.



Attendees received information on Veterans I.D. Cards & Benefits from Jeanne Sorg, Montgomery County Recorder of Deeds.



New Members (L to R): Gerald Weiss & Frank Urbanski, Alpine Cyber Solutions; Steve DeLucia, Bella Italia Pizzeria & Italian Kitchen; Gina Spease, Once Upon a Time Consignment Boutique; and Janel Loughin, Loughin Real Estate.



Our panel consisted of Victor Marin, Allen Margolius, Matt Fox, and Chris Kim.

TOMPKINS
VIST Bank

484.941.0841; www.vistbank.com

Tompkins VIST Bank is a community bank dedicated to building long-term relationships with our customers. Whether online or in person, we provide a wide range of competitive services for businesses and individuals, delivered by friendly, knowledgeable staff.

TOMPKINS
Financial Advisors

www.tompkinsfinancialadvisors.com

Tompkins Financial Advisors work together with you to create, protect and transfer your family's financial wealth for generations. Their vision is to be the most important trusted advisor for our clients by providing solutions which bring them peace of mind, a sense of security and help them live their best lives. Whatever services you need, for every stage of life, they are here to help.

**NEXT
BREAKFAST:**

• **Thursday, March 7**
• **7 – 9 AM**

MAKING A DIFFERENCE IS WHAT WE DO!



Mark Your Calendars!

NETWORKING

Tues., Feb. 12

5 – 8 PM

Women's Roundtable: inspired

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

Be inspired by two women sharing their amazing stories and accomplishments – Hon. Judge Austin and Co-Executive Director Liz Scott

Wear RED for American Heart Month or

Wear Yellow to support the fight against childhood cancer

Celebrate the Presentation of the TriCounty Community Network "Hats Off" Awards

\$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

Thurs., Feb. 14

8:30 – 10 AM

LEYP: Professional Development

Wrigley's Business Products and Services, 1090B N. Reading Ave., Boyertown 19512

Morgan Davidheiser, Wrigley's Business Products and Services will present Tech: Basics Young Professional Overlook

Young Professionals Only; Free Event

Thurs., Feb. 21

11:30 AM – 1 PM

Chamber 101

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

This event is for new members, new employees, and Members needing a refresh on Membership Benefits. Grow your network, contacts, and learn the best way to maximize your Chamber membership. Bring business cards and any informational brochures/flyers about your company.

Members Only; No Charge; Registration Required

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. Learn best practices to put in place!

Members Only; No Charge; Registration Required

Tues., Feb. 26

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 for **VEGAS NIGHT!** 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

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.



SAVE THE DATES

Thurs., March 7

7 – 9 AM

Membership Breakfast: Write Your Story

TBD

More details to come – check out tricityareachamber.com to learn more!

Fri., March 8

8:30 – 10 AM

Leadership Alumni Executive Series: Part 2

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

Join us for another exclusive and intimate event presented by fellow alum, **Joe Rusiewicz**, Executive Director, The Foundation for Pottstown Education.

Storytelling as a Management Tool

Story telling is a management tool that can help produce the best results for telling your organization's mission, keep those special things about your organization alive, enhance your image in the community and get your staff to see the big picture and how their work is valued.

Leadership Alumni Only; Free Event

Contact Jennifer O'Donnell at 610.326.2900 to register.

Weds., March 20

5 – 8:30 PM

Boyertown 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 Sponsors: Maillie LLP; Pottstown Hospital Tower Health; Tompkins VIST Bank

Gold Sponsor: Boyertown Oil and Propane; The Body-Borneman Companies

Additional Sponsorship Opportunities Available

Inclement Weather Date: Wednesday, March 27

Fri., March 22

8:30 - 10 AM

Refresh Friday: Mindfulness

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

Mindful or Mind Full? During this session **Harriet Stein** will share why Mindfulness is needed in the workplace.

When practicing Mindfulness, this enables one to become experts in knowing ourselves. It is not about changing who we are, it is about understanding who we are and accepting ourselves with compassion that leads to a life that is richer in the knowing.

Members Only; No Charge; Registration Appreciated

Leadercast 2019: "Leading Healthy Teams" May 10, 2019 at New Hanover United Methodist Church



Gayle King, Co-host,
CBS This Morning,
Editor-at-Large, O,
the Oprah Magazine



Patrick Lencioni,
Founder,
The Table Group



Dr. Caroline Leaf,
Communication
Pathologist and Cognitive
Neuroscientist

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

LEGISLATIVE COFFEE RECAP



On January 17, Members had the opportunity to welcome our tri-county area legislators to the tri-county area as well as reconnect with the incumbents from last year. The event was a great opportunity for one-on-one conversations between Members and the representatives.

L to R Commissioner Christian Leinbach, Representative Ryan Mackenzie; Representative Marcy Toepel; Representative Joe Ciresi; Representative Joe Webster; Representative Tim Hennessey; Chamber President Eileen Dautrich; Senator Bob Mensch; and Chester County Administrator Robert Kagel.



This event was sponsored by:



As a follow up to the November 13 Economic Development Luncheon, the Chamber continues to work with Grow PA. Recently TCACC was asked to be included on a letter inviting members of the General Assembly to a breakfast briefing. The briefing will occur in early February and focus on the Grow PA initiative and its legislative priorities for the 2019-2020 season.

ABOUT GROW PA: Grow PA is a statewide initiative to convene people and organizations throughout Pennsylvania to establish a modern economic growth agenda.

GROW PA BACKGROUND: Over the past two years, the Chamber of Commerce for Greater Philadelphia has been meeting with numerous chambers of commerce and other business and civic organizations from around the state to discuss how we can work together to build an economic growth agenda for the Commonwealth.

From those discussions, we created Grow PA.

Grow PA is an open-source initiative designed to engage Pennsylvanians from the business and civic communities. In a state with an unemployment rate that lags behind the national average, an aging population, and an anemic economy, the time to collectively plan a path forward is now.

Grow PA began in the fall of 2017 as a virtual discussion with people from various sectors of our business and civic community. We created an online forum and weekly newsletter to share stories of growth and innovation from around the state. The newsletter has thousands of subscribers and contributors and is growing daily.

The U.S. Chamber of Commerce sent a call-out to Chambers and organizations to add their names to this letter – TCACC signed on!

U.S. Chamber of Commerce Government Shutdown Sign-On Letter

January 17, 2019

TO THE PRESIDENT OF THE UNITED STATES AND MEMBERS OF CONGRESS:

On behalf of the American business community, we urge Congress and the administration to immediately take steps to restore the full operation of the federal government.

The current shutdown - now the longest in American history - is causing significant and in some cases lasting damage to families, businesses, and the economy as a whole. The harm is well documented and continues to compound with each passing day.

Since the shutdown began, various compromises have been floated by both Republicans and Democrats. There are numerous paths forward that would allow for the government to be reopened that should be acceptable to all parties. Failing to seize on one of those compromises that can pass Congress and be signed into law is unacceptable.

The time to act, the time to end this shutdown is now so that we can keep the economy moving forward.

Sincerely,

MAKING A DIFFERENCE IS WHAT WE DO!

RIBBON CUTTINGS



Aye Caramba Taco, 300 E. High St., 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.

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!

Sporting Goods

- Longstreth Sporting Goods, LLC
- Schuylkill Valley Sports

Stone Quarries

- Martin Stone Quarries, Inc.

Swimming Pool Contractors/Supplies

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

Tax Preparation Services

- A Star is Born Tax Service
- John J. Cione and Co. LLC

Telecommunications Equipment/Services

- Atris, Inc.
- Car-Tel Communications
- Schooley Mitchell

Title Insurance Companies

- Berks County Abstract Company

Trade Show Exhibit Sales/Services

- Pearl Exhibit Group

Training and Development

Centers/Services

- D.E.C. – Pottstown Training Center

Transportation

- GVF, a Transportation Management Association
- Jesse Baro, Inc.
- Pottstown Area Rapid Transit, Inc. (PART)
- Translogistics, Inc.

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



5 Ways Your Customers Win with You as a Chamber Member

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

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



By Stacey Weiss

In southeastern Pennsylvania, 76% of commuters drive alone to work, and only 9% carpool (U.S. Census Bureau, 2016). Carpooling

is an alternative transportation mode that helps to reduce the number of single occupancy cars on the road. Something the U.S 422 Corridor could benefit from! If more people choose carpooling over driving alone, we could alleviate congestion, improve the environment and quality of life for our region.

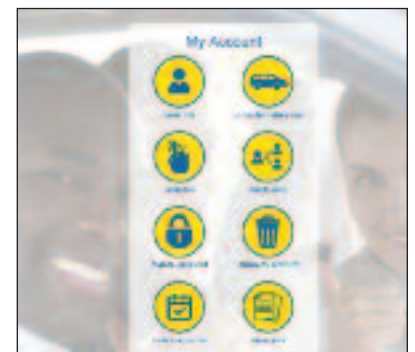
Carpooling is one of the easiest alternative transportation modes to participate in. It consists of two to four people sharing a ride to a similar location, on a similar schedule. A typical example are co-workers riding to and from work. Carpooling saves you money by reducing your travel costs such as, fuel and tolls, decreases personal vehicle wear and tear, time stuck in traffic and stress.

Today, transportation is responsible for 27% of U.S. Greenhouse gas emissions. Carpooling reduces the amount of CO2 emissions emitted into the atmosphere, improving air quality for our communities.



Share-A-Ride is a free, computerized service that matches commuters with potential carpool and vanpool groups, transit options, walking and bicycling routes. Commuters can sign up at www.sharearide.rideproweb.com. Users create a profile with their personal preferences and are matched with potential carpools or vanpools in their area. The program can identify internal matches from within your organization. Sign up today for free!

Stacey Weiss, TDM Manager, GVF. To reach Stacey by email: sweiss@gvftma.com or 610-354-8899.



A NEW WAY TO COMMUTE

MAKING A DIFFERENCE IS WHAT WE DO!

BOYERTOWN
AREA

»»»»
PROGRESS

DINNER



Wednesday, March 20

5 - 8:30 PM

La Massaria at Bella Vista Golf Course

\$100 per Member; \$800 per Member table of 10
\$150 per non-member; \$1,500 per non-member table of 10

For more details or to register, visit
tricityareachamber.com or call 610.326.2900

Platinum Sponsors:



Additional Sponsorship Opportunities Available - contact
Michele at 610.326.2900 or michele@tricityareachamber.com



Lead | Engage |
Young | Professionals

Network of Leaders. Professional Development.
Volunteering. Community Action.

MARTIN LUTHER KING, JR. DAY OF SERVICE

LEYP participated in a Martin Luther King Day of Service and Peace Walk at the Olivet Boys & Girls Club in Pottstown on January 21. LEYP Members helped children make cards and decorate and fill bags - to be distributed to First Responders in the area. The day ended with a Peace Walk and viewing of the "I Have a Dream" Speech.



MAKING A DIFFERENCE IS WHAT WE DO!

LEADERSHIP TRI-COUNTY – EXECUTIVE SERIES

January 18, alumni of the Leadership Tri-County program, along with the current Class of 2019, came to gain valuable insight and develop their leadership skills at this exclusive alumni event. **Rich Newell**, CEO of Pottstown Hospital - Tower Health, **Scott McDevitt**, President/CEO of Translogistics, Inc, and **Rich Graver**, Chief Lending Officer of The Victory Bank hosted a great panel discussion about their own unique leadership experiences and tips. The discussion was led by **Joe Rusiewicz**, Foundation for Pottstown Education.



(L to R): Joe Rusiewicz, Foundation for Pottstown Education; Rich Graver, The Victory Bank; Scott McDevitt, Translogistics, Inc.; Rich Newell, Pottstown Hospital Tower Health; and Jennifer O'Donnell, IOM, Leadership Tri-County Director.

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

CHAIRMAN OF THE BOARD

Baran Schultz, CEO, Schultz Technology

CHAIR ELECT

Rich Newell, CEO, Pottstown Hospital Tower Health

TREASURER

April Barkasi, President & CEO, CEDARVILLE Engineering Group, LLC

IMMEDIATE PAST CHAIRMAN

Richard Graver, Chief Lending Officer, The Victory Bank

SOLICITOR

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

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Bill Breslawski, Maillie LLP

Sean Deviney, The Body-Borneman Companies

Dr. Dave DiMattio, Montgomery County Community College

Twila Fisher, The Hill School

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

Lee Levensgood, Everything Printing

Rick Libra, Exelon

Lisa Lightcap, Tompkins VIST Bank

Stacey Machalette, Longstreth Sporting Goods, LLC

Eric Phillips, Dana Incorporated

Greg Richardson, Traffic Planning and Design, Inc.

Elaine Schaeffer, Schuylkill River Greenways National Heritage Area

Dr. William Shirk, Pottsgrove School District

Michael Stevens, BB&T

Refresh

REFRESH FRIDAY - JANUARY



January's Refresh Friday Speakers **Ed Burns**, LinkedIn and Social Media Expert and **Don Carrick**, Corporate Photographer and Facial Expression Coach focused on Selling, Hiring and Growing in the Digital Age.

NEXT REFRESH SEMINAR:

Friday, February 22, 8:30 – 10 AM, "Advocacy"

JOB POSTINGS

Looking to Fill a Position?

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

How to Post Your Job Opening

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

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

- Login to Members Only on the Chamber website and click the "Jobs" tab on the left side module.
- Click "Add New Job Posting," fill in the description.
- Preview your posting by clicking "Preview" on the bottom of the page.
- Click the red "Save & Exit" button on the bottom to finalize your posting.

Looking for Qualified Individuals?

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

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

Know someone looking for a job?

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

- **Excel Collision Repair & Painting** – Experienced Auto Body Tech
- **Fulton Bank** – Full Time Senior Teller

MAKING A DIFFERENCE IS WHAT WE DO!

Leadership

TRI-COUNTY

Reflections from our Health & Human Services Day in January



"It was a truly eye-opening experience. The amount of work accomplished by our local nonprofits which directly impacts and supports our community is vast! A Herculean effort for the few nonprofits when the community need continues to grow. I am grateful for the site visits as I was unaware of what some of these organization provided to the community. I hope to use my influence as an upcoming leader in the community to spread awareness."

Ann E Maletsky, MBA
Business Operations
Limerick Generating Station
Exelon Nuclear

"When I first reviewed the agenda for the day, I thought 'Oh no, it is going to be a long day.' But, after breakfast, our visit to D.E.C. so touched me that it brought tears to my eyes. The day had just begun, but I already knew that after working & visiting with the individuals at D.E.C. the day was going to go by quickly. I was pleasantly surprised by the condition of the facilities that we visited and by the services that they offered. The day actually seemed to go by quickly... too quickly."

With the world leadership in its current condition, it is absolutely reassuring that there are "leaders" in our neighborhoods that really do want to help the community.

Their enthusiasm and energy levels were amazing. They all deserve our thanks... and help."

Brian W. Meyer
SR. Credit Analyst, VP
The Victory Bank



"Impressive- is the word I would use to sum up our Health and Human Services Day. The heart of these organizations are run by people who truly have a passion to help others. In a world with so much focus on 'what's wrong' and 'who is to blame' it was refreshing seeing all the 'good' being done within our community."

Jennifer C Ulrich
Director of Professional Outreach
Pottstown Hospital Tower Health

"Our Leadership Health and Human Services Day provided a wonderful opportunity to tour the Social Service providers that are available in the Tri-County Region. The need for these services is great in this area, so it was awesome to see these necessities are being met."

Krissy Pennypacker
Laboratory Supervisor
Pottstown Wastewater Treatment Plant
Borough of Pottstown

"There are some really amazing organizations in the Tri-County Area dedicated to helping move people's lives in a positive direction."

Ronald Linke
Asst. Business Administrator
Pottsgrove School District

JOIN THE CLASS OF 2020!

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.

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



LEARN MORE! REGISTER FOR AN INFO SESSION!

WEDNESDAY,
FEBRUARY 27
8 – 9 AM

Call 610.326.2900

EXECUTIVE SPONSORS



EDUCATION SPONSOR



TRANSPORTATION SPONSOR



MAKE AN IMPACT – JOIN THE CLASS OF 2020!

DREARY DAYS – LET'S PLAN SOME VACATIONS



THE GOOD LIFE

By Merra Lee Moffitt, AWMA, CMFC, CFP®

Last Friday my husband, Patrick, asked where I wanted to go for date night. After 27 dismally gray days through December and January, my answer was Florida! Anywhere warm and sunny that's not Pennsylvania in Winter! During vacation, we sit down, enjoy the sunshine, spend time with our family, and see sites we want to experience. Whether it's the mountains, the beach, or sightseeing; we get to enjoy the life we're aspiring to build. Sometimes the only time we business owners get to sit and look at our personal big picture is when we finally go on vacation.

During vacation I find myself inspired to retire someday (or just slow down a bit) and spend more time doing things I love. If you are like me, it's compelling to think through our big picture financial plan and the steps that will get us there. We imagine that retirement will include lots of fun travel, time spent at hobbies and visiting our successfully educated, well-employed, grown up children.

Like me, maybe you find yourself asking am I on track? Am I balancing saving for retirement, growing my business, and setting aside money for the projects and goals along the way? Will my income in retirement be enough so that I can spend time on hobbies, travel and fun instead of clipping coupons and DIY home repairs? What other incremental changes can I make if I need to save more?

(Continued on page 42)

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP



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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

Financial Planning Have You PUZZLED?



powered by
good life

NOURISH YOUR
FINANCIAL ROOTS!
CALL MERRA LEE TODAY!

Three "Interesting" Ways To Start Financial Planning:

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



goodlife
FINANCIAL GROUP

Merra Lee Moffitt

CMFC, AWMA, CFP®
Senior Partner, Wealth Strategist

610-628-2055 • 610-488-7353 • fax 610-628-2055
email merralee.moffitt@lpl.com • www.MerraLee.net

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

**A UNIQUE ADVENTURE
TO A FORGOTTEN LAND**



Enjoy 2-hour expeditions in luxury & splendor aboard our restored train cars.

A unique and elegant option for your corporate parties and events.

Excursions year-round
Dining options available.

64 S. Washington St.
Boyetown, PA 19512

610-367-0200
colebrookdalerailroad.com



Harleysville
SINCE 1915 BANK

Upper Providence Branch
1889 East Ridge Pike, Royersford, PA 19468

harleysvillebank.com
610-454-0391

FDIC

THE GOOD LIFE

(Continued from page 41)

Is my dream of retiring at 62, 65 or 67 realistic? Will my accounts grow large enough? If I help my kids pay for college, am I shortchanging my retirement? How do I make sure I never run out of money?

These are the questions that a good financial plan can answer. It will help you see clearly how all your financial actions during your lifetime of work will translate into a withdrawal strategy that may need to last 25 or 30 years. It will help you determine which accounts to call on during early retirement

and which ones later. It will help you determine when to withdraw from your Roth account versus your IRA to your best advantage. A financial plan will help determine whether your dream of staying in your current house, adding a vacation home, or moving can be achieved.

A thorough financial plan delves into all your financial arenas. It will include thinking about and aligning your assets for your estate plan. It will look at your employer/employee benefits and make sure that they serve you and your employees. It will answer the question of how much insurance you need and what kinds. A great

plan also calculates the probability of your asset allocation reaching your needed net worth. A financial plan is a living document, that can help you adjust course as your situation changes.

Do you need to hire a financial planner to do this? The answer is yes, but admittedly I am biased. I became a financial planner because the complex spreadsheets I was building for my family wouldn't give me all the answers. Nowadays the quick online web calculators also fail to build a complete picture. As a business owner there is yet another layer added to your financial picture. The success of your business can

rapidly add to your financial picture; a serious downturn alternatively requires nimble juggling of your finances. A good financial planner has the experience, tools, training and techniques to help you reach all your financial goals.

Okay, don't spend all your vacation pondering your financial life.

Merra Lee Moffitt, Certified Financial Planner, is a Senior Partner at Good Life Financial Group. She loves to travel and has already visited 36 countries. She loves helping other people get to vacation regularly and that you get to the places of your dreams. It's part of her financial planning process. Call, click or contact her at 610.628.2055, www.MerraLee.net and merralee.moffitt@lpl.com.

TEC Productions, LLC Presents Spring Night of Doo Wop, Soul & Rock N' Roll

SATURDAY, MAY 18, 2019 6:00PM • POTTSTOWN SENIOR HIGH • DOORS OPEN AT 5:00PM



THE KNOCKOUTS
"DARLING LORRAINE"



BILL HALEY JR & HIS COMETS
"ROCK AROUND THE CLOCK"



BOBBY "BROOKS" WILSON
"A TRIBUTE TO HIS FATHER, JACKIE WILSON"



THE FIREFLIES
"YOU WERE MINE"



VITO PICONE & THE ELEGANTS
"LITTLE STAR"



THE VOGUES
"YOU'RE THE ONE"
"MY SPECIAL ANGEL"
"FIVE O'CLOCK WORLD"



THE CHICLETES



THE CAPRIS
"THERE'S A MOON OUT TONIGHT,
MORSE CODE LOVE"

DAVENPORT PERFORMING ARTS CENTER - POTTSTOWN SENIOR HIGH SCHOOL - 750 NORTH WASHINGTON STREET POTTSTOWN, PA 19464
RESERVED - \$95.00 GENERAL ADMISSION - \$45.00
Make check payable to: Tom Coyle and mail to: PO Box 812, Pottstown, PA 19464 • For more info call 610-366-9391

CAN THE WORKERS' COMP INSURANCE COMPANY JUST STOP PAYING ME?



LEGAL PERSPECTIVES

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

As a workers' compensation attorney many of my clients will ask me if the workers' compensation insurance carrier can simply stop paying them if they so choose. The answer to that question is an emphatic no. Once workers' compensation benefits are being paid, the insurance company has limited ways to stop such a benefit.

If an injury occurs at work the employer and its insurance carrier have essentially three different options. It must choose one of these options within 21 days, or else be subject to potential penalties for not either accepting or denying the claim within the statutory 21-day time period. First, the employer could deny the claim based upon whatever reason it deems valid. For example, if the carrier doesn't believe that the injury is work-related, it can deny the claim based on that reason alone. Second, the insurance carrier and its employer can accept the claim in its entirety by issuing a document called a *Notice of Compensation Payable*. This means that the injured worker will be entitled to medical benefits and potentially wage loss benefits. And a third option is the insurance carrier may issue what is called a *Temporary Notice of Compensation Payable* and accept the claim on a 90-day trial basis. This third method has become the norm in the Pennsylvania workers' compensation industry. In other words, insurance carriers commonly accept claims on a temporary basis despite the fact that the injury is quite obviously work-related. This gives the carrier 90 days to essentially change its mind for nearly any reason. However, if the carrier changes its

mind for what is deemed later to be an unreasonable reason, it may be subject to what are called unreasonable contest fees and penalties.

As the title of this article suggests, the important question is – once workers' compensation benefits are started (and after the 90-day period under a *Temporary Notice of Compensation Payable*), can the insurance carrier simply stop paying? As stated above, the answer is "no." However, there are some methods open to the carrier to try to either limit those benefits or stop them altogether. The purpose of this article is to go through the various ways this can be done.

First, if the injured employee (or, "Claimant") goes back to work making the same or more wages as before being injured, the insurance carrier can issue what is called a *Suspension Notice under Section 413*. This is a notarized document which is the only way that the insurance carrier can stop paying wage loss benefits without taking the Claimant to court via some petition. The 413 *Suspension Notice* essentially is a sworn document where the adjuster states that he or she has firsthand knowledge that the Claimant has returned to work at the same or more wages that the Claimant was making when injured. Once this document is filed, wage loss checks will stop unless the injured worker files an *Employee Challenge*, essentially an appeal to the suspension. That appeal must be taken within 21 days of the suspension being filed. Aside from the 413 *Suspension Notice* however, the insurance carrier cannot stop paying wage loss or medical benefits without filing some type of petition and taking the Claimant to court. This is a very important fact to know since many Claimants fear that their benefits could be stopped for nearly any reason. It is simply not that easy for the insurance carrier.

(Continued on page 44)

We make it EASY to talk with a lawyer.



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

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

Your Local Lawyers for over 40 years

www.wolfbaldwin.com



ATTORNEYS-AT-LAW



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

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

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

BusinessAdvisor

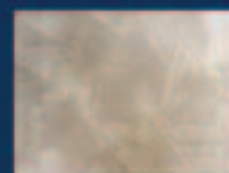
Visit us online to view
valuable supplemental
content – **it's FREE!**



422bizmag.com

MOORE
FACILITY SERVICES, LLC

Enhance • Guard • Preserve



**Specializing in janitorial
management, commercial and
residential carpet cleaning!**

**Visit our website, call our office,
or check out our Facebook page
for more information!**

Serving:
Berks Bucks
Chester
Montgomery
Philadelphia
Delaware



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

WE WANT A SALES AGENT WHO CAN HELP US UNDERSTAND OUR MEDICARE CHOICES.

Sales agents are licensed and certified to help you find your Medicare Advantage plan.



Sales agents are licensed and certified to help find your Medicare Advantage plan.

When it comes to medicare, one size definitely does not fit all. What works well for your neighbor may not be the best bet for you. If you are turning 65 or new to Medicare, we can help you learn about Medicare and how to choose a plan that best meets your needs.



**TAKE THE
CONFUSION OUT
OF MEDICARE**



**GET HELP
COMPARING
PLANS**



**RECEIVE
ONE-TO-ONE
SERVICE**



**ENJOY
EASIER
ENROLLMENT**

I'm here to help. As a licenced sales representative, I know the ins and outs of medicare. And I know how to make it easier for you to understand as well.

Ronald Church

Licensed Sales Representative

610-310-5596, TTY 711

rchurch@frenchcreekfinancial.com

UHCMedicareSolutions.com

Plans are insured through UnitedHealthcare Insurance Company or one of its affiliated companies, a Medicare Advantage organization with a Medicare contract. Enrollment in the plan depends on the plan's contract renewal with Medicare.

Y006_180227_125228 Accepted

SPRJ40425
0007C052

CLEAN CUT



LAWN & LANDSCAPING SERVICE

Ron Buttarro

Owner/President

phone 610.495.6399

cell 610.334.8603

285 Linfield Road P.O. Box 1100, Parker Ford, PA 19457

cleancutlawnsvc1987@gmail.com

Commercial Snow Removal • Firewood

LAWN SERVICES

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

LANDSCAPING SERVICES

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

LEGAL PERSPECTIVES

(Continued from page 43)

The second way the insurance carrier can stop paying benefits is to file what is called a *Termination Petition*. This petition is essentially saying to a Judge that the insurance carrier has evidence that the employee has fully recovered from the work injury and can return to work without any restrictions. To file this petition the insurance company must get evidence by way of either the treating physician's own notes or the opinion of an Independent Medical Examiner (an "IME" doctor). The insurance company has the right to send a Claimant to an independent doctor twice a year. If this independent doctor finds that the Claimant is fully recovered, the insurance company can file a *Petition to Terminate*. A *Termination Petition* takes nearly 10 months to litigate, after which time a Judge will make a determination as to whether he or she believes that the Claimant is fully recovered.

The third way that the insurance carrier can stop paying Pennsylvania workers' comp benefits would be to file a *Suspension Petition* based upon a job offer. This is simply the process of proving to a Judge that the employer has offered some type of work that the Claimant has been cleared for and the Claimant has not

made a good-faith effort to follow up with that offer. In other words, if the Claimant is released to light duty work by an Independent Medical Examiner, the employer has the ability to offer light-duty work to the Claimant. If the Claimant refuses to try the job offered, the insurance company can file a *Petition to Suspend* the wage loss portion of the claim and in the litigation will try to prove to the Judge that work is available, and Claimant has not made a good-faith effort to try the work. We will usually tell our clients to at least attempt the light-duty job even if our clients don't think they're going to be able to do the job. At least then if I have to have my client testify at a later hearing the Claimant can say, with firsthand knowledge, that he or she tried the job and was unable to perform it. The Supreme Court case which lays out the employer's burden in a Suspension Petition is a famous case called *Kachinski v. WCAB*, 516 Pa. 240, 532 A.2d 374 (1987).

The fourth method of stopping workers' compensation benefits would be a modification based upon a *Labor Market Survey*. This sounds very complicated, however it is not near as complicated as it might seem. If the insurance carrier sends the Claimant to an Independent Medical Examiner and



Dreaming of flight? Dream no longer and spread your wings with Fly Elite.



For only \$99 for 30 minutes, or \$199 for an hour, YOU can take the controls of an airplane and experience the thrill and excitement of flight. You and one passenger can go along for this ride of a lifetime as you get to take the controls and fly the airplane yourself!

We offer flight instruction and aircraft rentals for all flying levels. We also have a full service maintenance facility to meet all of your aviation needs.

Contact us- Office: **610.495.6366** or check out our website at **Fly-Elite.com**



that doctor finds that the Claimant can perform some type of light duty work or medium duty work, and if there is no work available from the time-of-injury employer which the Claimant can perform, the insurance carrier can hire a vocational counselor to essentially find light-duty work in the Claimant's geographical area. Once the vocational counselor finds these jobs, they are sent to the Claimant and then the insurance company can file a petition to try to prove to a Judge that while the Claimant cannot do his time of injury job, the jobs found by the vocational counselor are available and open, and vocationally appropriate for Claimant. Essentially, if the jobs are light enough that the Judge believes that the Claimant could perform them, the Judge can modify Claimant's wage loss benefits based on the amount of money which the Claimant *could be making* at any of the jobs offered. This typically leaves Claimant with a much lower weekly check based upon the fact that the time of injury job was usually a full duty job and the Labor Market Survey jobs are essentially light-duty jobs which usually pay considerably less.

These four methods of stopping workers' compensation benefits all have various pitfalls for both the Claimant and for the insurance carrier. However, the only one of those petitions which potentially stops benefits *entirely* is a *Termination*

Petition. If a *Termination Petition* is granted by a Judge, that stops both wage loss and medical benefits. If a *Suspension of Modification Petition* based upon a job offer or a Labor Market Survey is granted, only wage loss benefits would be affected.

Knowing the above types of methods for stopping benefits is incredibly important for anyone who is receiving workers' compensation benefits. It is probably the most asked question that I receive as a workers' compensation attorney. My clients are very concerned that their benefits may simply be stopped at any time. However, the Claimant-friendly laws of Pennsylvania certainly do not allow for the insurance company to simply stop benefits, other than in a few very limited circumstances. If you are receiving workers' compensation benefits and are told by the insurance carrier that those benefits are simply going to be stopped, it is absolutely essential that you contact an attorney right away.

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

FOR ALL YOUR MEDICAL & SURGICAL DERMATOLOGY NEEDS

Your skin is your body's largest organ, so it's important to take good care of it...all year-round. Schedule your full body exam today.



Immediate Appointments
Online Appointment Scheduling
Most Insurances Accepted

Multiple Locations in Berks, Montgomery, Bucks, Lehigh & Philadelphia Counties
www.padermpartners.com 610.288.2908



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

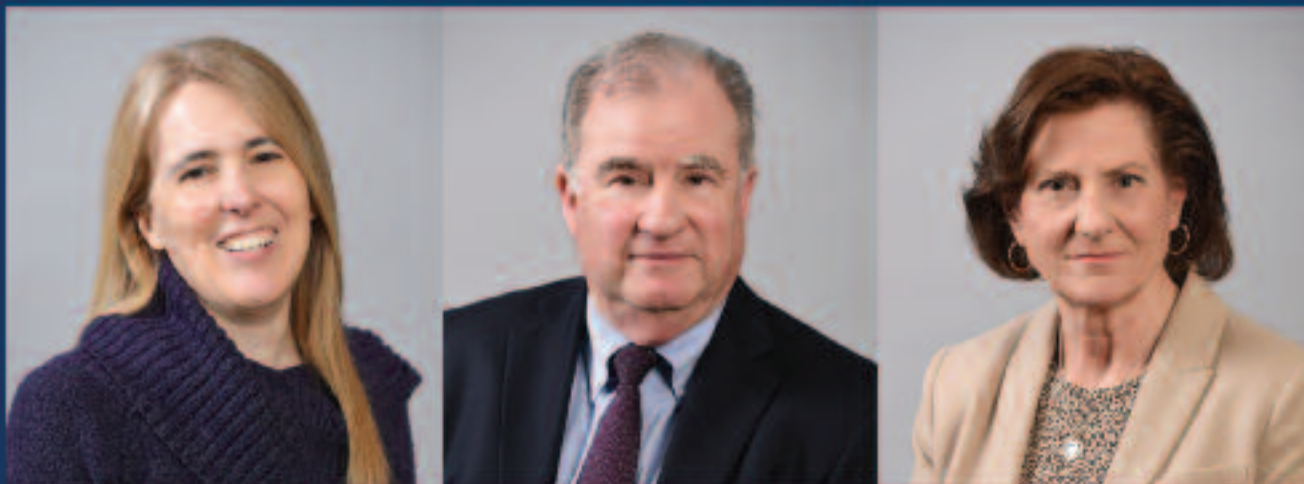
- In the case of food and beverages provided during or at an entertainment activity, the food and beverages are purchased sep-

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

Cynthia R. Smith, CPA



- Assurance
- Consulting
- Tax
- Transaction Services

1303 North Charlotte St. | Pottstown, PA 19464 | 610.326.0599 | www.herbein.com



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

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

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

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



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.

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. 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.



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

Trust A.Mazzo Accounting Services with
Start-Up Consulting
Business Accounting Services
Business & Individual Tax Preparation & Planning
Payroll Services
- over 30 years of experience -
Contact us today for a consultation.

A.MAZZO
ACCOUNTING SERVICES
901 Fern Avenue • Kenhorst, PA 19607
610.775.9216 • amazzoaccounting@comcast.net
www.amazzoaccounting.com

422bizmag.com

BusinessAdvisor
Visit us online to view valuable supplemental content – it's FREE!



Current Issue
Archives

BusinessAdvisor
Valley Forge Tourism & Convention Board
Offers NEW iMakerMontco Winter Hotel Package

BusinessAdvisor
December 2018

BusinessAdvisor
November 2018

BusinessAdvisor
October 2018

422bizmag.com

CELEBRATING NATIONAL ENGINEERS WEEK

FEBRUARY 17-23



Moving Forward Together®

Services:

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

TRAFFIC PLANNING AND DESIGN, INC.

Offices located in PA, NJ, MD, and NC

www.trafficpd.com | 610.326.3100

Congratulations on Boyertown's 150

From ALL COUNTY & ASSOCIATES

Building Permit Plans... The Maze.

Land Surveying • Civil Engineering
Environmental Permitting

BE SURE TO ASK THESE IMPORTANT QUESTIONS!

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

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

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

We offer many other services, including:

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

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

BE SURE TO ASK THESE IMPORTANT QUESTIONS!

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

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

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

We offer many other services, including:

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

Land Surveying • Civil Engineering • Environmental Permitting
www.all-county-assoc.com
e-mail: info@all-county-assoc.com • 1-800-220-8165
P.O. Box 472, St. Peters, PA 19470 • 610-469-3830 • fax: 610-469-6366
610-987-8165 • fax: 610-987-9787

Carroll Engineering Corporation

Carroll Engineering Corporation (CEC) has been providing quality engineering and surveying services for 45 years to clients throughout Pennsylvania and New Jersey. The company provides highly recognized professional services to a wide range of authority, municipal, public and private clients in the region. CEC currently has a staff of approximately 90 professionals divided into eight interrelated departments, four of which represent specific engineering functions being Municipal / Authority, Planning & Site Development, Structural, and Traffic & Transportation Services. The remaining four departments include Surveying, Construction Inspection, GIS / Computer Aided Drafting & Design, (CADD), and Administrative, all of which are support departments to our engineering services. Our corporate office is in Warrington, Bucks County. We also have offices in Malvern, Chester County, King of Prussia, Montgomery

County and Hillsborough, Somerset County, New Jersey.

CEC has a staff of professionals with state or national registrations and certifications in engineering, planning, surveying, and geology. In addition to professional registrations, many of our staff have supplemental certificates in specialties such as sewage enforcement, hazardous material removal, bridge inspections, water and wastewater operation, etc. Also, CEC developed MuniLogic, Municipal Management Software, an enterprise-wide system to resolve many of the challenges municipal and authority organizations face. This software allows the municipality or authority to become more efficient, better equipped to comply with regulations, make better decisions and ultimately save money.

To learn more about CEC, please visit our website at www.carrollengineering.com. To learn more about MuniLogic, please visit the website www.munilogic.com.

Developing a New Commercial Site

By Ludgate Engineering Corp.

As Professional Engineers and Surveyors we often are the preparer of "Land Development Plans" for an owner to move their business to a new site, whether to relocate a business or enlarge the development of a present site. Forty years ago, when Bob Ludgate Senior founded our firm, "land development" was pretty straight forward.

We'd start with a boundary survey of the lot and add a topographic survey to show significant ground features and contours.

We'd "spot" the proposed building, lay out the parking, define how to access the highway, and figure out if we could get a sewer hook-up or if we needed to secure a permit for on-lot sewage.

Now Thomas Ludgate is in charge. The basics of "land development" remain, but every element has become more convoluted. While the boundary survey requirements are much the same, the regulators require much more topographic detail. Some of this new detail is needed for stormwater management; some is needed

Carroll Engineering Corporation

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



Corporate Office: 948 Easton Road, Warrington, PA 18976 • 215.343.5700

630 Freedom Business Center
Third Floor
King of Prussia, PA 19406
610.489.5100

101 Linderwood Drive
Suite 225
Malvern, PA 19355
484.875.3075

105 Raider Boulevard
Suite 206
Hillsborough, NJ 08844
908.874.7500

www.carrollengineering.com

ROUTE 422 Business Advisor

PROMOTE YOUR BUSINESS! CALL (610) 323-6253



LUDGATE ENGINEERING CORPORATION

ENGINEERS ♦ SURVEYORS ♦ LAND PLANNERS

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

to analyze how new development might affect the neighborhoods; some, such as locating every tree and bush, is related to more stringent zoning rules.

More information about the building usually is required. Lighting, façade pictures, and access for deliveries were not general requirements in the "old days." Parking layout must accommodate specified handicapped spaces, auto and truck turning paths, and especially careful drainage analysis. Sewer connections have not changed much, but on-lot sewage disposal has many, many new options which must be understood in order to offer our clients the best cost-effective solution.

PADOT did require a permit for a new roadway/driveway connection back then, but these often took only a 15-minute meeting with the county permit technician. Today, the "planning and engineering" for

these driveway permits (HOP) often is the most costly part of the land development process.

The "new wrinkles" in "land development planning" are sophisticated — "Stormwater Management Plans," along with complex "Erosion Control Plans" and multi-level municipal planning reviews. Fortunately, Thomas Ludgate is up to date on these "new wrinkles." He is both a Professional Land Surveyor and a Professional Engineer, but he probably deserves a new kind of professional recognition. Perhaps we could call it "Professional Land Development Process Guru."

Ludgate Engineering Corporation is located at 10 Vanguard Drive, Suite 90, Reading, PA 19606; 610.404.7330; www.ludgate-eng.com.

Earth Engineering Incorporated

Earth Engineering Incorporated (EEI) is a full-service geotechnical/environmental engineering consulting firm composed of a group of engineers and geologists dedicated to providing the swift, cost-effective, professional service needed to meet the demands of today's development projects. With offices located in East Norriton, Lehigh Valley and Mechanicsburg, Pennsylvania as well as South Jersey, EEI is well equipped to service the entire 422 Corridor.

EEI has specific expertise in Geotechnical Consulting, Subsurface Investigations, Infiltration Testing, Construction Inspection & Testing, Geotechnical Specialty Design Services, Environmental Site Assessments, and Clean Fill Analysis. Items such as cost-effectiveness of foundation alternatives are evaluated along with site development issues and geotechnical data to establish recommendations. This approach has enabled EEI to contribute to



the successful development of many large-scale projects by adding true value to the planning process.

At EEI, our goal is to combine quality consulting and investigative work with on-time, on-budget performance. We're committed to providing our clients with the higher level of service and experience they have come to expect from EEI.

For additional information, please call 610.277.0880 and visit www.earthengineering.com.

design . build . deliver

STYER GROUP

ARCHITECTURE
INTERIOR DESIGN
CONSTRUCTION

www.styergroup.com
610-275-4800
412 DeKalb Street - Norristown, PA 19401

certified
WBENC
WOMAN-BUILDING-ENTERPRISE-NETWORK

EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists

*We've Got
The 422
Region
Covered!*

Subsurface Investigations Construction Inspection and Testing

Geotechnical Design & Analysis Clean Fill Testing

Stormwater Infiltration Testing Laboratory Soils Testing

Carbonate Site Assessments Environmental Site Assessments and Remediation

www.earthengineering.com

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

QUALITY * COMMITMENT * PERFORMANCE


COVENTRY
 MALL

Your Mall for
50 YEARS
 ...Moving Forward

Coming Soon!






Weight Watchers

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

Michael's Classic Limousine

Michael's Classic Limousine has been fortunate to have seen some steady growth over the past few years. Much has been due to repeat customers and referrals, but much can also be credited to the acquisition of several companies - the most recent of which was Wanish Limousine of Pottstown in April, 2016.

According to owner Christopher Haines, "We had done some work with the Wanish group over the years, and having been in business since 1984, they had a very good reputation and client base. When it came time for them to retire, they approached us and it worked out to be a great opportunity for everybody involved."

"We already had a strong presence in Berks, Schuylkill and Lancaster Counties, but this really helped us grow in Montgomery and Chester Counties".

Michael's has a diverse fleet of vehicles including luxury sedans, SUVs, passenger vans, stretch limousines, stretch SUV limousines and limo busses, and provides transportation to airports, piers, sporting events, concerts, weddings, proms, medical appointments and special occasions. In addition to serving retail customers, Michael's also serves corporate customers of all sizes.

Part of their success has been due to the quality of the chauffeurs who drive their vehicles. Each candidate must have an excellent driving record and be approved by the insurance company. Further, a criminal background check is done on each applicant along with a drug test and a physical.

The company is headquartered on Route 61 in Leesport, Berks County.

For additional information, please call 610.929.4919, or visit www.michaelsclassiclino.com.





TR

Total Rental

www.TotalRental.com

1-888-94TOTAL

"One call...starts it all"

Total Rental is your source for:

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

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

3 Locations to serve you...

Phoenixville, Pa
610-935-RENT

Pottstown, Pa
610-970-RENT

Kimberton, Pa
610-935-4875



AUTOMOTIVE SERVICES GUIDE

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

Red Kieffer's Auto Repairs, Inc.

*Specializing in
Mercedes-Benz since 1961!*

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



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

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




CJ's Tire & AUTOMOTIVE



17 Area Locations Featuring

- Service to National Accounts
- Fast & Reliable Service
- Shuttle Service at Select Locations
- Commercial Discounts

Keep Your Fleet Rolling!
Time is money and we make
your fleet our priority.
Find your nearest location at cjtire.com/locations

FAMILY OWNED & OPERATED SINCE 1987

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

**Performance
Touring
All Season Radial Tires**

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

COMPLETE AUTO & LIGHT TRUCK REPAIR

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

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




Visit Us At www.hftire.com

Mercer's TruCraft Collision
Turn your Collision into Compassion

Had a minor fender bender or major collision? Bring your vehicle to Mercer's TruCraft Collision and a portion of the repair will be donated to the animal rescue organization of your choice!

All insurance claims welcome.
Visit www.TruCraftCollision.com or call (610) 327-8787 for more details.




Wes Jackson
AUTOMOTIVE CENTER
1851 E Ridge Pike Royersford, PA www.wesjackson.com

**WE CAN HANDLE ALLOF YOUR
AUTO REPAIR SERVICES INCLUDING**

- Complete Computer Diagnostics
- Complete Safety Analysis
- Pennsylvania State Inspections
- Enhanced Inspection (Salvage Title)
- Oil Changes
- Tires
- Brake Repair Specialists
- Mufflers and Exhaust Systems
- Steering and Suspensions
- Tune-ups
- Alignments
- Fuel System Services
- Coolant Systems
- Emission Repair Facility
- Air Conditioning Service
- Electrical Systems
- Engine Work
- Drivability Problems

**Shop Manager - Keith Smith
Service Advisor - Kim Galloway**
610-489-6888



William Baird
Chef Owner

Baird's Catering LLC

Distinguished Taste, Presentation & Value

Now taking bookings
for your 2019
Luncheons & Events!



2018 CAROUSEL OF FLAVOR
Best Entree Winner
Turkey Sliders with Cranberry Chutney

**Receive a Dinner
for Two for
Valentine's Day**

**\$150 Value!
Call for Details.**

When Taste Matters!

Baird's Catering, LLC
For all your
Culinary Occasions

For more information contact WILLIAM BAIRD

610-781-3534

BairdsCatering@verizon.net

www.Bairdscatering.com



Available 24/7/365

Your One-Stop-Shop for Total Home Comfort!

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

Call today 610-251-0342

Halyoil.com

GVPropane.com

Haly Home Comfort — Keeping Customers Comfortable

Haly Home Comfort is a Malvern-based business that has been serving customers for over 30 years in Chester, Montgomery, Bucks, and Delaware counties. Keeping customers comfortable at affordable rates is the goal they reach for every single day. After a warm summer keeping customers cool, Haly Home Comfort and their sister company Great Valley Propane are readying for polar temperatures and the snow- offering great rates on fuel and heating units to ensure maximum home comfort- because no one wants to have a service call with no heat at 7 am in 10-degree weather!

However, Haly Home Comfort offers 24/7 emergency services just in case customers need them, by being accessible by phone, live chat, email or internet. They are offering several specials for new home heating systems, so they urge people to call 610.251.0342 for complete details.

Great Valley Propane offers propane for your fireplaces, generators, and grills. Haly Home Comfort is a one-stop shop for all home equipment needed to stay comfortable- hot water heaters, boilers, furnaces, generators, and mini-splits. Haly uses the Amana brand for heating and AC, bringing along a legacy of comfort that ensures happy homeowners.



They perform oil to propane tank conversions if you are looking for a cleaner, less expensive fuel for heating and cooking. Haly Home Comfort also works with local construction firms, offering dumpsters at affordable prices by the week and offer propane for homes during construction at NO charge. Haly Home's Comfort service associates are the reason customers love to work with Haly- they know they only have to make one call to get their home comfort taken care of, and they know they will always speak to someone they know. Haly keeps people warm in the winter and cool in the summer. Plus, Haly offers a referral program- refer a friend and get a \$100 credit on your account, and your friend benefits with \$100 too. Want to be warm — call Haly Home Comfort today at 610.251.0342 or see halyoil.com.



BUILD RELATIONSHIPS BEFORE YOU NEED THEM

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

A Business To Business Mixer

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

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

MEET YOU THERE!

Wednesday, March 27, 2019
5:30pm - 7:30pm
at Red Horse Motorsport Club

122 EAST 3RD STREET
POTTSTOWN, PA 19464

PLEASE RSVP TO

Dore Cannelli at
dorecannelli@2011business.com
or Dorena Morley at
TriCountyNewsmag.com

BY MARCH 22ND

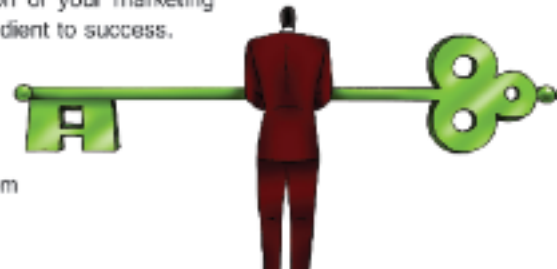


JWM
Business Services

JWM Direct
Way Cool Email
Kinetic Web Solutions

we put your marketing in motion

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



www.jwmbusiness.com
610-831-9030

THE IMPORTANCE OF YOUR LOGO



MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

When creating a logo specifically for your business, it is very important that you brand your logo to be able to stand alone and reflect the mission and vision of your business.

If you haven't worked on the mission and vision of your company, that needs to be worked on first. Once you have the mission and vision, it's a matter of visualizing what your logo should represent because a logo speaks for you when there aren't any words to tell them about your business.

With that said, let's get started.

What are the things you need to consider? Does your logo need to be a certain color? A logo for a finance type business, we think of green. Maybe your business' product has a color like coffee cafes. What do you typically think the color would be for that business? If you said brown, you are very right. What if your product has many colors? Maybe using black as the neutral color is the way to go. What is it about colors? Some colors are powerful like red and blue. These two colors are opposites on the color palette.

The interesting thing about red is that it can go from being a strong color, but then dilute it with white and you have a soft feminine color and it becomes a pink. The same thing can happen to blue. It can be a navy blue and then become baby blue when adding white.

When thinking of colors on your logo you need to keep in mind the end result. Having a multitude of colors will become a very expensive project when embroidered. Too many colors can also be distracting to the mission of the logo, which is to visually speak for you.

(Continued on page 54)

SCHUYLKILL VALLEY Sports

YOUR HOMETOWN SPORTS STORE

POTTSTOWN
COVENTRY MALL • 610-327-2001
TEAM & GROUP SALES • REVIEWS/ORDERS • EXT. 0546

DID YOU KNOW WE DO...

CORPORATE APPAREL

TEAM UNIFORMS **ONLINE TEAM STORES** **PROMOTIONAL PRODUCTS**

13 LOCATIONS AND ONLINE!

SKSPORTS.COM

Brand Your Business with a New Logo



Interlace Communications & goMAaVA

**DESIGN
MARKETING
SOLUTIONS**

484-709-6564 | yourteam@gomaava.com
www.iciconnect.com

Rhoads

Limousine

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

24 Hour Personalized Chauffeured Service

Special Occasions

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

Rhoads Transportation Services For All Size Groups

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

Rhoads Limousine

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

VISA, MC, DISC, AMEX, F, IN, IG, P, R, TW

CORE ELEMENTS

ELEMENTS

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

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

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

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

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

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422

610-495-6211
www.chesmontcarpetone.com
LIC# PA0081672

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



Cube Info Solutions
Your IT solution provider of choice

610.482.4359
cubeinfosolutions.com

Best in class computer support/IT services



for small and medium businesses

Call us for a FREE Network Audit / Consultation

Outstanding Service • Knowledge & Experience • Proven Track Record

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

MASTERING SOCIAL MEDIA

(Continued from page 53)

Keep it simple...

Look at the logos of some of the most successful businesses: Apple Computers, a simple black Apple; Amazon, with its A and an arrow in the shape of a smile; and Walmart is a simple yellow sunburst. Sometimes using initials of your business name can become the logo. This is especially true about businesses where the product is a service. One of my favorite success trainers, is Darren Hardy. His logo is nothing more than a circle with a D, the Vertical I is doubled with a line in the center to create a very suggestive H. On black it is used as a reverse and on white a black. No color is used at all.

So, what have we learned so far?

1. Your logo needs to reflect the mission and vision of your company.
2. Your logo needs to stand alone and speak for your business.
3. Your type of business and product may dictate to you what color to use for the logo.
4. Keep it simple.
5. Learn from the most successful businesses by studying their logos.
6. Logos for product-based businesses may have a totally different logo style from those that are service businesses.

There is much more to tell you about creating a logo, I haven't even discussed style and fonts. To be appreciative of the space 422 *Business Advisor* provides, let's move over to our website to learn more about branding with your logo. We'll discuss:

- The use of fonts.
- What type of file types you will need for a variety of projects.
- Testing your logo before making a final decision.
- Protecting your logo and what you need to know about those online websites that create "\$20 logos." Who else is using your design?

So join me for the continuation of this article at <http://bit.ly/LogoArticle>.

Alyse Mitten and her talented team provide businesses with original, copyright quality logos in a variety of file types ready to use on your business cards to billboards. Your ideas come to life. Give us a call to schedule your free consultation 484.709.6564.



The Coventry Mall

(Next to Dick's Sporting Goods)

351 W. Schuylkill Road, Pottstown PA 19465

Hours of Operation — Monday: 8am-8pm
Tuesday-Thursday: 8am-7pm • Friday: 8am-6pm
Saturday: 8am-3pm (Medical only closes 12pm)

700 Heritage Drive, Suite 701

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

800 Heritage Drive, Suite 802 (Dental)

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

Phone: 610-326-9460

Fax: 610-326-2432

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

DID YOU KNOW CHDC

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

Kids visits include:

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

BusinessAdvisor

Visit us online to view valuable supplemental content – it's FREE!



422bizmag.com

STOP TURNING RAILBEDS TO TRAILS



DOWNTOWN MARKETING & DEVELOPMENT By Barry Cassidy

Not every barn needs a group of kids saying, "Hey, here's a vacant barn! Let's put on a show." Similarly, not every railbed needs a trail. I am sure that many people use the trail system in the Philadelphia area and support the conversion of railbeds to trails passionately. I admit that the trails are used quite often by people.

In many cases there is an easement right that goes with the railbed, that it could always convert back to a railroad, but once that trail goes in there, it is practically impossible to take it back. I have never tried it, but I could envision myself at a public meeting with people in jogging suits screaming in my face. So, it is with that vision I write this column, because we need to STOP NOW before all of the good connecting pathways are formal trails.

I never liked the idea of formal trails to begin with. I am a primitive trail kind of guy, a few wood chips to show the way, with maybe a branch or so hanging low to make it interesting. A true natural process. Instead, we are paving our way through wooded areas to make things more like walking on a sidewalk with trees on either side. In many cases, the weeds and branches are trimmed so one does not have to interact with nature too much and provide a tasteful experience. I don't know why there is not a demand that we create running tracks instead.

Normally I would just let things like this pass, but this is important. When I wanted to run a train from Phoenixville to Paoli, the Chester Valley Trail would have saved me a lot of money if it were reconverted back to a rail line. In addition, the Chester County trail coordinator tried to buy the rail line I was seeking to purchase out from under me, because of a

plan that they had that was not finished which I dubbed their "secret plan", but I digress.

Technology has a way of recycling lost intent. Technological advancement has brought us the autonomous vehicles. These are unmanned cars or small buses that can bring you to a destination based upon GPS and smart driving technology.

Imagine how much it costs to run a train... I can tell you, it costs plenty. The automatus vehicles will cost a fraction of what it costs to run a train, and it can do so with smart technology that will not require a fancy switching system. In this particular instance, it would make some of the single-track railways perfect for conversion to autonomous vehicle lanes (AVL). Many of the railroad right of ways are 66 feet wide, and you could probably put in a trail next to the AVL so there could be a multi-purpose space created. Right now, I suppose that the shoe is on the other foot, so one can afford to be magnanimous about sharing the space, in theoretical sort of way.

Now, one could think that there is a limited use to this idea of railbeds and right of ways as an AVL, but one must look around the local surroundings. At one point or another there were rail lines that ran through cities and towns across America.

(Continued on page 56)



A Honey Dipper
SEPTIC SERVICE
J. Brehm, Inc.

WE **PUMP** WHAT YOU **DUMP**

Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com



VALLEY FORGE & MONTGOMERY COUNTY, PA
MEMBERSHIP

*Become a member.
Grow your business.*

- Aggressive Social Media Marketing
- Business Referrals
- Promotion on valleyforge.org
- Educational Programs
- Inclusion in Printed Materials
- Wonderful Networking Events

Find Out More!

valleyforge.org/members
OR CONTACT
Debbie Repas: 610.834.1550 • repas@valleyforge.org

Next Member Training
FEBRUARY 5

WINTER 2018/2019
#MAKEITMONTCO
HOTEL PACKAGE

Book your hotel. Get deals.
PLAN YOUR STAY AT MAKEITMONTCO.COM



NIGHTLIFE • DINING • FAMILY FUN • SHOPPING
PET FRIENDLY HOTELS • HISTORIC SITES

VALLEY FORGE



Stylish Images photography

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

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

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

Visit us: www.stylishimages.com

Business Discounts available
for multiple sessions

An ~~\$50.00~~ Studio session includes:
20-40 exposures taken (2-4 poses),
2 - backgrounds

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

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

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

Don't settle for this



When you can have these



Nationwide Insurance
Dollfus Agency



Real Estate Interiors



610-792-9956

Marathon Capital Advisors Marathon Financing Advisors

4 Park Plaza, Wyomissing, PA 19610

610.898.8086

Toll Free: 800.280.5927

www.vrmarathon.com

mmccarthy@vrmarathon.com

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

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



VR has sold more businesses in North America than anyone else

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 55)

In many towns, there was a mill or an industrial facility that had a rail siding to move the goods to and from the facility. If that is your town, there is a good chance you have a railbed right of way, or better yet an in-fee parcel in your town.

In some cases, the railways have been abandoned, but in other cases they still survive. If used as AVL, towns could create an area in each town and have their own taxi shuttle for limited costs. It could be run through the use of a bank card or there could be a transit card that is purchased and inserted in the area in front of your seat. Full automation, no labor costs, no sick days, a 365-day-a-year 24-hour transit service to take you the length of the route. This would help people who are having mobility problems as they might not have a car at all, because of whatever condition that inhibits their mobility imposes upon their motor skills.

I believe there is some utility in taking a cautious approach in reuse of these rail lines and the right of ways. More than anything, it is the culture of the reuse for trails that is ingrained in the common

mindset of the population as a recognized good. Any attempt to encroach upon the good, even it is a better idea, is not welcomed. So, if advocating for AVL's on old railbeds, one must be uncompromising.

I believe that autonomous vehicles are the future. Soon manned vehicles will in the minority. People can devote the time to doing what they do, instead of paying attention to the road. Of course, remember these vehicles will be slower moving to a certain extent, because they are not going to be programmed to break the law. It is probably a good idea to keep them separate in the early days. Manned vehicles will have a problem, or at least the driver will have an issue with the slower moving traffic. Wanting to go 70 in a 55 zone will be tough if the road is full of programmed cars that want to stay within the limit of the law. I think for the most part it would be a good idea to regulate their use in-town, instead of using buses, which in many cases could not be supported in smaller towns.

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

BUSINESS PROFILE

Acclaim DJ Services

Let's Get the Party Started!

Whether you need a mobile DJ for a Wedding, Party, Event, or Club, Acclaim DJ Services is here to help you every step of the way. Acclaim DJ Services is dedicated to providing experienced, insured, professional DJ and Lighting services.

We've got all your entertainment needs covered: DJ/MC Services, Karaoke Services, Sound Services, Stage and Dance Floor Lighting, Gobo Lighting, UpLighting, and Novelties. We know that your wedding, party, or other special event is a special time in your life. We are honored that you select us to be part of it.

Some of the things that set Acclaim DJ Services apart from all of the other DJ services out there include:

- **PACKAGES:** We offer various Wedding Rate and Party Rate Packages with upfront pricing. You can view both packages on our SERVICES Page at www.acclaimdjservices.com.

Don't like the packages? No problem! We can Customize a package specifically designed for you.



- **LIGHTING & NOVELTIES:** We Offer: Uplighting; Gobo Lighting (Monogram or Names); and Novelties.

- **BUDGET AND PERSONAL TOUCH:** We work closely with you to ensure that we meet your budget and expectations.

- **PROFESSIONAL EQUIPMENT & ATTIRE:** We use professional "state of the art" DJ Software, Controllers, Sound, and Lighting Systems.

- **PROFESSIONAL PERFORMANCE:** We really enjoy what we do and work hard to ensure that you and your guests have a great time.

For additional information, please call 484.455.4635; email: acclaimdjservices@gmail.com; and visit: www.acclaimdjservices.com.

Easy.



Payroll processing and business solutions almost as easy as mac and cheese.

COMPLETE SUPPORT FOR
YOUR SMALL BUSINESS

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

express
DATA SYSTEMS, INC.

EXPRESSDATASY5.COM | 610.495.7166



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



Experienced Local Senior Care for Total Peace of Mind

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

Each Visiting Angels agency is independently owned and operated.

610.906.1924 www.VisitingAngels.com/Pottstown



The Pottstown Rotary Club Wants You!



You are cordially invited to make new friends and business contacts, while engaging in fun activities designed to serve our community.

This is your opportunity to grow your business and your circle of friends, and help make your community a better place to live and work.

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

- *Meaningful community service projects*
- *Fun social activities*
- *Important business connections*
- *Deep and lasting friendships*
- *Opportunity to learn about our community*

**Call Bill Wellen at
484.886.5396 to learn more!**



www.pottstownrotary.org

ULTHERAPY

A Safe Option for Skin Tightening

Nowadays, people want an option for skin tightening that has no downtime, is noninvasive, but provides great results. Ultherapy is a skin tightening treatment that's non-surgical and uses focused ultrasound as its energy source. It lifts wrinkled, sagging and crepey skin with treatments taking anywhere between 30 to 60 minutes depending on the number of areas being treated. It can be performed on various parts of the face, neck and décolleté. It stimulates your body to regenerate new collagen formation which, over time, gradually tightens and lifts skin. Ultherapy is safe, and usually only takes about one to two treatments and the results can last quite a long time.

Ultherapy is a nice alternative for people who might not want a neuromodulator like Botox® or Dysport® injected. It's also a great addition for patients who have neuromodulators injected to help provide longer-lasting results.

The upper and lower face are the most popular areas treated with Ultherapy to lift and firm the eyes, cheeks and jowls which tend to show signs of aging faster.



Patients can expect a gradual build within two to three months. Because the results build gradually over time, before and after photos will really help you see the benefits of your Ultherapy treatment. Typically one treatment is all that is required, however, some patients will find more optimal results with multiple treatments.

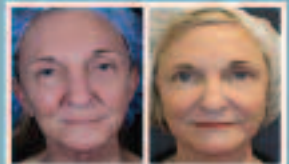
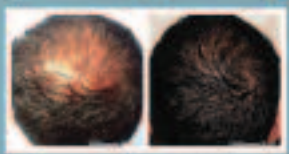
For additional information, please contact Young medical Spa at 215.362.7546 and visit www.YoungMedicalSpa.com.

FACE & BODY BY





Harness your body's natural healing powers! ALMI ("All-Me") utilizes fat transfer and platelet-rich plasma (PRP) from your blood to achieve skin rejuvenation, hair restoration, or male enhancement with minimal to no downtime.

Call for your Free Consultation
 635 North Broad Street,
 Lansdale
215.362.SKIN (7546)
 4025 West Hopewell Road,
 Center Valley
610.798.SKIN (7546)
YoungMedicalSpa.com



Dr. Thomas E. Young is the only provider in the area to offer ALMI, furthering his expertise in skin and body rejuvenation.

ALTERNATIVES TO OPIOIDS IN CHRONIC PAIN MANAGEMENT



By Akintomi A. Olugbodi, MD, Small Business Resource Association Member

The opioid Crisis: Are there alternatives to opioids in chronic pain management? The importance of a multidisciplinary approach to chronic non-terminal pain management.

"The Angelic face of opium is dazzlingly seductive, but if you look upon the other side of it, it will appear altogether a Devil. There is so much poison in this all-healing medicine, that we ought not to be by any means secure or confident in the frequent and familiar use of it."

— Thomas Willis (1621-1673)

Jane Smith**, a 68-year old woman, had come for a new-patient visit. She has history of pain in the lower back with radiation into the right lower extremity that started six months prior. After taking her history and doing a physical, we reviewed her low back MRI which showed a cyst in the right joint connecting her 4th and 5th lumbar vertebrae and which was causing nerve pinch and the pain. She was prescribed Ibuprofen and had physical therapy. We performed a 10-minute outpatient procedure to drain the nerve-pinch cyst with resultant complete resolution of her pain. No opioids were utilized in her pain management.

Opioids are powerful medications with morphine-like activities used to treat pain. Opiates are derived from opium, obtained from the juice of the poppy *Papaver somniferum* and morphine is a naturally occurring opioid. According to the

International Association for the Study of Pain (IASP), pain is an unpleasant sensory and emotional experience associated with actual or potential tissue damage. Chronic pain is pain lasting longer than three months or past the normal time for tissue healing. Chronic pain can be terminal or non-terminal. Pain has been described as an untestable hypothesis. It cannot be objectively measured like blood pressure or temperature, but yet is so important and potentially life-impacting. According to Elaine Scarry, severe pain is world destroying [and] to hear about pain is to have doubt; to experience pain is to have certainty (Elaine Scarry in *The Body in Pain*).

For many years, opioids have been employed to manage chronic non-terminal pain. However, recent research data points to insufficient evidence as to the efficacy of opioids in CNTP while demonstrating a dose-dependent potential for adverse events and death (some data and clinical experience suggest that a subset of patients do improve with such therapy). Now, we have an opioid crisis on our hands. According to the Presidential Commission on the opioid crisis, the death toll of the crisis is like a "9/11 every three weeks" with 142 Americans killed each day by opioids. This should not come as a surprise to us.

(Continued on page 60)

DAVIES HARDSCAPING LLC

LANDSCAPE DESIGN • WALKWAYS • PATIOS
WALLS • MULCHING • FREE ESTIMATES
SPRING-FALL CLEANUP

431 Rugby Road • Birdsboro, PA 19508
610.207.0256

SMALL BUSINESS RESOURCE ASSOCIATION

Resources for Marketing, HR, Financing, Business Planning
Workshops, Seminars & MORE

See how the SBRA can help grow your business at SBRAAssociation.org

ASSOCIATION

2395 Lancaster Pike Shillington, PA 19607
814-808-SBRA (7272)
SBRAAssociation.org

Hureka Technologies Inc.
www.hurekatek.com
215.816.8300 randy@hurekatek.com

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



THE PCTV NETWORK

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

NOW OFFERING:

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



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866



FRANKLIN FLOORING inc.

FLOORS FOR YOUR BUSINESS



610-495-9200
COMMERCIAL FLOORING B2B
211 COMMERCE CT STE 106, POTTSTOWN, PA 19464



Franklin Flooring is a family-owned and operated interior renovation service provider that brings three generations of experience to the table. We specialize in commercial flooring solutions and value-added services.
www.franklinflooring.net

ALTERNATIVES TO OPIOIDS IN PAIN MANAGEMENT

(Continued from page 59)

Back in the 17th century, Thomas Willis (he, of the Circle of Willis fame, known to generations of medical students), described opium in critically ambivalent terms: angelic face... seductive... a devil... poison... all-healing medicine.

Which begs the question: are there alternatives to these potentially destructive opioids in the management of patients with CNT? The good news is that there are. It has been consistently shown that the best results are achieved by a multidisciplinary approach to CNT management.

One, there are pain medications that are non-opioids. These include non-steroidal anti-inflammatory medications, anti-neuropathic medications that are useful in burning, sharp or electrical shock-like pain, muscle relaxants, or anti-depressants that can also be deployed as pain medications. Second, physical therapy, aqua therapy, occupational therapy or even yoga exercises can be invaluable in pain management. Third, chronic pain being an unpleasant sensory and emotional experience can be helped by such measures such as cognitive behavior therapy, biofeedback and relaxation techniques. Fourth, there are surgical options for some types of CNT. Surgery usually is utilized as a final option but can also be the initial

option for example in cases with progressive neurological problems.

Lastly, the interventional pain specialist can manage chronic pain with simple outpatient procedures such as nerve blocks and neuromodulation techniques like spinal cord stimulator therapy in the right settings. Indeed, the interventional pain specialist is the linchpin that critically links the different forms of therapy for CNT. As an interventional pain specialist, my job can be likened to that of an orchestra conductor skillfully weaving together different therapeutic approaches to optimize outcome.

Back to our case vignette, Ms. Jane Smith had a good outcome utilizing a multidisciplinary approach of physical therapy, non-opioid pain medication, and an outpatient interventional pain procedure. This algorithmic approach, usually avoiding opioids, is the advocated pathway to the management of CNT.

***Not real name

Akintomi A. Olugbodi, MD can be reached at Prime Pain Specialists, LLC, 301 S. Seventh Avenue, Suite 315, West Reading, PA 19611. Email: aolugbodi@primepainspecialists.com; Phone 484.869.2817. Chronic pain? We take it personal. We are interventional pain management experts.

Ask SCORE

HOW THE BUSINESS STRUCTURE YOU SELECT AFFECTS YOUR INCOME TAX TREATMENT

The business structure you choose for your startup will affect your company from a legal standpoint, and it will have an impact on your taxes, as well. Before you decide on the structure for your small business, you should do some research and talk to tax and legal professionals for guidance. The better you understand your options, the more likely you'll be to operate under the structure that will benefit your business the most.

An Overview of A Few of the Most Common Business Structures

SOLE PROPRIETORSHIP:

By default, businesses are considered sole proprietorships (partnerships if more than one owner) if their owners don't register them formally as independent entities. Many at-home businesses start this way because sole proprietorships require the least amount of registration paperwork and ongoing compliance efforts. From an income tax perspective, a sole proprietorship is also considered one in the same as its owner. Your business profits and losses flow through to your personal income tax return.

(Note that with a sole proprietorship, your personal assets are not separated from those of your business. This poses some risks. Your home, bank accounts, retirement savings, and other personal belongings might be in jeopardy if someone were to sue your company. When you form a Limited Liability Company [LLC] or incorporate your business, however, your personal assets receive some protection from legal action brought against your business. Be aware liability protection and tax treatment may vary depending on the state where a business is incorporated matters, so it's important to talk with an attorney and tax professional.)

LIMITED LIABILITY COMPANY (LLC)

You can form an LLC as either a single-member (single owner) or multi-member (multiple owners). This legal structure provides the limited liability advantages of a corporation and the flexibility of a sole proprietorship. As with sole proprietorships/partnerships, an LLC's profits and losses flow through to owners' personal income tax returns. In addition, LLCs offer some tax flexibility; you can elect to have your LLC taxed as an S Corporation or a C Corporation.

S CORPORATION

The S Corporation structure has gained the favor of many small business owners because it offers one level of tax at the shareholder level and some relief from the self-employment tax burden on owners. Only an owner's reasonable wages/salaries are subject to self-employment (FICA) tax, and profit distributions to shareholders flow through to the individual shareholders' income tax returns.

C CORPORATION

C Corporations offer more extensive personal liability protection and growth potential than other structures, and the way income taxes are applied differentiates this structure, too. With a C Corp, income is taxed at the corporate tax rate when your business earns it. Profits are then taxed again at the personal income tax rates when shareholders' distributions are made.

(Continued on page 62)

Pottstown ROLLER MILLS Inc.

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

- ICE MELTERS
- BULK & BAG SALT 25# & 50# BAGS
MAGNESIUM & CALCIUM CHLORIDE
- WATER SOFTENER SALT
- DECORATIVE STONE & SAND
- WE FILL PROPANE
- ALL TYPES OF MULCH BAG & BULK
- PURINA FEEDS FOR ALL TYPES
OF ANIMALS
- TRIPLE CROWN FEED
- LARGE SELECTION OF
WILD BIRD FEED, BIRD FEEDERS
& BIRD HOUSES
- WOOD PELLET & BRICK FUEL
- PREMIUM ANTHRACITE COAL



REGIONAL CHAMBER ROUNDUP

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

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

• 171 East Bridge Street, Phoenixville, PA 19460 • 610.933.3070 • fax 610.917.0503
• info@phoenixvillechamber.org • www.phoenixvillechamber.org



PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

The Phoenixville Regional Chamber of Commerce is an independent organization serving the business interests of Northern Chester, Western Montgomery and parts of Delaware Counties.

The Chamber's mission is to "advance the principles of free enterprise by providing the leadership which will enhance the economic climate of the region, address the priority needs of its members, and interact with other individuals and organizations for the overall benefit of the business community."

UPCOMING EVENTS

Young Professionals Holiday Networking Event (YPN) with the Phoenixville Jaycees – Tuesday, February 5th, 6:00 PM

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

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

February Monthly Membership Luncheon – Tech Talk Tuesday, February 12th, 11:15-1:00 PM

Join the Phoenixville Chamber for an afternoon of education and networking. Fred Hubler, President of Creative Capital Wealth Management will present a mini-seminar. Visit our website at www.phoenixvillechamber.org for information and registration

Cost: \$20 pre-registered, \$25 at the door. \$30 for non-members.



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

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

PHOENIXVILLE EVENTS

First Fridays in Downtown Phoenixville – May 3, June 7, July 5, August 2, September 6, October 4 6:00-10:00 PM

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



Food Truck Festival – Saturday, May 4 & Saturday, October 5 12noon – 6PM

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

WELCOME NEW CHAMBER MEMBERS!

The Desmond Malvern
Diversity in Action
Higher Information Group
Kelsey Joy Creative
My Favorite Muffin
Patriot Pest Solutions
Preserve at Kimberton Glen
Professional Referral Exchange
West Powelton Drummers

Ask SCORE

(Continued from page 61)

PARTNERSHIPS

Another important type of business structure, partnerships come in different legal forms, including corporations, limit liability, and managerial control. Tax treatment and personal liability protection vary depending on the type of partnership you form and the state in which you incorporate.

Get the Right Help to Make the Right Choice

The information we've provided here is meant to share some of the basics you should know when deciding on the business structure for your small business. It is not intended as professional legal or accounting advice. Carefully consider your type of business and long-term plans when determining the best legal structure for your business. We also recommend you consult a reputable attorney and business tax expert for insight and guidance. If you need help finding trustworthy professionals in your area, make an appointment to meet with a SCORE TriCounty mentor at <https://tricity.score.org/content/find-mentor-183>.

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.

422bizmag.com

Business Advisor

Print is not dead. In fact, in recent years, a flurry of studies has shown that the reading experience online is less immersive and enjoyable than print, which has implications for how we consume and retain information. These studies show that readers tend to skim and jump around online more than they do in print. Print provides a more linear, less distracting way of reading, which in turn increases comprehension.

Place Your Ad
in the NEXT issue!
Call (610) 323-6253

422bizmag.com

REGIONAL CHAMBER ROUNDUP

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

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

• 313 Ridge Pike, 2nd Floor, Limerick, PA 19468 • 610.489.7200



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work.

The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

Chamber Notes

- Welcome our newest member Dogtopia, Limerick, Royersford Business Association and Urban Air, Royersford
- The Spring-Ford Chamber Annual Lunch has been moved to May of 2019
- Directory sales for the 2019-2020 Chamber Directory for more information please see the chamber website
- The Chamber is now taking basket donations for Dine for Education and the Annual Fashion Show proceeds benefit the Spring-Ford Chamber Education Fund and Operation Backpack
- 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



In 2018 the Spring-Ford Chamber of Commerce donated over \$12,000 to the Limerick Township for our joint efforts from the 2018 Limerick Community Day.

On August 18, 2018, Limerick Community Park was filled with over 4,000 attendees, 120 vendors, 10 food trucks and a beer garden, Boy Scouts, Military Personal, local Emergency First Respondents, and an amazing marching band!

Mark your calendars for our 2019 Limerick Community Day to be held Saturday, August 24th. Registration will open in April and will feature kids activities by RAM Nation with the Spring-Ford Area School District and will be followed by a family friendly movie experience.

Organized by the Spring-Ford Chamber of Commerce and the Limerick Township Parks and Recreation Department

2018 Sponsors included:

- Exelon Generation
- Oehlert Bros. Inc.
- 101.1 More FM
- American Heritage Federal Credit Union
- Patriot Pest Solutions
- Physicians Care Surgical Hospital
- Pottstown Hospital
- Premier Immediate Medical Care
- The Railroad Bar and Grill
- Renewal by Anderson
- Tompkins VIST Bank

Welcome our 2019 Board of Directors

The Spring-Ford Chamber of Commerce would like to thank our 2018 board members who have cycled off our board of directors; Denise Harrison, Patriot Pest Solutions, Dan White, Ameriprise Financial Services, Rich Flannigan, Mallie, LLP, and Marc Umstead, Comp-U-Ship. Thank you all for your time and service.

We are excited to welcome the following new members Mike Stopya, co-owner, Bonnie Pappas and Mike Stopya Team Springer Realty Group; 2019 Board Treasurer - Jeanna Baker, Citadel FCU, Chris Moritzen, Director, Western Montgomery Career and Technology Center and Liz Peters, TriCounty Federal Credit Union. Returning Members Include:

2019 Board President - Dr. David Goodin, Spring-Ford Area School District

2019 1st Vice President - Sean Meyers, DS Pool Service

2019 2nd Vice President - Pam Baumann, Pam Baumann Photography

2019 Secretary - Steve Oehlert, Oehlert Bros. Andrea Heskett, Chris James Hector Realty Liza Hollenbach, Spring Valley YMCA Suzette Siebert, Kelly Insurance Louise Tuilo, WSFS

UPCOMING EVENTS

RSVP for all events online at www.springfordchamber.com

February 7, 2019 – Collaborative Chamber Mixer

Sponsored by: Westfield 41
Magical Memory Planners and Motivational Marketing
151 Holly Drive, Royersford
5:00 p.m. to 7:00 p.m.

February 27, 2019 – Wellness in the Workplace

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

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

March 27, 2019 – DINE FOR EDUCATION

Dinner prepared by the students of the WMCTC
Western Montgomery Career and Technology Center
77 Graterford Rd, Royersford
5:30pm – 7:30pm
\$25 Members and Non-members welcome
RSVPs for tables being accepted now
Raising Money for the Spring-Ford Education Fund supporting students in higher education.

April 2, 2019 – Network Before Work

TriCounty Area Federal Credit Union
1550 Medical Dr, Pottstown,
8:00 a.m. to 9:30 a.m.
Free Members/\$10.00 Non-members

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

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



Welcome to the Perkiomen Valley Chamber of Commerce!

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

For more information, contact Executive Director, Renee Blomstrom, 610.489.6660, renee@PVchamber.net. OR, visit: www.PVchamber.net. Visit www.PVchamber.net to view membership directory. **Don't miss Chamber events, member news, special offers and more...** Like us on Facebook @PerkValleyChamber and email info@pvchamber.net to receive weekly enews!

UPCOMING EVENTS

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

February 27, 2019 - New Member Orientation

sponsored by Maillie

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

All welcome to attend! New members, prospects and current members are invited to an informational session to learn how to maximize your Chamber membership. Pre-registration is required. Register online www.PVchamber.net

February 28, 2019 - Business Roundtable

The PV Chamber welcomes business owners and key decision makers to participate Business Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Limited to 18 attendees, PVCC members-only. 11:45am – 1:00pm

March 20, 2019 - 62nd Annual Meeting

The Annual Meeting is one of the Chamber's largest gatherings of our business leaders. Chairman Cheryl Kreider, Kreider Health Solutions, will highlight accomplishments of FY2018 and share what's ahead in the Chairman's Presentation, including appointment of Kip Bilo, Guardian Protection Services, as Chairman of Board 2019-2020.

- Participate in the general election of the Board of Directors (3 year terms)
- Network and lunch with business leaders
- Congratulate the recipient of the 2019 Marvin J. Lewis Community Service Award
- Meet New PVCC Members (2018/2019) at the meeting
- Visit Sponsors and learn more about local businesses!

Time: 11:30am – 1:30pm

Location: RiverCrest Golf Club & Preserve.

Sponsorship Opportunities: Title Sponsor: \$800, Gold Sponsor \$500, Exhibitor \$155. Individual Tickets \$40 member, \$50 non-member. Visit www.PVchamber.net for details.

April 10, 2019 – Business Expo at Dow Chemical – Collegeville

Exclusive Member-Only Event...PV CHAMBER BUSINESS EXPO AT DOW! Showcase YOUR business to 1,100 regional Dow Chemical employees while networking with fellow Chamber members. Exhibitor/Non-Exhibitors may contribute to Marketing Goody Bags for DOW employees. Exhibitor table only \$185; participation in marketing bags \$30, Marketing Bag Sponsor \$200.

Register before February 18th and receive Early Bird Discount!

Registration and details call 610-489-6660 or visit <http://www.PVchamber.net>

WELCOME NEW MEMBERS

Central Perkiomen Rotary Club – Peter Blauert
555 Township Line Road
Schwenksville, PA 19473
(610) 564-6401
Email: pblauert@1creative.com
Web: www.centralperkrotary.org

Vantage Point Mortgage – Chris Derr
401 Old Penllyn Pike, 2nd Floor
Blue Bell, PA 19422
(610) 306-8082
Email: chris@vpmortgage.com
Web: www.vpmortgage.com

Provident Bank – Trevor Hart
1901 Hamilton Street
Allentown, PA 18104
(610) 391-0350
Email: trevor.hart@provident.bank
Web: www.provident.bank
Community Chiropractic Center

Dr. Kristin Legnola
1717 Swede Road, Suite 106
Blue Bell, PA 19422
(484) 688-0667
Email: klegnola@gmail.com
Web: www.bluebellchiropractic.com

Rutter Roofing – Jackie Blinebury
345 Lancaster Ave
Malvern, PA 19355
(610) 608-2725
Email: jackie@rutterroofing.com
Web: www.rutterroofing.com

FEATURED EVENT



5th Annual Awards Gala February 21, 2019

RiverCrest Golf Club &
Preserve

5:30PM - 9:00PM

The 5th Annual PV Stars Gala will recognize businesses and individuals that have made a positive impact on life in the Perkiomen Valley this year! Leaders from **Montgomery, Northeast Chester and Southern Berks Counties** will gather for an evening filled with networking, food, drinks, exhibitor showcase and awards ceremony. Keynote address, presented by Brent Celek, Former NFL Philadelphia Eagles Super Bowl Champion and Entrepreneur! Event sponsorships range from \$100 to \$3,500. Limited tickets available for **VIP Meet & Greet/Autograph Session with Brent Celek**. Tickets and sponsorships may be purchased online www.PVchamber.net



**Brent Celek -
Keynote Speaker**

Custom sponsorships are available - contact Renee Blomstrom at 610-489-6600.

Gold Sponsors: Univest Bank, Phoenixville Hospital - Tower Health, Kalejta Financial Management

CONGRATULATIONS FINALISTS!

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

INSTAGRAM FOR BUSINESS

SOCIAL MEDIA TIPS

By Theresa Mintzer



It is important that your Instagram account is set up as a business profile. With that you will have access to Insights, a tool to help you understand

your audience and the effectiveness of your posts. That information will help you grow.

Check out your Insights to see how your posts are performing. Here are some things you can see there:

Activity

- interactions with your post
- website clicks
- profile visits
- reach
- impressions

Content

- posts
- stories
- promotions

Audience

- followers
- demographic information

Note that if you have under 100 followers, some of the above information will be limited. If you are a local business, the demographic details will help you determine if your efforts to reach local customers is successful.

You can also view Insights on individual posts. They will let you see if someone has clicked to your website or profile from the post and how the hashtags are performing. For local businesses, remember to use some local hashtags, like local towns or local sights. Another thing to note about hashtags is that you don't want to use a hashtag like #inspirationalquotes, there are 13.1 million posts associated with that hashtag. Try #inspirationalthoughts (86.1K posts) or #inspirationalpost (125K posts). You have a better chance of being seen from the hashtags if they are popular but not too popular.

All of this information can be used to help you develop an Instagram strategy to help grow your business and educate your customers. You want spend your time reaching people who want to buy from you and become loyal customers.

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



NESTER INSURANCE

Big Agency Solutions. Small Agency Attention.

Bryan Nester
President

bvester@nesterinsurance.com



Account Executive / Agent — John Young

Office Administrator — Kim Swoyer

Office Location:
313 West Ridge Pike, 2nd Floor
Limerick, PA 19468

Full Service Insurance Brokers

- Employee / Group Benefits
- Health Insurance
- Life Insurance
- Disability
- Vision
- Dental
- Long Term Care
- Medicare Supplements

*Call us for a FREE consultation
on offering cost effective Benefits!*

Did you hire your first employees this year?



www.nesterinsurance.com • 484.390.5312

YUCHA
MEDICAL PAIN MANAGEMENT &
CHIROPRACTIC REHABILITATION



Growing to Better Serve You



- Medical Pain Management
- Medical Weight Loss
~Lose up to 30lb in 30 Days!~
- Regenerative Medicine
- Stem Cell and PRP Therapy
- In-House Pharmacy
- Medical Marijuana
- Physical Therapy
- Chiropractic

Randy E. Yucha, DC
Mary Kashurba, MD
Rod Gabel, DC
Lucas Rizzardi, DPT
Hanh Pham, PA-C
Justin DiPhillippo, DC

We are the only integrative pain management clinic in the region that offers services from a medical doctor, physician assistant, physical therapist and chiropractors!

WE GET YOU BETTER FASTER

***NO LONG-TERM
TREATMENT PLANS***

CALL US TODAY!
610-326-2706

Yucha Medical Pain Management & Chiropractic Rehabilitation
435 W. Cedarville Road, Pottstown, PA 19465
Tel 610.326.2706

WWW.YUCHAMEDICALCHIRO.COM