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Recognizing that small business owners often lack the necessary space to host special events and meetings, and knowing car clubs and collectors rarely have a dedicated place for enthusiasts to congregate, Red Horse Motoring Club combined these needs featuring the rarest of automobilia as an interactive experience for events and uniquely memorable experiences. Co-owners Steve Everett and Chuck Harders, a retired Navy Lieutenant Commander, redefine the traditional car club expectation and deliver an event hosting experience unlike anything else in the Philadelphia area.

After two years of searching, Steve and Chuck decided upon the historic Ludwick Motors building in Pottstown, Pennsylvania to begin this endeavor. Originally opened in 1922, Ludwick Motor's proudly sustained nearly 80 years of history on 132 E 3rd Street.



Steve recalls, "The building was amazing... large usable space with the bonus of being a storied neighborhood dealership." Renovations began immediately, all the while respecting and protecting the building's past and character. After seven months, The Red Horse Motoring Club hosted its ribbon cutting ceremony with TriCounty Area Chamber of Commerce to commemorate the beginning of something truly unique.

Founding owner, Chuck Harders is an avid collector and dealer of all things petroliola and automobilia and keeps his vast collection displayed throughout the club. Chuck states, "Designing a space to properly show the bulk of my collection in one space has always been a dream of mine. I just wanted these rare finds to be seen and appreciated by others who understand their history." The collection at Red Horse is massive, encompassing all original antiques dating from the early 1960s back to the dawn of the gas and auto industry. The collection features the full spectrum of automobilia, including early "visible" gas pumps, neon dealership signs, gas station signs, posters, giveaways... and even a 27-foot-long original paper highway billboard for the Willys-Knight automobile! Any person, car enthusiast or not, could spend hours just enjoying the collection alone! As a member of The Red Horse Motoring Club, you gain full access to the entire building and collection, including a state-of-the-art audio system throughout and 15-foot outside movie screen.



The Red Horse Motoring Club fully utilizes its 12,000 square feet by offering different areas to relax, host a client, hold a meeting or have a private gathering. The Red Horse Lounge, originally the Ludwick parts storage room, is now an inviting parlor with a posh ambiance amidst a rustic aesthetic. John Dorety, a local Philadelphia antique salvage expert and custom bar builder designed the walls, posts and bar using untouched salvage from a Philadelphia Carriage house that was built in 1862. This member-favorite spot prides itself on a comfortable, warm vibe that all seem to love! Be sure to check out the original Ford whippet motorized hoist that was used for decades to lift engine blocks to the upstairs! Smiling, Chuck states, "We wanted to fill a void in the market place; but wanted to do it in a way that blew everyone away." And that they did!

Co-owners Steve and Chuck further support the growth of Pottstown's future by establishing other small businesses such as Little Gym International, Ice Cream Café, Splitting Edge Axe Throwing and JJ Ratigan Brewing Company (coming soon).

Additionally, Red Horse has recently been awarded the honor of hosting the High Street Car Show every first Saturday of the month from May to September, a long-time Pottstown tradition! The new car show will be held on High Street between Hanover and Franklin Streets, and the class of cars allowed for entry will be all cars from 1900 to 1980.

Please note: Red Horse will no longer require an entry fee for each car, and will have Vendor spots at the show to further benefit local businesses! If you desire a vendor spot for your business, contact them quickly as spots are filling up.

Membership to the Red Horse Motoring Club offers options for all types. An individual membership is \$100 per month. Corporate memberships range from \$100-\$700 (depending on the company needs) and vehicle storage is \$350 per month (limited availability). Members have exclusive access and amenity privileges that can be reviewed by contacting the Red Horse team at 904.424.7210 to schedule an appointment. Membership is capped at 300 patrons, so secure your membership today!

For additional information, please visit: www.redhorsemotoring.com.

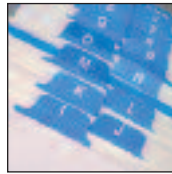




6 **Cover Story:** *CJ's Tires & Automotive is changing more than tires —*
"We are committed to providing exceptional service to our
customers, developing career opportunities for our employees and
giving back to the communities in which we conduct business."



11-21:
Revitalizing
Pottstown from
the Ground Up



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To contact the Route 422 Business Advisor:
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When it comes to purchasing tires and automotive services, individual consumers and commercial fleet operators have several options.

On one hand, the local independent service station may provide familiarity and offer reliable trustworthy service. But in many cases, they are ill equipped to handle the capacity and complexity required, particularly for commercial accounts, and prices can be all over the map. On the other hand, car dealerships have the capacity, training and modern equipment needed to service today's complex "computerized" vehicles, but not necessarily the best prices or personal attention to building customer relationships.

CJ's Tire & Automotive eliminates those drawbacks and combines the best of both worlds. "It starts with our mission statement," explains Bill Bainbridge, Vice President of Marketing. "CJ's Tires & Automotive is changing more than tires. We are committed to providing exceptional service to our customers, developing career opportunities for our employees and giving back to the local communities in which we conduct business."

The key word is "commitment," Bainbridge said. "We want to provide a very different customer experience than what you would typically get at another tire and automotive service dealer, and different from what you would get if you go back to the car dealer where you bought your car. We want to be an alternative to those options."

Bainbridge points out that the generational tradition of using the same mechanic for 30 years "is kind of passing by, particularly with newer customers in that 25-35-year-old (demographic)," he said. "They are looking for some place that is convenient. They are looking for some place that they can trust. And they are looking for some place that offers them value."

CJ's Tire & Automotive is a family-owned-and-operated business started in Birdsboro in 1971 by Paul Levengood Sr., better known as Skip, who strongly believed that he could provide better service than he had experienced at local tire shops.

KING OF PRUSSIA

See locations on page 10



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

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In 1973 Skip bought out his partner and immersed himself into C&J Tire full-time. By the end of 1974, the store celebrated its first year "In the Black." In 1991, the name C&J Tire evolved into CJ's Tire & Automotive Services. That same year, Skip opened a second location in West Lawn, followed by New Holland in 1993 and Lititz in 1994. From just four employees in 1971, CJ's now has more than 200 full- and part-time devoted sales associates, tire and automotive technicians, managers and administrative staff. Today, Skip serves as company CEO and his son, Paul Jr. serves as President. CJ's has developed into a thriving entity and has become the local market leader in tires and automotive services, with 17 locations in Southeastern Pennsylvania.

"Skip started the business because he thought there was a better way to do things," Bainbridge said. "As we are growing, we're still guided and motivated by that objective. When we talk about changing more than tires, we want to be a different experience than our competitors on the independent side, and we want to be different than our competitors on the car dealer side," he said.

CJ's formula for success includes not only superior customer and technical service, but also competitive pricing and flexible payment options. "We don't want price to come between us," Bainbridge says. "We make a lot of effort to understand the competitive marketplace, and make sure that our everyday prices are competitive. We are not always the lowest-priced but, as a consumer, whether it is for tires or an automotive service, we are not going to let price come between us, so if you want to come to us because you trust us, but you want to get a price club's price or a national retailer's price, we promise we'll match that price, because we want to earn your business and your trust."

(Continued on page 8)



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COVER STORY

(Continued from page 7)

CJ's offers interest-free financing on purchases of \$250 or more and additional perks such as coupon savings, gift cards and free oil changes through its **Advantage Rewards Program** for individual consumers. "That's our Loyalty Club," Bainbridge said. Club members are incentivized to not only come in for new tires every 30,000 – 60,000 miles, but also for annual state inspection, oil changes, and manufacturer suggested scheduled maintenance. "In the owner's manual inside the glove box of every new car when it's sold, there's a maintenance schedule," Bainbridge said. "That maintenance schedule is very important if you want to get the most return on investment for that vehicle."

CJ's also offers a B2B **Commercial Advantage Program** to help local businesses and their employees to save on vehicle maintenance costs. "B2B is an important part of who we are," Bainbridge said. "Whether it's a traveling person who has a fleet of one, or a local contractor with five or six vehicles, or a national account with pre-determined pricing, we can take care of their business within the markets we serve. Commercial Advantage is our program that recognizes that using vehi-

cles as part of their service work or selling is an important part of what many businesses do," he explains. "Controlling the cost is important. With our Commercial Advantage program, you are assured you are going to get quality product and service, good advice, and you're never going to be over-sold. And we're going to make sure that our pricing is standardized, so you can project and predict what it's going to cost to maintain that fleet, whether it's a fleet of one or one hundred," he said. CJ's Commercial Advantage Program includes: Discount pricing on tires, which includes professional installation; Customized pricing on vehicle maintenance costs; Discount pricing on parts and labor for vehicle repairs; and E-Mail service reminders at recommended service intervals.

CJ's utilizes data analysis to help commercial customers reduce vehicle maintenance costs. "We will sit down with any commercial account, it doesn't matter how large or small, and we're happy to provide advice," Bainbridge said. CJ's detects and addresses patterns where maintenance costs are increasing on a particular vehicle or segment of vehicles. "We found that particularly true

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with some building contractors where we see something starting to spike, for example an unusual number of flat repairs. Maybe they are running a (tire) product that does not have enough load carrying capacity, so we will make recommendations. Sometimes that tire product becomes more expensive out of pocket, but if it lasts longer and there is less down time, the company saves money. We offer that level of consultancy, along with the products and services that we sell," he said.

The technology of tires and automobiles is constantly improving becoming more complex, and investment in training and equipment is a top priority for CJ's Tire & Automotive. "In terms of our largest investments, people are the most important, then our locations, and then comes the equipment and the training in order to be able to provide the high level of service that we want to hang our hat on," Bainbridge said. "As the technology of tires and vehicles has changed, so has the technology of the equipment that the technicians need in order to safely install product on your car, help you maintain that performance, including wheel balancing or wheel alignment, and taking care of the power, braking, exhaust, and

suspension systems of the vehicle. Cars are coming with more bells and whistles," he said.

"We require our tire technicians to go through training and recertification every year from the Tire Industry Association," Bainbridge said. "It's the best of the best. We follow the Motorist Assurance Guidelines in terms of the services we perform, the warranties that we provide and the prices we charge. All of our mechanical technicians are Automotive Service Excellence certified, and we incentivize them to participate in that training and reward them from a compensation standpoint for having, keeping, maintaining and growing those certifications," he said. "That's why I say in confidence you're going to get the same quality of technician here that you're going to get at a car dealership. Training comes from different sources. For our guys it's actually more challenging. They are not just Chevrolet specialists or Ford specialists. They need to be certified and become a specialist in all makes and models. We are proud of the fact that, for our employees, it's not just a job. It's a career. And to be successful in that career, they have to participate in continuing education."

(Continued on page 10)



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COVER STORY

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In addition to continuing education, throughout the year, CJ's Tire & Automotive employees participate in fundraising for Children's Miracle Network, the PA Breast Cancer Coalition, and the Multiple Sclerosis Foundation as well as donating to numerous other local charities in our communities. "It starts with part of our mission statement," Bainbridge said. "We're changing more than tires. The key word 'commitment' appears throughout. We're committed to exceptional service to the customer. We're committed to developing careers for our employees. And we are committed to giving back to the local communities we serve. So, we do participate in fundraising opportunities. The owners are very philanthropic and they encourage us to do that not only with our employees and with our customers, but they do it themselves as well. They set an example that all of us as employees try to follow," he said.

"The heart and soul of the company comes from the owners and their determination to do things the right way" Bainbridge said in conclusion. "It's not about who is right. It's about what is right. It's about being different. There's a lot of places that people can go to have their car, or their fleet serviced. We're not like everybody else. Our facilities are different. Our people are different. Our equipment is different. And we think that ultimately makes us better, faster, and more affordable than our competitors," he said.

For additional information, please contact: Bill Bainbridge, Vice-President of Marketing at: 610.404.0224 Ext. 104; email: BBainbridge@cjtire.com; website: www.cjtire.com.

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Pottstown's Mosaic Community Land Trust Revitalizing Pottstown from the Ground Up



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Where you live becomes a part of who you are. In most cases, goods and services provided locally are your window on the consumer world. The location of goods and services is only part of the story associated with the quality of life of a place. The entire living experience relates to the quality of life you enjoy in your localities. In many cases the older neighborhoods, since the 1960s, have experienced disinvestment, outward migration and job loss. What was once the hub of pre-World War II society had lost its sense of place, as the "old" moved out and there was no "new" ready to move in to many of the buildings and spaces.

People in these communities have responded to the challenges to work to bring about change for the better in the communities. Through grass roots leadership, the seeds of renewal have spread to many communities. In Pottstown, the Mosaic Community Land Trust has been seeding renewal in the borough for about

nine years. They have a mission to improve the quality of life in Pottstown, with a wide array of responsibilities including Housing, Community Gardens as well as Community Arts.

A Community Land Trust is a little different than other non-profits in as much as it seeks to be a land owner. To date, there

are 255 Community Land Trusts across the nation, and there is a National Community Land Trust Network. The mission is much the same as a community development corporation, as it is a sustainable model for community involvement and partnerships, increased homeownership, neighborhood stabilization, arts & culture, greening/ community gardens.

Mosaic's community garden manager is Daniel Price. A lifelong resident of the Pottstown area, Dan knows the area well. Dan has brought a wealth of knowledge on not just Pottstown, but the trends in revitalization of older Pennsylvania communities. He assisted in the revitalization of West Chester Business Improvement District. I personally view this as his "return to nature" period of his life.

There are currently five community garden sites located in Pottstown — two on Chestnut Street, one on Walnut Street, and the others on the grounds of Rupert and Barth Elementary Schools. At three of the garden locations, residents are able to rent

garden plots to grow their own healthy and organic produce. Volunteers and Mosaic staff, as well as community members, are often educated through workshops and hands-on assistance offered at the garden locations.

The overall mission of Mosaic is the improvement of Pottstown. Mosaic recently purchased its first home at 417 Chestnut, located right next to one of its gardens. In coming months, they will be partnering with Habitat for Humanity to demolish the building and rebuild. It will be the first house in the borough sold under the Land Trust model. Mosaic's Community Arts wing also assists in community-wide art endeavors that include murals, children friendly events and a variety of community outreach efforts, including the founding of the Youth Orchestra of Pottstown last summer.

The entire effort is used to build the community and create a sense of place for both residents and visitors alike.

(Continued on page 12)

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FOCUS ON THE REVITALIZATION OF POTTSTOWN

(Continued from page 11)

A Community Garden is more than a garden where members of the community gather together to grow fresh produce. It becomes a way to interact with your neighbors, even if they live further away from you within the community.

Community Gardens are not that easy to set up, but they are harder to make go away as they become a focal point of the community. I remember having a significant community garden on South Street in Philadelphia. I also remember that a developer wanted to use the space, and there was significant community pushback concerning the conversion. I also remember the same thing happened in Phoenixville when the housing authority wanted to get rid of the community garden and the sacred Labyrinth. That also was not pretty.

Dan has done a good job keeping up the momentum on the gardens, as the idea has caught fire in Pottstown. During the summer months, Mosaic's Kids' Club is a weekly educational program that inspires kids to be engaged in the community and to be environmentally conscious. He has also initiated workshops that are held in the gardens,

at the Mosaic offices, and in locations hosted by many of our community partners, including the Pottstown Regional Library, the YWCA and YMCA, Olivet Boys and Girls Club and Art Fusion.

Dan has developed and instituted rules that people must abide by in order to be a member of the garden. They have to agree to abide by the garden rules for MOSAIC Community Gardens.

If a potential member is a beginning gardener, they will be required to attend at least one orientation session for new gardeners. He requires members to attend at least three (3) of the monthly "Garden Party Work Days" to maintain common areas, borders and paths, and to get to know other gardeners and foster a sense of community. He insures safety by requiring that members not give out the Garden lock combination to anyone.

These are simple rules that lay out the responsibilities for the participants, and fosters a sense of community interaction which is the essence of community quality of life.

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



The popular trolley tour of investment opportunities will return this year to the Pottstown Investors Conference.

Third Annual Pottstown Investors Conference to Advance Local Economic Development

The Third Annual Pottstown Investors Conference will be held Friday, April 12 from 8:30 a.m. to 3:30 p.m. in The Hill School's Center For The Arts, 760 Beech St., Pottstown, Pa. This conference is geared toward real estate investors, developers, business owners, entrepreneurs, state and federal officials, and Pottstown community leaders.

There is no charge to attend, although participants are asked to pre-register with Stephanie Trauner, administrative manager for Hobart's Run, at strauner@thehill.org or by calling 610.705.1018. The program will inform individuals who may be interested in opening a restaurant or entertainment venue, retail shop, or other business, or moving to Pottstown and buying, restoring, marketing, and/or residing in real estate featuring the Borough's architecturally diverse housing stock.

Building off the previous two well-attended events and participant feedback, conference planners from Hobart's Run are varying this year's format so there will be fewer "speeches," more conversational story-telling by Pottstown stakeholders and entrepreneurs, and further showcasing of intriguing real estate opportunities here in our hometown during a session dedicated to this requested topic. Participants also will be treated to a guided trolley tour (also a popular feature of the initial conference). Details are being finalized for a keynote speaker.

The event will again offer a "Taste of Pottstown" lunch featuring fare from local restaurants – and, this year, the delicious food samplings will be paired with a "gallery walk" displaying information and literature about nonprofits and other organizations that



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The Pottstown Investors Conference (left) will again feature "A Taste of Pottstown" networking lunch featuring local vendors' fare.

Panel discussions (below) planned as part of the Pottstown Investors Conference will allow participants to "go deep" into timely topics.



support and serve Pottstown in partnership with our business community.

The program will include a panel highlighting women-owned or operated businesses in the Borough, among other stimulating, timely discussions — including a chance to engage in "Q & A" with elected officials who interact with Pottstown investors. The day will end with a networking happy hour.

The event is hosted as a partnership of the Hobart's Run neighborhood revitalization initiative and The Hill School.

A 501(c)(3), Hobart's Run works with residents and property owners to revitalize the neighborhood through projects that create a clean, safe, and inclusive community; provide incentives for home

ownership and home improvements; and generate positive, sustainable commercial and retail development. While initially addressing an area of approximately 600 parcels in Pottstown (Queen Street in the south, North Adams on the west, Beech, Grant, and Jackson on the north, and Keim Street on the east), Hobart's Run strives to use successes in this focus area to spark and support revitalization throughout the Borough.



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Wave of New Investment Accelerates Pottstown's Revitalization Process

When the Third Annual Pottstown Investors Conference gets underway at The Hill School on April 12th, presenters and attendees will no doubt be encouraged by the veritable tsunami of recent investment along East High Street in the heart of the downtown, as evidenced by the sale of several dozen properties over the past few years, including seven transactions in the last seven months. And the good news is that multiple investors and investor groups are acquiring these properties for reasons that will ultimately bring enormous benefit to the borough and the downtown. This collective group of motivated, committed, well-capitalized visionary investors offers an enormous opportunity to bring the string of long vacant and underutilized buildings lining the first three blocks of East High Street in the heart of the downtown back to life.

"I have a real good sense of who's buying and who's selling," said Brian Kelly, Broker/Owner of Brian Kelly Real Estate. Kelly has sold 20-some commercial properties in the first three blocks of East High Street. "I've been selling downtown for 20 years, and what I've noticed is a big shift in the motivation of the buyers coming in," he explains. "It used to be you would buy in Pottstown because of affordability. You couldn't afford to buy anywhere else. Today buyers are seeing opportunity, and they are choosing to come to Pottstown looking to the future, as opposed to just getting in because it is affordable. That's a really nice change, because it is bringing in people who have much greater resources and a willingness to invest significant amounts of money in their buildings, either for their own operations, or to get them ready for a tenant. That wasn't the case with the investor pool that was here 15-20 years ago," he said.

Kelly is also optimistic because these new investors — some partnerships, some

individuals, and some family partnerships — for the most part, communicate and coordinate with each other and share a collective sense of vision and optimism for Pottstown's revitalization based on the success of other post-industrial towns in the region.

"I still hear the Phoenixville reference from buyers who say, 'We missed out on Phoenixville. We're trying to get in Pottstown,'" Kelly said. "That mindset is still out there. This buyer pool includes a handful of investors who own multiple (two-to-six) properties downtown. So, these are people who really recognize opportunities today. There are also local people buying just one property or two properties. I'd say it's a 50/50 local investors and people from outside coming in," he said, adding, "Commercial renovation is certainly a process. You have to be fearless and investors bring a fearless attitude toward projects and find reasons to say 'yes' instead of reasons to say 'no' to things. You have to have ambition and courage. Some of these properties need a lot of work. They are not turnkey cash machines. You almost have to be a contractor or hire a contractor to make the building into something that can be profitable. I think the people buying now are people who are serious about it and are doing the work."



Brian Kelly

Scott Bentley, president/owner of VideoRay LLC, a manufacturer of small underwater video equipment, was one of those fearless early participants in the current wave of investment. Bentley purchased the property at 212 East High Street, renovated the building, and moved his 35 employees working in management, corporate administration, marketing, engineering assembly and repair functions into the downtown. Bentley cited Pottstown's growing arts and culture community as one of the reasons he chose Pottstown to relocate his company.

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Bentley's "put feet on the street" approach has been emulated by others, including April Barkasi's Cedarville Engineering Group, which undertook the expense of asbestos abatement to renovate and relocate their headquarters to the long-vacant upper floors of the BB&T building at 159 East High Street.

Another of those early investors was Sailaja Adlura and her husband, who own six properties in the borough and have invested more than \$1 million in downtown real estate and improvements. Their properties are currently 95 percent occupied, with only the property at 133 E. High Street still undergoing renovations.

Sailaja acknowledges that she was initially pessimistic about Pottstown, with concerns about safety issues. She credits then PAID Director Steve Bamford, real estate agent Brian Kelly, and then-Borough Manager Mark Flanders for alleviating her early concerns and facilitating her efforts. While her initial pessimism about Pottstown has turned to optimism, Sailaja notes there are still issues to be addressed, and she is working in concert with other investors in the borough to address those issues with the appropriate entities in order to create an even better environment in which to promote revitalization in the downtown.

Yet another family investment group, Win and Sutida Somboonsong, may perhaps represent the "canary in a coal mine" in reverse for Pottstown revitalization. The Somboonsongs have purchased a number of properties downtown including 152 East High Street, site of the former Brickhouse restaurant. The Somboonsongs operate several popular Asian fusion restaurants on the Main Line. One of those restaurants is cited as having contributed to the revitalization of Media, PA, and many are expecting the new restaurant they will open in Pottstown at the former Brickhouse location in August to have a similar impact in Pottstown.

"I met (Win and Sutida) on East High Street and I could tell they were the real thing," Brian Kelly said. "They were serious. They talked about their other restaurants. When they bought their first property (in Pottstown) they said it reminded them of Media where they went in and opened something and it was very much like this," Brian Kelly said. "The town has grown with them. They are a real class act. They have great restaurants on the Main Line. The eateries coming to Pottstown are what is exciting to most people more than anything," he explains. "The new restaurants and brew pubs opening are the talk of the town."

(Continued on page 16)

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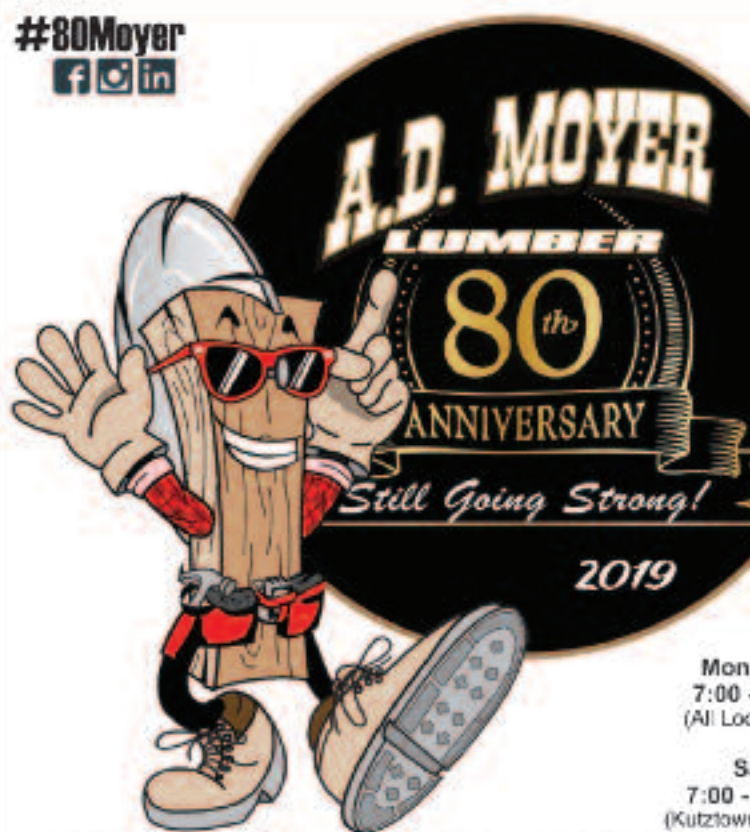
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(Continued from page 15)

Entrepreneur Adam Burke, owner of Lily's Grill, at 115 East High Street, recently partnered in a second eatery, Pottstown United Brew Pub, located at 251 East High Street. "Adam Burke gets a lot of support from people who want to see his businesses succeed downtown," Kelly said. "And a place like Sly Fox Brewery (at Circle of Progress), which draws huge crowds, shows people are willing to support interesting businesses and eateries and I think that is encouraging other investors, because they see there is a clientele base."

That is certainly the case with yet another investment group which recently acquired several properties in the downtown, including the former Ellis Mills Department Store building at 225 East High Street, where they opened Splitting Edge Axe Throwing in February, and they are planning to open a brew pub / restaurant at that location later this year. Steve Everett, a developer who also works as a realtor for Berkshire Hathaway in Devon, is one of the investment group's partners. Everett attributes the Somboonsong's investments in Pottstown and their planned restaurant

at 152 East High Street as a contributing factor in his decision to invest in the borough. "When we saw (Win and Sutida) come in, we said, well they started in Media and the Main Line and they do a hell of a good job. They last. They put a lot of money in their properties," he said.

Asked why else they decided to invest, Everett said, "Why not?" citing the borough's abundant assets. "Look at the architecture, the roads (easy access to Routes 422 and 100). Look at what you've got around you," he said, referring to The Hill School, the West Campus of MCCC, the Steel River Playhouse, the Schuylkill River Trail, the Pottstown Carousel, a downtown Farmer's Market, a new Colebrookdale Railroad station, parks and many other unique assets that, when looked at collectively, add up to opportunity.

"We (initially) came (to Pottstown) because of (the availability of) Prince's Bakery," Everett said. "Architecture is something we both like, and we both said this could be a speakeasy. We bought it and we are in the process of building that out."

Everett and his partner also purchased the old Ludwick Motors building on North Hanover Street and have converted that property into the popular Red



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Horse Motoring Club, managed by CEO Chuck Holder. The partners currently employ 14 people in several of their enterprises, and they are in the process of renovating and acquiring tenants for a handful of additional properties along East High Street. "If you can't put someone in there, put yourself in there," Everett said.

"We're taking on a lot more risk by doing our own things, trying to focus on urban lifestyles and what's working in other small towns and adding to it," Everett continued. "Luckily, our timing is right because there are other investors doing the same thing. They have a stake and are making efforts and it's a collaboration of efforts," he said, adding, "There are a lot of similarities to what happened in Phoenixville, but I think Pottstown will do it faster. Breweries attract like minded people. People don't want to leave the house anymore, but when they do, they want a fun experience."

Brian Kelly looks at the current group of investors in Pottstown and sees them collectively as the final piece to the puzzle for revitalization of the downtown. "I think it comes down to individual investors," he said. "The community can hopefully create an environment ripe for revitalization, and the borough has created

a stronger, more user-friendly stance to businesses and investors which is good, but it still comes down to the individual investor, building by building, doing the hard work. It's not easy, but it's the individual investor who does it. It's their money. They are putting their neck out there to make these projects work. They deserve the credit," he said, adding, "I do think we are getting close to a tipping point, and with a few more establishments opening, it will just snowball from there. That's what I'm hoping," he said, adding, "It's an exciting time for the borough."

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Steve Ladner Photography

My journey as a photographer began in the early 1970s, right out of college. Sometimes you just hit it, and fortuitously for me, I did. Though I wasn't formally trained in photography, photography had been my passion starting with photographing my friends in college, the streets of New York City, and the cultural events of the time.

An art director friend suggested that I look at some fashion magazines to see how those images were shot, and Inspired by what I saw, I knew that if I studied those images, I could replicate them in my own style. I borrowed some clothing from young designers and boutiques and went out into the country side with a group of friends to take pictures. That became my training, as I quickly learned what worked and what didn't. Model agencies liked my work and sent me models, and I was off and running.

Within months I had a portfolio and after showing my photos to some fashion editors in New York City, I got my first professional job shooting for *GQ Magazine*. Over the next year, I continued to evolve and to



develop my style. After a few more fashion magazines saw my work and hired me, I "caught on" and a 20-plus year career as a fashion photographer was launched.

While living in New York, I shot for magazines like *GQ*, *Harpers Bazaar*, *Seventeen Magazine*, *French Vogue*, *Town & Country*, *Modern Brides*, *The New York Times Magazine* and advertising campaigns for beauty clients such as Revlon, Almay, Estee Lauder, and Chanel. For the sake of adventure and to broaden my experience,



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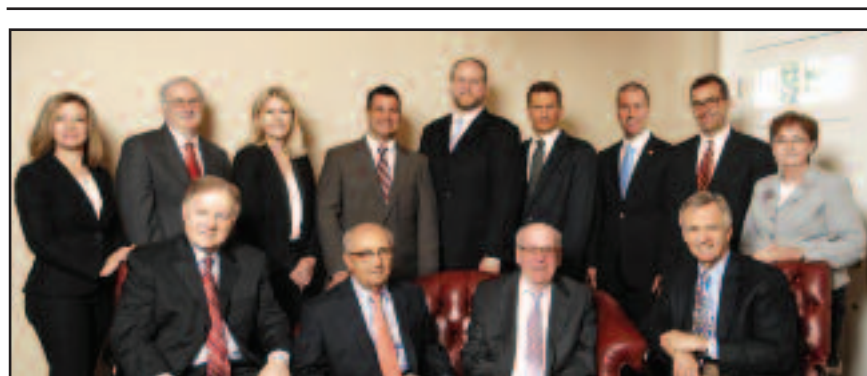
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The attorneys at O'Donnell, Weiss & Mattei, P.C. (OWM Law) have been serving clients in Pottstown and Phoenixville, and throughout Montgomery, Chester, and Berks Counties, for over 60 years! In addition, OWM Law has been a member of the Chamber for over 35 years. OWM Law attorneys serve as Solicitors to both the TriCounty Area Chamber of Commerce and Pottstown Area Industrial Development, Inc., and we are pleased help advance their vision of growth and revitalization for Pottstown. In fact, it is not unusual to find the lawyers from OWM involved, both on the front lines and behind the scenes, in much of what is happening in both Pottstown and Phoenixville, as OWM attorneys are good citizens and proud volunteers, strongly committed to supporting the communities in which they do busi-

ness. The fingerprints of OWM Law attorneys are all over the revitalization of Pottstown and Phoenixville, including various and assorted business and real estate projects (i.e. motels, retail establishments, redevelopment of formerly abandoned industrial sites, restaurants, etc.).

The attorneys at OWM Law represent businesses, municipalities, banks, individuals, families, and charitable organizations. Each lawyer practices in specific areas of the law, and to better serve clients we also frequently utilize client service teams consisting of multiple attorneys and paralegals. Through the development of these teams, we are able to handle complex transactions and provide the guidance and solutions our clients need.

(Continued on page 20)

The WordTech Group

Don't
use the
J&@K
word!

A sly grin spreads across the face of the man operating the shiny new UV based variable data imaging machine. "Four letter word, ends in K... but starts with a J. Yeah, we don't say that word around here," says Donovan Price, who has been with The WordTech Group since 1992. When summer rolls around, Price will be celebrating his 27th year with the Pottstown-based, family-owned business. While that counts as serious longevity, you may be surprised to know that he isn't the longest tenured employee at WordTech. In fact, of the 17 full time staff employed at the company, they count nearly half with over a decade of service.

"That's the kind of loyalty you can't buy... and it's why our customers stay with us year after year," says Greg Ohanesian who, along with his brother Ben, own the company.



Greg Ohanesian (left) and Ben Ohanesian

For the team at WordTech, they try not to call it "Junk" mail and instead encourage "direct mail" or "marketing mail" both internally and with their customers. "Direct Mail drives traffic and increases revenue. It's that simple. If "junk" gets more people to know who I am, and to do more business with my company, then sign me up for more "junk," Greg said.

Nearly 40 years after their parents founded the business, the Ohanesian brothers are moving WordTech into previously uncharted territory. "It used to be that one million pieces of mail processed in a month was an incredible feat for us... now it's just called a bad month," says Ben Ohanesian. Gaining a reputation as the direct mail industry's version of the Property Brothers, Ben and Greg Ohanesian are looking at 2019 as a breakthrough year for WordTech.

"We really focused on customer success and making sure what we were sending out in the mail was effective. Anyone can send out mailings, but we work individually with our customers to understand their end goal, and how they will measure success. Every company is different, and every mailing needs to reflect that," says Ben Ohanesian.

It's no secret that direct mail marketing is still going strong in 2019. Once thought to be a relic of the past, as the 21st century ushered in new mediums in digital advertising, email marketing chief among them — marketing and advertising direct mail still boasts an average response rate that is several times higher than most digital forms of advertising.



Ben Ohanesian (left) and Greg Ohanesian

All of these points highlight why Ben Ohanesian, and the team at WordTech, prefer not to use the "J" word. "Marketers are smart people — they understand that consumers are going to sort through their mail every day, and while sorting what they want versus what they trash or recycle, they are looking at your message. How many hundreds of emails never even reach your normal inbox because they are caught in a junk or spam filter?" Ben asks.

For additional information about the range of services offered by The WordTech Group, please call: 610.326.7200 and visit www.wordtechinc.com.

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(Continued from page 18)

In addition, several OWM Law attorneys are licensed title agents, and OWM Law routinely conducts residential and commercial real estate settlements in both of our office locations.

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

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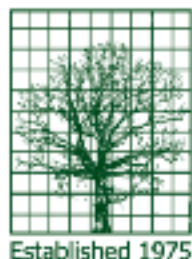
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When we talk about senior living, images that come to mind might be starkly clinical. Whitewashed hallways, linoleum floors. Flickering fluorescent lighting. Mass-produced food served on trays. Scowling personnel desperately avoiding eye contact. Many of us have experienced this – and some of us experience it still.

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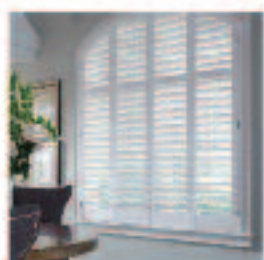
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Lynne Ernst Entrepreneur and a Proponent of Zoetic Lifestyle/Translation ...living a vital life.

As Lynne's mother, I believe I can give you the inside track on how my daughter has evolved in business, health and physical fitness, and business relationships. There are some key things that I have seen Lynne practice that have moved her forward in the important areas of her life regarding any project or undertaking.

- **Excellent planner**
- **Extremely organized**
- **Developed an open mind**
- **Good decision making techniques**
- **Practices effective communication with her interactions**
- **Very generous (sometimes to a fault)**
- **Notable work ethic**

The best way to follow Lynne's career path is along a continuum. She embarked on her career path as a short order cook at the Tropical Treat; a local drive up restaurant in her home town of Shippensburg.

After high school, Lynne's next step into her career path was working at the Mechanicsburg Naval Base as a Clerk Typist. On her move to West Chester, PA; she attended the West Chester University.

Moving forward to State College: Lynne attended Penn State University. This is where she took a big step into property management giving her an opportunity that launched her into a new realm of the business world. She began to develop many and varied skills that she refined and continued to use in future ventures.

A notable stride on Lynne's career path was as an Executive Director for John Hamilton Realty Seminars combined with Inner Circle Education; a national consortium of real estate educators. Lynne was the liaison between the Board of Directors, educators and their students.

Relocating to Reading PA, Lynne became a Girl Friday to the owner of an Insurance and Investment Brokerage firm — A position that required interacting with clients, underwriters, insurance carriers and physicians on behalf of the owner. Another layer of skills and talents was added to Lynne's already solid base.

Continuing on Lynne's career path, an opportunity was presented to her and she became an independent contractor/consultant to the proprietor of a residential and commercial real estate portfolio. Lynne acted as a liaison with the proprietor's attorneys, accountants and bankers. A major part of Lynne's role was the coordination and facilitation of multi-million dollar real estate transactions in New York, Maryland, Pennsylvania and Indiana.

Can we just take a break here?! I am exhausted! You must be too reading this. I have told you these things to show you the progression and development of a career person.

May I tell you, as Lynne's mother; I am very proud of her accomplishments and energy. There is more in her career path to bring you to the present. At the end I will be sharing her secrets to being like the energizing bunny.



Lynne
Ernst



Lynne Ernst and her mother.

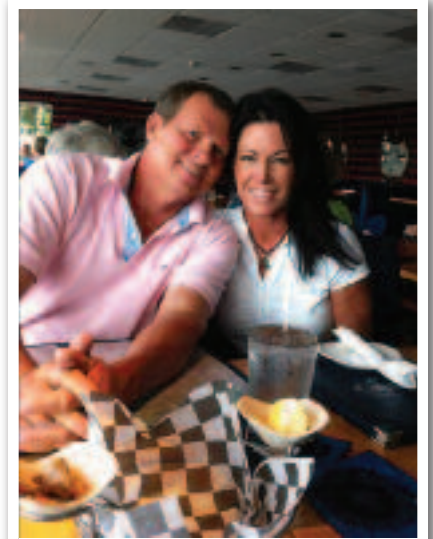
Lynne and her husband Barry own LB Property Services, LLC, a facilities maintenance, construction and property management company with a combined 100+ years experience; providing services to some of the largest pharmaceutical corporations in the world and varied other commercial properties. While her husband is the project manager on-site, Lynne's role is business development and operations manager. Their project history demonstrates an expansive scope of work.

Now that you have read about Lynne's career path and accomplishments to the present, I promised I would tell you some of her secrets to living a Zoetic lifestyle.

I will start with Jeunesse Global, a company that supports the opportunity to live a Zoetic lifestyle. Jeunesse Global incorporates a variety of products and programs that work synergistically to enhance many aspects of your health.

Physical fitness has become a major part of Lynne's life. She is a runner and disciplined about her gym time. Lynne has discovered that proper nutrition is extremely important in creating the energy and health to maintain her lifestyle.

Lynne has been creating her own recipes, eliminating sugar and white flour; using ingredients that support a Zoetic lifestyle. She is currently working on a cookbook that will be available offering a collection of her favorite recipes.



Lynne and her husband Barry Ernst.

Lynne is known for her willingness to help her family, friends and business associates. Lynne loves flower gardening and landscaping. On their eight-acre farm, she raises chickens and calls them her "girls." She enjoys event planning and entertaining. Trips to California and Key West are her two favorite destinations.

Follow Lynne on Facebook @zoeticlife or Instagram @zoetic_life to learn more about her cookbook, nutrition, fitness tips and upcoming women's retreats.

You may connect with Lynne at: lynneernst262@gmail.com.

Schuylkill Valley Sports Partners with Target's New Marketplace Target+

Target has recently announced the launch of their new expanded website Target+, which will welcome third-party sellers to its website, offering shoppers a wider array of products in certain categories, including sports equipment & sneakers.

Although there are similarities to Amazon & Walmart websites, Target.com will offer a more selective assortment. Unlike Amazon, where sellers can register to sell on the site, the ability to sell on Target.com is by invite only.

Schuylkill Valley Sports is one of Target's select specialty retail partners representing multiple sports departments. SVS was honored to be the **FIRST** retailer chosen by Target for their new Target+ marketplace!

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bucktowngrille.com/Nrille_Menu.pdf

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ROUTE 422 BUSINESS ADVISOR

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

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CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

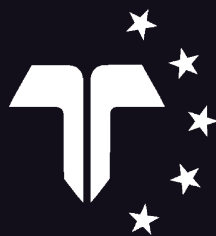
• EMAIL:
info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

Michele Barrett, Events & Marketing Director
michele@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

We have several special announcements regarding the Chamber! See page 37.

Building Industries
Exchange Transitions
to Become Part of
TriCounty Chamber



NEW Edition Guidebook

The Chamber's
NEW Podcast

Chamber
Chat



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 March. 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!**

Amity Digital
155 Browns Mill Rd.
Douglassville, PA 19518
610.698.5924
amitydigital.com

Website Design
Amity Digital is a full-service digital agency focusing on web design and digital marketing. Specializing in small business and ecommerce, our goal is to make the web work for you.

Better Tomorrow's
2120 Buchert Rd.
Community Room
Pottstown, PA 19464
610.323.2554

Nonprofit Organizations
Better Tomorrow's is located in the Rolling Hills Community. We serve a low-income population: Social Services, summer & after school programming.

Beverly's Pastry Shop
322 E. High St.
Pottstown, PA 19464
610.323.2020
www.beverlypas-tryshop.com

Bakeries; Caterers/Banquet Services; Event Planners; Food Products; Food Products - Specialty
Reopened under new ownership in February 2015, the new Beverly's Pastry Shop is a gourmet bakery offering some of the most delicious and fantastic treats you will ever enjoy. With custom and spiced up traditional flavors, we guarantee that there is more than one fabulous treat in our midst that will make your mouth water.

Bri.Kol Beauty Boutique
1403 Farmington Ave.
Pottstown, PA 19464
484.363.2554
www.brikolbeautyboutique.com

Health and Beauty Aids; Salons - Hair/Nail and Skin Care/Tanning
Bri.Kol is a nice salon specializing in specialty services.

Courtyard by Marriott Collegeville
600 Campus Dr.
Collegeville, PA 19426
484.974.2600
www.marriott.com/phlvg

Caterers/Banquet Services; Hotels/Motels/Bed and Breakfasts; Restaurants/Clubs
Hotel with 132 guest rooms and 3200 square feet of event space.

Four Leaf Face Painting
126 Buchert Rd.
Gilbertsville, PA 19525
954.616.9712
www.fourleaffaces.com

Entertainment
A face and body painting, glitter tattoo, airbrush tattoo, and balloon twisting company for parties and events.

General Carl Spaatz Army Air Force Museum
640 Highland Ave.
Boyertown, PA 19512
484.945.3402
www.facebook.com/GeneralSpaatzMuseum

Museums; Nonprofit Organizations
The General Carl Spaatz Army Air Corps Museum (GSM) is a living tribute to the U.S. Air Forces during WWII and the Home Front that supported them.

Giovanni's Big Daddy's Pizza
1300 North Charlotte St.
Pottstown, PA 19464
610.323.8055
www.eatbigdaddypizza.com

Caterers/Banquet Services; Food Products; Restaurants/Clubs
Big Daddy's Pizza has established a reputation for providing highest quality food, excellent customer service and speedy delivery to customers in the Pottstown area - always at the lowest possible price too. We can promise satisfaction because all dishes are freshly prepared every day with premium ingredients.

Gracie's 21st Century Café & Catering
1534 Manatawny Dr.
Pine Forge, PA 19548
610.323.4004
www.gracies21stcentury.com

Caterers/Banquet Services; Consulting; Restaurants / Clubs; Wedding Consultants / Planners
Fine dining restaurant, special events, indoor & patio dining with an investment in organic, local produce & wild-caught fishes, grass-fed organic beef.

Kiki Vodka Bar
300 E. High St.
Pottstown, PA 19464
215.370.1775
kikivodka.com

Restaurants/Clubs
Kiki Vodka Bar - small cocktail bar in the soon to be redeveloped Farmers Market.

Mick Yonas Painting & General Contracting
168 S. Franklin St.
Pottstown, PA 19464
610.585.9790
Building Contractors; Contractors; General Contractors; Handyman Services; Painting/Wallpapering
Interior & Exterior painting, all aspects of general contracting, finish carpentry, home remodeling.

Pottstown Farmers Market
300 E. High St.
Pottstown, PA 19464
484.949.9599
Pottstownfarmersmarket.com

Restaurants/Clubs
Bar (Vodka) - Food Court within the market. All vendors supply food for our bar. Open back up to potential classes. Ex. - cooking, art, business meetings. Goal - outdoor vendor on roof.

Realty One Group Exclusive
1885 Swamp Pike, Suite 109
Gilbertsville, PA 19525
484.975.6400

Real Estate - Commercial / Industrial; Real Estate - Residential
Real Estate company specializing in Residential and commercial properties.

Rustic Red Door Co.
2180 Coleflesh Rd.
Perkiomenville, PA 18074
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Pottstown, PA 19464
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www.springvalleyroofing.com

Roofing/Siding Contractors
A certified roofing company. Lifetime warranty by CertainTeed.

WC Development Group
114 South Washington St.
Pottstown, PA 19464
610.495.5610
www.pdmdatalock.com

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

40 YEARS

The Body-Borneman Companies

30 YEARS

Coventry Corners
Pottstown Cluster of Religious Communities

10 YEARS

Arnold's Family Fun Center

NAMI PA, Montgomery County

5 YEARS

Kriebel Security Inc.

Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their Members for their success. Contact Michele Barrett at 610.326.2900 or michele@tricityarea.com

Member Renewals

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

1031 CORP.

BCM Engineers

Berks Career and Technology Center

Berks Fire Water Restorations, Inc

Borough of Pottstown

Boyertown Museum of Historic Vehicles

Cappelletti Pinter & Company, P.C.

Clark Industrial Supply

Complete Family Eyecare, Ltd.

D.E.C. - Pottstown Training Center

Foundation for Pottstown Education

Furniture Soup, Inc.

Gilmore & Associates, Inc.

Glass Slipper Concierge

Greater Pottstown Tennis & Learning

GVF, a Transportation Management Association

Haron & Sons Auto Center LLC

Herb Real Estate, Inc.

Keystone Villa at Douglassville

Montgomery County Intermediate Unit

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

Owen J. Roberts School District

Physicians Care Surgical Hospital

Pottstown Parks and Recreation Foundation

Richard A. Zuber Insurance Agency

Sanatoga Ridge Community, Inc.

Santander Arena & Performing Arts Center

Spring Valley YMCA

Synergy Environmental, Inc.

The Swamp Door Antiques & Curiosities, LLC

Traffic Planning and Design, Inc.

Upper Pottsgrove Township

Western Montgomery Career and Technology Center



TRICOUNTY AREA
CHAMBER OF COMMERCE

THANK YOU!

**2018-2019
Connections Partners:**



2018-2019 Commerce Partners:



MAKING A DIFFERENCE IS WHAT WE DO!

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DEVELOP YOUR WINNING EDGE

➤ **WEDNESDAY, APRIL 17 from 5 to 9 PM**

➤ **RIVERCREST GOLF CLUB**

Featuring keynote speaker

SHAWN HARPER

Platinum Sponsors:

 **Exelon Generation**

 **Pottstown Hospital**
TOWER HEALTH
Advancing Health. Transforming Lives.

For more details or to purchase tickets, please call
610.326.2900 or visit tricityareaeachamber.com

**YOUR
ATTITUDE
DETERMINES
YOUR
ALTITUDE.**



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Located in Pottstown, PA., and a member of Tower Health, Pottstown Hospital is a 232-bed hospital, conveniently located off Route 422, at Armand Hammer Blvd. and High St. The hospital offers a full range of health services, including inpatient and outpatient, medical, surgical, diagnostic and emergency care. The Medical Staff features nearly 300 skilled physicians, offering more than 40 medical specialties.

Pottstown Hospital is accredited by The Joint Commission and has been recognized for its quality outcomes and clinical expertise across many service lines. Its cancer program is nationally recognized. The hospital also is a Primary Stroke Center; Joint Commission-certified for hip and knee replacement; and Heart Failure and Chest Pain certified. Its Emergency Room, which is second busiest in Montgomery County, sees more than 44,000 patients a year. For more information, visit www.towerhealth.org.



Exelon Generation

Did you know the electricity you use every time you flip on a light switch or plug in your phone may have been made locally, right along the 422 corridor at Limerick Generating Station?

Owned by Exelon Generation, the station employs 780 people, generates \$3 million in taxes to the local economy every year, and produces enough zero-carbon electricity to power two million homes.

Limerick Generating Station and its employees also contribute more than \$300,000 to community organizations, including the TriCounty Area Chamber of Commerce to help fund our focus on education, the environment, health and human services, the arts and community development. And, Limerick employees typically volunteer more than 1,500 hours of service at local schools, and non-profit organizations each year.

MAKING A DIFFERENCE IS WHAT WE DO!

LEADING HEALTHY *Teams*



TRICOUNTY AREA
CHAMBER OF COMMERCE

proudly presents:

Leadercast 2019

Friday, May 10
8 AM to 4 PM

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



Marcus Samuelsson,
Award-Winning Chef,
Restaurateur, Author
and TV Personality



Carla Harris,
Vice Chairman and
Managing Director,
Morgan Stanley



Ginger Hardage,
Former Senior VP
of Culture and
Communications,
Southwest Airlines



Andy Stanley,
Leadership Author
and Communicator



Juliet Funt
CEO,
WhiteSpace at Work



Craig Springer,
Executive Director,
AlphaUSA

Registration required. For more details or to purchase tickets, call 610.326.2900.

lewis
ENVIRONMENTAL



E-Cycling

Earth Day
Monday, April 22

Have any electronics you want to safely
dispose of? Bring them to us!

TCACC MEMBERS ONLY

*Registration required. To request a form, please
contact the Chamber office at 610.326.2900.*

SAVE THE DATE!

POTTSTOWN

Progress
Luncheon

Thursday, June 20
11:30 AM to 1:30 PM
SunnyBrook Ballroom

I Pick
POTTSTOWN!
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Mark Your Calendars!

NETWORKING

Thurs., April 4
7-9 AM

Membership Breakfast: Rise & Raise

SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Join us in support of the TriCounty Community Network's Amazing Raise, a program that provides local nonprofit organizations with the opportunity to raise funds, both online and in person, with the promise of a proportional funding match based on the amount raised. Net proceeds from breakfast ticket sales will go to the Amazing Raise Distribution Pool 2019!

\$40 per ticket

Sponsor: Reading Fightin Phils

Fri., April 12
8:30-10:30 AM

Leadership Alumni Executive Series: Part 3

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

Join us for another exclusive leadership event presented by Jenna Armato, Chief Empowerment Officer, Attract, Engage, Inspire, LLC.

The Leadership Game

The John Maxwell Leadership Game is a fun yet challenging experience designed to help you improve leadership intelligence and increase effectiveness. The game is an interactive experience that facilitates dialogue, debate, and self-reflection. Dive into the growth of your personal leadership and enjoy key takeaways that allow you to put insight into action!

No Charge; Leadership Alumni Only

Contact Jennifer O'Donnell at 610.326.2900 to register.

Sat., April 13
9 AM - 1 PM

LEYP into Community Service

Meeting Location: 423 Chestnut St., Pottstown, PA 19464

This special event will bring together young professionals ages 21-40 years in the tri-county area to participate in Habitat for Humanity's Rock the Block. Volunteers will team up to repair, refresh, and restore a neighborhood in Pottstown. Lunch is provided.

No Charge; Young Professionals Only

Weds., April 17
5-9 PM

Annual Dinner: Develop Your Winning Edge

RiverCrest Golf Club & Preserve, 100 Rivercrest Dr., Phoenixville, PA 19460

Featured Keynote Speaker: Shawn Harper, former NFL football player and author of *The Winning Edge*.

Annual Chamber Awards Ceremony

This keynote will take your organization on a journey through Shawn's life and the adversity he overcame to reach success. A classic rags-to-riches story, Shawn was born and raised in an impoverished area of Columbus, Ohio. Faced with insurmountable odds, Shawn rose from an average football player to graduating from college and winning several national achievement awards. Shawn played seven years in the NFL and is now CEO of American Services and Protection in Columbus, Ohio. He is living proof that a set-back is a set up for a comeback!

\$95 per Member; \$850 per Member table of 10; \$150 per non-Member

Platinum Sponsors: Exelon Nuclear; Pottstown Hospital Tower Health

Gold Sponsors: Maillie LLP; The Victory Bank

Silver Sponsors: BB&T; Boyertown Oil and Propane; Diamond Credit Union; O'Donnell, Weiss & Mattei, P.C.; Pottstown Area Health & Wellness Foundation; Tompkins VIST Bank

Patron Sponsors: Citadel Federal Credit Union; Fraser Advanced Information Systems; Hobart's Run; Valley Forge Tourism & Convention Board

Additional Sponsorship Opportunities Available

Mon., April 22
8-11 AM

E-Cycling for TriCounty Area Chamber of Commerce Members

The Lewis Group, 455 Railroad Plaza, Royersford, PA 19468

Celebrate Earth Day with us! Discard your unwanted business equipment and electronics. This Chamber benefit is again being offered **free of charge to Members only!** Visit tricountyareachamber.com to see a list of accepted products. Please call 610.326.2900 to request a registration form.

No Charge; Members Only

Sponsor: The Lewis Group; Beacon Container Corp.

Additional Sponsorship Opportunities Available

Call Michele Barrett, Events & Marketing Director for more information or to sponsor an event.

610.326.2900



Scanning this QR code will take you to the event's page.



SAVE THE DATES

Fri., May 10
8 AM - 4 PM

Leadercast: Leading Healthy Teams

New Hanover United Methodist Church, 2211 Swamp Pike, Gilbertsville, PA 19525

Simulcast Speakers: see ad on page 34

Leadercast Live is the **largest one-day leadership event in the world**, broadcast live each May from Atlanta to hundreds of Host Sites around the world. In 2019, the Leadercast Live stage will showcase leadership experts to help attendees master the art and science of developing and leading healthy teams.

\$95 per ticket; Set of 4 or More Lead Yourself Group Tickets: \$85 per ticket

Sponsorship Opportunities Available

Tues., May 21
4-6 PM

Business Card Exchange

Boyertown Museum of Historic Vehicles, 85 S Walnut St, Boyertown, PA 19512

This networking event will feature tours of the Museum, blacksmithing demos in the Carriage Factory, and a scavenger hunt. Refreshments will be offered.

No Charge; Members Only

Tues., May 30
6:45-9 PM

Chamber Night at the Reading Fightin Phils

FirstEnergy Stadium, 1900 Centre Ave., Reading, PA 19601

Join fellow TCACC Members at the Reading Fightin Phils game versus the Erie Sea Wolves! Complimentary General Admission tickets are one of your Member Benefits thanks to the many sponsors of this event. Tickets will be included in your May 2019 edition of the *Route 422 Business Advisor*.

Sponsors: Berks County Abstract Company; H&H Systems, Inc.; Orlando Law Offices, P.C.; Premier Orthopaedics; Brandywine Institute of Orthopaedics Division; Tompkins VIST Bank

No Charge; Members Only

Thurs., June 6

Membership Luncheon: Leadership Tri-County Celebration

11:30 AM - 1:30 PM

SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown, PA 19464

Join us to see the Leadership Tri-County Class of 2019 present the projects that they have been working on diligently since October, and then celebrate their graduation! The projects and the local non-profit organizations they are benefiting are listed below:

- An Event/Funding Plan that "Works" - for Pottstown Works
- On the Rise - for Greater Pottstown Tennis & Learning
- Pay No Attention to the Organization Behind the Curtain - for TriCounty Community Network
- Developing our Youth - Leadership Tri-County

\$26 per Member (prepaid on or before 5/30); \$32 per Member (invoiced or after 5/30); \$50 per non-Member

Sponsors: Pottstown Hospital Tower Health; The Victory Bank; Montgomery County Community College; Translogistics, Inc.

Thurs., June 20

Pottstown Progress Luncheon

11:30 AM - 1:30 PM

SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Come and learn all about the exciting happenings of the Pottstown Community and the vision of where the town is headed.

\$45 per Member; \$300 per Member table of 8; \$60 per non-Member

Platinum Sponsors: Montgomery County Community College, Pottstown Hospital Tower Health; The Victory Bank

Gold Sponsor: O'Donnell, Weiss & Mattei, P.C.

Silver Sponsors: Citadel Federal Credit Union; Diamond Credit Union; Hobart's Run

Additional Sponsorship Opportunities Available

Tues., June 25
5-7 PM

Business Card Exchange

Diamond Credit Union, 100 Diamond Way, Suite 101, Royersford, PA 19468

A Fun in the Sun networking event! Finger foods, beer, wine, and non-alcoholic beverages will be offered. Guests are invited to tour the facility. Doorprizes will be drawn! Giveaways and entertainment provided.

No Charge; Members Only

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

LUCKY DAY RECAP

On March 7, Chamber Members participated in a special Membership Breakfast at the SunnyBrook Ballroom. Members networked and received special prizes. New Membership plaques and window decals and the latest edition of the Tri-County Area Community Guide & Business Directory were also distributed to Members. We also took a moment to highlight New Members and welcome them to the Chamber. We wanted to make this breakfast unique, interactive and a way to express our appreciation for our Members, and it was a success thanks to everyone who attended!

Several special announcements were made at this breakfast – see next page.



NEW MEMBERS

(pictured above)

James Phillips, *Addison Technologies, Inc.*

Cessely Nixon, *Better Tomorrows*

Erwin Wenner, *Covenant Bank*

Cynthia Castallo and
Terry White, *Delta T Group*

Michelle Rohrer,
Four Elements New Age Center

Ellie Trovato, *Freestyle Real Estate, LLC*

Dennis Gehman,
Gehman Design Remodeling

Alexander John Clemens
and **John Clemens**,
Giuseppe's Pizza, Burger, and Subs

Chris Mercer, *Mercer's TruCraft Collision*

John Lignelli, *Pottstown Oral &
Maxillofacial Surgery Associates, Inc.*

Steve Armstrong and **Adam Burke**,
Pottstown United Brewing Company

Gerry Wardle, *Primerica*

Shirlee Howe and **Bill Shoffler**,
Public Citizens for Children & Youth

Randy Landis, *Speck's Drive In*

Christine Elliott,
Whitegate Contracting Company

**Thank you to
our Sponsors:**



MAKING A DIFFERENCE IS WHAT WE DO!

BREAKFAST ANNOUNCEMENTS

BIE Transitions to Become Part of TriCounty Chamber

On behalf of the Board of Directors of the TriCounty Area Chamber of Commerce (TCACC) and the Board of Directors of the former Building Industries Exchange (BIE) we are excited to announce the combining of the membership of the BIE with the Membership of the TriCounty Area Chamber of Commerce.

A meeting of the BIE membership was held on Tuesday afternoon, February 26, where BIE members voted to approve the plan for liquidation and dissolution of the BIE corporation. Speaking on behalf of the BIE Board of Directors, Christine Elliott stated "they look forward to this new version of their group which has been a Pottstown institution, promoting ethics and integrity in the building and trades industries since 1952, and thank the TriCounty Area Chamber of Commerce for working with us over the past year to make this transition a reality."

Eileen Dautrich, President of the TriCounty Area Chamber of Commerce, shared "the Chamber is honored to bring BIE Members into our organization, and we are anxious for their engagement and for them to benefit from the programs and member benefits we have to offer. The BIE Members were introduced to the TriCounty Chamber Membership at the Chamber Membership Breakfast on March 7. Several opportunities for these new Members to become oriented with our organization will be taking place over the next few weeks.

As part of the agreement outlined between the two organizations the Chamber will be organizing a dedicated roundtable group to provide the former BIE members a forum to gather and to share with the Chamber where the Chamber can be making an impact for their industries. This forum will also provide a small group networking opportunity for current TCACC Members. The Chamber is a business advocacy organization and the Chamber wants to be able to assist our Members in the building and construction industries.

The TriCounty Area Chamber of Commerce thanks the Board of Directors and the Membership of the BIE organization for pursuing this opportunity and solidifying their interest and confidence in TCACC to provide value to their member businesses.



We would like to welcome the following businesses to the Chamber Membership:

Body Borneman Insurance

Bond, Pezzano & Etze, PC

C. David Hollenbach Plumbing & Heating, LLC

Cappelletti, Pinter & Company, P.C.

Ches-Mont Carpet One

Claude A. Reinhart Painting

Cosentino North America

Ehst Custom Kitchens, Inc.

Ernie's Plumbing & Heating

Fretz

Gehman Design Remodeling

Glen Gery Brick Center

Glick's Exteriors, LLC

Graboyes Window & Door

Hollenbach Home Center

J & L Building Materials, Inc.

Jesse Baro, Inc.

Kieffer's Appliances

Michael A. Raymond, Jr.

Paul C. Emery Co.

Pottstown Roller Mills, Inc.

The Home Depot

TJW Home Services, LLC

Twin County Construction Co., LLC

Village Architecture & Preservation

Whitegate Contracting Company

William H. Fosnocht, III

***For more information, visit
www.tricountyareachamber.com
or contact 610-326-2900.***

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PODCAST@TRICOUNTYAREACHAMBER.COM

NEW
Edition!

Tri-County Area Community Guide & Business Directory



**Includes fellow
Chamber Members to
connect and do
business with**

**FREE additional copies
available at the TriCounty
Area Chamber of Commerce
Office!**

MAKING A DIFFERENCE IS WHAT WE DO!



LEAD | ENGAGE | YOUNG | PROFESSIONALS

LEYP SPLITTING EDGE AXE THROWING



Exelon Nuclear was well represented.

**Thank you to Tornetta's Pizzeria,
Aye Caramba Taco, and
Pottstown United Brewing Company
for donating very delicious
food for this event!**



On March 14, LEYP TriCounty had a fun night throwing axes at Splitting Edge Axe Throwing! It was a great night of meeting and engaging with other young professionals in the area. Thank you to Splitting Edge for having us and for helping to make this a very successful event!

Kristen from Beverly's Pastry Shop showed us all how to do it best!



FEBRUARY BUSINESS CARD EXCHANGE



Chamber Members networked at Keller Williams Realty Group in Limerick for Vegas Night! We also got to tour the office and enjoy delicious food and drinks. Thank you to everyone who came out and made this event a success!



MEMBERSHIP ANNIVERSARY LUNCHEON



TRICOUNTY AREA
CHAMBER OF COMMERCE

Members who recently celebrated their anniversary with the Chamber gathered for lunch on March 14. We discussed new things happening in the Chamber and it was a good opportunity for Members to meet and discuss how they could help each others' businesses grow.

MAKING A DIFFERENCE IS WHAT WE DO!

RIBBON CUTTINGS

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.



Realty One Group Restore,
1610 West Main Street, Suite 404,
Collegeville, PA 19426

Realty One Group Exclusive,
1885 Swamp Pike, Suite 109,
Gilbertsville, PA 19525



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

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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

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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

WOMEN'S ROUNDTABLE: inspired

Chamber Members gathered at Brookside Country Club on February 27 to get inspired by amazing women! Guest speaker Honorable Cheryl Lynne Austin shared with us her amazing story and accomplishments and we celebrated the TriCounty Community Network "Hats Off" Awards recipients. We also had the opportunity to network and enjoy a delicious dinner and dessert. Thank you to everyone who came out to this event and made it a success!



Our guest speaker, Honorable Cheryl Lynne Austin (center) with Eileen Dautrich, TCACC and Peggy Lee-Clark, PAID, Inc.

MAKING A DIFFERENCE IS WHAT WE DO!

Leadership

TRI-COUNTY

Innovation and Influence



A blog post by Andy Ferens, Work Week Manager, Exelon

The March Session of the Leadership Tri-County Program focused on Business and Manufacturing. After an interactive Chamber breakfast where we got to recruit new members for the Leadership Class of 2020, we kicked off the busy day with a tour of FlagZone. It was amazing to walk back into the manufacturing facility and be surrounded by every size of American flag imaginable. We couldn't help but feel a sense of patriotism and pride that a local business was supplying American flags that would be displayed nation-wide.

Our next stop took us next door to Sealstrip Corporation. Have you ever opened a resealable pack of tortillas, candy, frozen vegetables, cheese, etc.? Well then there's a good chance the resealable feature was manufactured and/or applied by Sealstrip. Again, it was amazing to see something that is distributed and used nation-wide on such a large scale is manufactured right here at home by a local business. And to see the innovative machinery and technology used to create and apply it was beyond impressive.

Finally, the last stop of our day was at Martin Stone Quarries. Touring the quarry by driving up to the top... then down to the bottom really put in perspective the massive amount of resources processed and distributed by the quarry. It also showed the vast amount of material remaining to be processed over the years to come. It's amazing to think of the amount of material that will be processed throughout the lifetime of the quarry.



The day wrapped up with a Leadership Discussion, with facilitator Jenna Armato, on serving others as a leader and leadership vision. As always, everyone brought their own unique experiences and opinions to fuel some honest discussion on what it means to serve others as a leader, as well as how a leader establishes and follows through on a vision.

The most impressive part of the day for me was seeing how our local businesses have an impact not just in the local community but on a regional and national scale as well. There is innovation and influence stemming from our local businesses and it was amazing to see the impact that's having on a local and national level.

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@tricitychamber.com.



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MAKE AN IMPACT – JOIN THE CLASS OF 2020!

MONEY PITFALLS



By John Whitehall, Strategic Sales Training Solutions,
Member, Small Business Resource Association

As a professional, your reluctance to be perceived as a "salesperson" may cause you to have trouble being up-front about money issues. This can cost you money. Here are two common money pitfalls, and ways to avoid them.

#1 You give your expertise away. Your prospective client has an objective: To find what you know, how you can solve his problems and how much you cost. When you give this information without payment, it's called free consulting.

Many salespeople and professional service providers do a lot of free consulting. You find out what the needs of the prospective client are and then say, "Let me tell you how I can fix that for you." Then he says to you, "It looks good. It's one of the best presentations we have seen. You have given us a lot of really good information (the operative word here is "given") that I am sure we can put to good use. Send me a proposal and I'll talk it over with my partners." What you don't know is that the prospect already has several proposals. They all say basically the same thing, so someone gets beat up on price, or the prospect does nothing.

#2 You give a price too early. Prospective clients often underestimate their problems. They paint a simplistic picture of what their needs are and say, "Well, I think I'm paying too much. What can you do for me?" The problem is, you don't really know how much it's going to cost until you get in and look. Generally, when you quote a price too early, that price winds up being higher after you uncover the client's true needs. Then you have the problem of saying, "I know I told you \$5,000, but it's really going to be \$7,000 or \$8,000." You gave in to pressure from the prospect to give a number and you came up with one too soon.

Try this instead: "Based on what you've told me, it sounds like this may run between \$4,000 and \$5,000. Now, do you know what my problem is when I give you a number like that? The problem is this is just an estimate. Typically, when I talk to people like yourself, they tell me about A, B and C. Once we get a close look, we find out about D, E and F. Chances are it's going to be more. So, I'll tell you what, understand that this estimate is for A, B and C, and that if there are some other things you need, it's going to be extra."

Yes, it's a gutsy thing to say. But remember, that your expertise and service are money in the bank. Don't give it away! Charge what you are worth, get your price, and make it stick.

John Whitehall can be reached at:
john.whitehall@sandler.com; 610.223.4346

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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. **\$180,000**

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 \$1,200**

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 \$1,500

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 TEDIUM 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 EASEMENT 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 FOYER,
OFFICE, CONFERENCE ROOM, RECEPTION AREA, KIT AREA, WAITING ROOM,
POWDER ROOM. 2ND FLOOR FEATURES 2 OFFICES WHICH ARE LEASED MONTH
TO MONTH \$215/MONTH. 2ND/3RD FLOOR APT. FEATURES 2BR, 2BA, LR, KIT,
CEDAR CLOSET, OUTSIDE ENTRANCE. LEASED FOR \$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. **\$110,000**

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-
V.L. 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.
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EMPLOYEES MAY SUE EMPLOYERS FOR LOSS OF PERSONAL DATA TO HACKERS



LEGAL PERSPECTIVES

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

Pennsylvania's Supreme Court recently issued a landmark ruling in the case of *Dittman v. UPMC* which makes employers vulnerable to lawsuits from employees for improper handling of personal data.

UPMC operates the University of Pittsburgh Medical Center and UPMC McKeesport in the Pittsburgh area. Dittman was an employee of UPMC and the lead plaintiff in a class-action lawsuit filed on behalf of all employees of UPMC.

According to the Court's opinion, hackers successfully targeted UPMC. The hackers stole personal and financial information, including names, birth dates, social security numbers, addresses, tax forms, and bank account information for all 62,000 of UPMC's employees. Allegedly, the hackers, or the people to whom they sold the stolen information,

filed fraudulent tax returns on behalf of the employees, and exposed them to an "increased and imminent risk of becoming victims of identity theft crimes, fraud, and abuse."

As a result, the employees of UPMC impacted by the hack sued and claimed that UPMC breached its duty to safeguard their personal information. Specifically, they alleged that UPMC failed to "protect their personal and financial information within its possession or control from being compromised, lost, stolen, misused, and/or disclosed to unauthorized parties."

(Continued on page 44)

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LEGAL PERSPECTIVES

(Continued from page 43)

The employees argued that UPMC, as an employer, had a duty to “ensure the security of their information in light of their special relationship,” as employees and employer, because UPMC required the employees “to provide the information as a condition of their employment.”

This requirement of this duty includes “designing, maintaining, and testing its security systems to ensure” that employees’ personal information is “adequately protected, and implementing processes that would detect a breach of its security systems in a timely manner.” Consequently, UPMC allegedly breached this duty because it “violated administrative guidelines and failed to meet current data security industry standards, specifically by failing to encrypt data properly, establish adequate firewalls to handle a server intrusion contingency, and implement an adequate authentication protocol to protect the confidential information contained in its computer network.”

UPMC strenuously objected to the assertion that it owed its employees a duty to protect their data from hackers. It argued that this duty does not exist under the law, in part because the breach

is the result of criminal activity and not the actions or inactions of UPMC.

The trial court agreed and dismissed the employees’ claims. The employees appealed and the Superior Court also sided with UPMC, and upheld the dismissal. The employees appealed again, this time to the Supreme Court of Pennsylvania. The Supreme Court overruled the trial court and Superior Court, and agreed with the employees.

The Supreme Court explained that employers must use reasonable care when handling and storing employee data given “the prevalence of electronic data storage in the employment context and the foreseeable risk of breaches of such data.” This is significant because, as the Court noted, “troves of electronic data stored on internet-accessible computers held by large entities are obvious targets for cyber criminals.”

The Supreme Court further held that this duty exists even though the harm is ultimately caused by criminals (the hackers). The duty to protect employee data from hackers is a significant exception to the general rule that there is no duty to protect people from criminal conduct.

(Continued on page 46)



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LEGAL PERSPECTIVES

(Continued from page 44)

It is clear that employers must now take reasonable anticipatory measures against criminal conduct of this nature. The Supreme Court explained that this is because the risk of the hack arises from the mass collection of the data and the mass collection of data creates a known likelihood of a hack.

In light of this decision, all employers should immediately undertake an evaluation of their cyber security measures and the storage of sensitive employee information. While employers may not be liable for every hack that occurs of their systems and data storage, employers may now be sued by their employees when a hack occurs and be forced to defend the adequacy of their security measures. This is arguably a serious and significant source of new liability for employers. The defense against such a claim will likely cause significant expenses in terms of attorneys' fees and expert fees to establish the sufficiency of the security system.

Additionally, while this case only deals with employers and employees, there is reason to believe that it will be applicable in other contexts as well.

Business transactions which require customers to provide personal and financial information which a business retains electronically could possess the same duty as employers. For this reason, implementing, testing, and maintaining computer security must be a paramount concern for any business in the modern age.

All businesses should consult with their insurance providers to evaluate whether their current policies provide coverage for claims arising from a data breach, or whether additional insurance coverage is needed. Insurers also often can provide services to help businesses assess their vulnerabilities and aid with improving systems in order to minimize the risk of exposure and liability for the insurance carrier in the event of a lawsuit.

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

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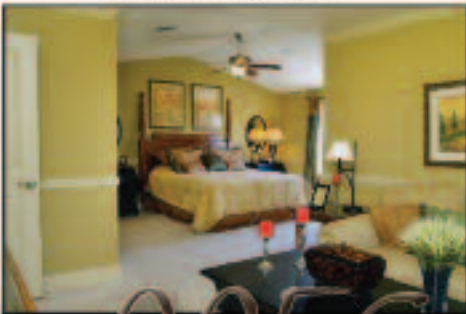
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THE TRUTH ABOUT RETIREMENT PLANS (QUALIFIED PLANS)



By Dawn Santoriello, President of D.S. Financial Strategies

Qualified Retirement Plans (QP) do two things — Defer the payment of taxes (but they do not necessarily save taxes) and defer the tax calculation.

Let me illustrate how QP's actually work: If you came to me looking to borrow money and I gave you a check for \$10,000, what are the two questions you are going to ask me before you cash that check? (1) When do I have to pay it back? (2) How much interest are you going to charge me?

If I told you I don't need the money now, but there will come a time in the future when I do, and at that point I will calculate how much I need and what interest you will have to pay me — are you going to cash that check? No way! But that is exactly what the government is doing with qualified plans.

There is value in putting money in a 401K up to the match, but not a penny more. Most people think that by retirement age, they will be in a lower tax bracket. My response: do you really want to reduce your standard of living or do you just want to pay the least amount of taxes? They want to pay the least amount of taxes when they retire but this isn't always the case. If you are in a lower bracket, then you will be better served by deferring the taxes.

The national debt is \$22 trillion and rising and we haven't even seen the biggest wave of baby boomers retiring yet. 70% of baby boomers are set to retire between 2022 and 2030. Guess where most Americans have their wealth? Yes, in their retirement plans.

(Continued on page 48)

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THE TRUTH ABOUT RETIREMENT PLANS

(Continued from page 47)

Who do you think the government is going to go after — the people who have money or the people who don't? Based on this, the odds that you will be in a lower tax bracket are very low.

Many Americans follow what their co-workers or friends are doing. This can lead to poor decisions and some not so good surprises at retirement. Over their lifetime, people drive to work every day, in cars that were most likely financed and replaced every 3-5 years, while they overfund their retirement plans at work so they could get a tax deduction, and hurry up to pay off their house as quickly as possible, with the hope that then they can really start saving for retirement. In doing this they received a deduction (QP) only to lose a deduction (home mortgage). QP's have many inefficiencies.

Whose retirement dream are you chasing?

Will you be chasing your dream... or Uncle Sam's? Here is a good example: (numbers rounded)

- Annual contribution to 401K/or IRA= \$6,000
x 35 years=\$210,000 total contribution
- Assuming a 32% tax bracket
- Tax savings: \$6,000x 32%=\$2,000 x
35years=\$70,000 total savings

- 35 years later account balance earning 7.5%
for 35yrs grew to \$1,000,000 and they are
only going to withdraw the interest.

\$ 1,000,000	
X 7.50%	
\$75,000	Retirement Income
X 32% Tax Rate	
\$ 24,000	Annual Tax
\$ 51,000	Net Spendable Income
\$ 70,000	Tax Savings for 35yrs
\$ 74,000	Taxes in 1st 3 Retirement Years
\$ 480,000	Total tax by year 20

In this example, the person "saved" \$70,000 in taxes only pay \$480,000 in a 20 year retirement. This is if tax rates stay the same! Which I don't believe will happen.

There is some good news

You have choices, and there are alternatives to qualified plans to save money, vehicles that also let you enjoy tax free treatment. If you are interested in learning more, perhaps we should meet to discuss your options.

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While filing early can make sense for some retirees, it may not make sense for the single retiree who expects to live a long life, or for a married couple if one of the spouses expects to live a long life. Filing for claims early can significantly impact cumulative lifetime benefits. It affects not just the worker's benefits, but spousal and survivor's benefits too.

*Social Security Administration, Annual Statistical Supplement to the Social Security Bulletin, 2017
<https://www.ssa.gov/policy/docs/statcomps/supplement/2016/highlights.pdf>

Jessica Burger, ChFC®, CDEA® can be reached at 484.348.6270; jburger@financialguide.com; 111 E. Uwchlan Avenue, Exton, PA 19341. Jessica J. Burger is a registered representative of and offers securities, investment advisory and financial planning services through MML Investors Services, LLC, Member SIPC, 5001 Louise Drive, Suite 300, Mechanicsburg, PA 17055, 717-791-3300 CRN 202103-244966



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By Anthony Pomponio, Chief Lending Officer,
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MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

About three years ago when I was teaching a class on the importance of blogs for your website, I came across a very powerful video created by Purple Feather Media.

The story begins with a blind man sitting on a step collecting money in a tin can and his sign reads, "I'm blind, please help." An occasional person would walk by and drop a coin or two. It wasn't until the lady in the heels stopped by, grabbed his sign and scribbled a new message on the cardboard box that the money began to flow for him. What were the words? Find out for yourself, go to www.youtube.com/watch?v=Hzgzim5m7oU.

Words!

They are the magic that can make the difference for your site to be found on the tenth page of a Google search or the first page. Blogs are the most powerful tool to building a site found on Google.

About a year ago I had the opportunity to sit in on a two-day training session with Marcus Sheridan, author of "They Ask You Answer." Marcus' story about how he took his failing pool company to riches with just one change in how he marketed his business has changed my way of helping our clients to do the same. He started to answer the questions people asked. Let me repeat that, he started to answer the questions people asked. So, what were the questions he answered? The first one was "How much does it cost for an above ground pool?" Now you are probably thinking to yourself, why would I answer a question like that about my business?

(Continued on page 52)

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MASTERING SOCIAL MEDIA

(Continued from page 51)

First of all, by asking the same question that is being asked on Google, your website is matching, word-for-word, a person's search. By using the same keywords your website will be found. As for the blog itself, that's where you need to be creative.

So how do you go about discovering what questions to write about? Ask Google. Let's continue with the theme of the pool service company. When you do a search on Google many times you will see suggested searches. These suggested searches are provided by Google because others have done these searches. See the screenshot below for 10 suggestions.



Now what do you do? For the sake of respecting space, let's take the rest of the discussion online to <https://www.ici-connect.com/power-of-words/>. There we will discuss some of the rules you need to know when creating a blog.

Hate to write and want a partner for your business to help with your blog writing? Contact the team at Interlace Communications. We can help you identify the most important questions to answer and write your blogs for your website to help your site move up in ranking for searches on all the major search engines. Contact us at ici-connect.com or give us a call at 484.709.6564.

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LOOKING FOR MORE SUBSCRIBERS TO ENHANCE YOUR ONLINE REPUTATION?



By Brandon Dietrich, Principal @ Social Assurance Media

When you are doing business online, your online reputation is one of the most important things that you must focus on. Even when your business is offline, and you are trying to promote it online, your reputation with your online audience is a major aspect. Social media helps us to build and maintain our online rapport with our audience. In this article, I am going to talk about why we should focus on getting more subscribers than viewers and how this will impact our online reputation positively.

What is online reputation?

Reputation in business is that general estimation that your existing and probable buyers have for you, your business, and your offerings. In general terms, your reputation is what the market thinks about you.

When you are online, what the online audience thinks is your online reputation. It is straightforward.

Your reputation is very important and effects the final buying decision of the buyer. At times the product gathers more reputation than the manufacturer and vice versa. But in any case, your product will sell more with a higher positive reputation.

Now, planning to better the reputation starts from understanding the audience. Let's look into the various types of online audience that you get on social media.

Types of Audience.

To start with we can say that there are two general groups in the audience. The first one is the irrelevant audience, who stumble upon our online content but are genuinely not interested in the offerings and will browse away. The other group is the relevant audience who are interested in our products or services.

The group which is relevant is our target group. The level of their interest will

vary, but everyone who has the slightest of interest in our products and offerings is a potential buyer and hence, should be included in the relevant group of audience.

The relevant group is divided into two parts in general. The first part comprises of viewers, who view our content but do not click on it or show any sign of buying. They may or may not buy in the future, but are still in contention because they are still viewing.

The other part contains the subscribers (or the followers). The subscribers or the buyers are those who have shown interest by subscribing to our offerings (or at least to the newsletter, containing information and news about our offerings) or by ultimately buying our offerings.

This group is most important as far as online reputation is concerned as they act as our virtual brand ambassadors. Let's see how they help in boosting our online reputation.

How do subscribers help to boost our online reputation?

As we have seen, the subscribers' group is the group of followers and buyers. They have either known the features and characteristics of the product very well (to like and subscribe) or have used the product themselves after buying.

(Continued on page 54)

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LOOKING FOR MORE SUBSCRIBERS TO ENHANCE YOUR ONLINE REPUTATION?

(Continued from page 53)

Both of these factors make this group knowledgeable and highly aware of the effectiveness of the products or the services that you offer. When they speak about your product in public or on online forums, their feedback or reviews are much valued by the viewers' group and affect their buying decision too.

If your offering is of high quality, a typical member of the subscribers' group will only talk positively about it. That will promote your offering further and help to increase the number of subscribers even more. In turn, the sales will grow and so will your online reputation.

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HASHTAGS



SOCIAL MEDIA TIPS

By Theresa Mintzer

Should I be using hashtags? That's a question I hear a lot. The answer depends on the platform that you are using. Hashtags are used to index keywords for search results.

They are more prevalent on some social media platforms than others.

Hashtags can help you build your brand, keep in touch with customers, and help with marketing. They aren't very important right now on Facebook. On LinkedIn you will be given a suggestion at the bottom of your post for relevant hashtags. For Twitter and Instagram they are great for increasing brand awareness and keeping in touch with what your customer likes.

When you use a hashtag, you want to think about how your customer would go about searching for something. So, if you sell outdoor play equipment, you might want to use #swingset and #outdoorplay. Another tip is to go to #outdoorplay and see what other hashtags someone used with #outdoorplay, they might work for you too. Also,

if you are a local business, use a hashtag related to your ideal customer (playground buyer) like #montcomoms. Find a hashtag to use for your business like #mintzersolutions so that all your posts come up together. Let your customers know your hashtag so that they can use it when they take pictures of your product.

Hashtags are used commonly on Instagram right now. You want to use between 15 and 30. You also want to mix up your hashtags so that you are not using the same ones all the time. You can "hide" them in the comments if you want. Don't forget to add a few to your stories too.

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

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UNDERSTANDING AND MANAGING YOUR RISKS WITH SINKHOLES

John T Pusey, Jr., Earth Engineering, Inc.

The discovery of a sinkhole on a homeowner or developer's property often leads to panic by the owner. Deciding what to do, who to call, and maybe most importantly, trying to figure out how much it is going to cost to fix, can be challenging. In my twenty years of experience at Earth Engineering Incorporated, I have heard the panic in people's voices when they call the office to report the presence of the earth swallowing feature on their property. If the sinkhole is simply filled back in with soil or concrete without any other modifications, the probability for re-occurrence is almost a certainty.

True geologic sinkholes form in areas underlain by carbonate bedrock composed typically of Limestone or Dolomite. In southeastern Pennsylvania, a relatively thin swath of carbonate bedrock extends from Lancaster County through central Chester County, and

terminates in southern Montgomery County. Areas underlain by carbonate bedrock generally form a valley in between more weather-resistant rock types, such as the Great Valley situated along the Route 202 corridor between Malvern and King of Prussia, PA. Other known areas of sinkhole development extend from the greater Lehigh Valley through Reading and into Central Pennsylvania.

Sinkholes are commonly discovered after grading activities have occurred on new construction projects or where a concentration of stormwater flow has been occurring over time. One of the most common observable indications that a sinkhole is about to form is the presence of circular depression on the ground surface. Once the surface depression is identified, the area should be cordoned off before the remaining ground falls into the open void.

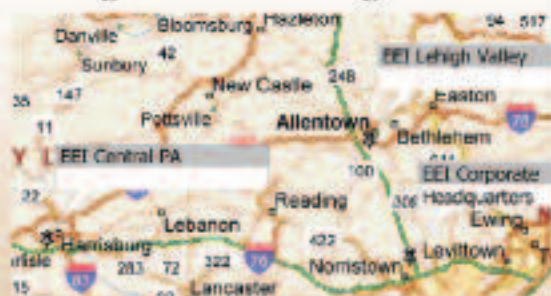
(Continued on page 58)



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BUSINESS PROFILE

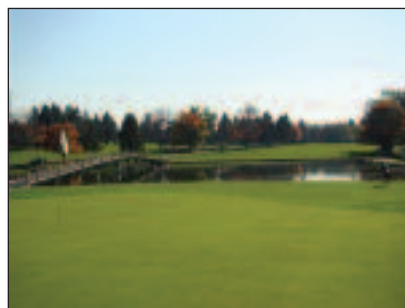
Arrowhead Golf Club

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

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

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

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



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

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

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REGIONAL CHAMBER ROUNDUP

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

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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• info@phoenixvillechamber.org • www.phoenixvillechamber.org



PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

UPCOMING EVENTS

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees: Tuesday, April 2nd, 6:00 PM @ Bluebird Distilling

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.

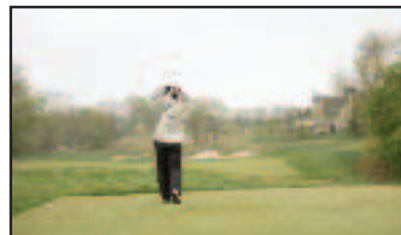
April Monthly Membership Luncheon – East Pikeland Township Update: Tuesday, April 9th, 11:15-1:00 PM @ Kimberton Arts Building

Join the Phoenixville Chamber for an afternoon of education and networking. Kim Moretti, East Pikeland Township Manager, will give us an update on the township and new projects. 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. All golfers costs include lunch, dinner, door prize, greens fees, cart, on-course refreshments and awards ceremony. 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!

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Passion For Fitness

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Rebel Hill Brewing Co.

Passion for Fitness

Sandi 2 Travel

Valley Forge Aquatic Center

Victus Health & Wellness

UNDERSTANDING AND MANAGING YOUR RISKS WITH SINKHOLES

(Continued from page 56)

The two most commonly utilized methods for repair of sinkholes are 1.) An excavation and replacement operation and 2.) a subsurface grouting operation. Overall, the excavation and replacement technique involves excavating the soft/loose overburden soil associated with the sinkhole activity, and replacing the area with a combination of quarried aggregates, geotextile fabric and compacted fine grained soils. The grouting method typically involves installing hollow steel casing around the sinkhole and pumping a fluid grout mix into the subsurface to fill in the voids at the soil/bedrock interface as well as densifying the overburden soils surrounding the sinkhole. Generally speaking, the excavation and replacement method is cheaper than a subsurface grouting operation but might not be the best alternative in many situations. A qualified geotechnical engineer or geologist should be on site to direct and document the chosen stabilization operation.

The method for repair of the sinkhole feature should be based on the risks associated with the given location in addition to its practicality. If a sinkhole forms below an existing or proposed building, the subsurface grouting method would most likely be the preferred option since this approach is expected to further reduce the potential for sinkhole re-occurrence compared to the excavation method. Conversely, stabilization of a sinkhole utilizing the excavation and replacement method below a parking lot or road may be just as effective as grouting for the long-term stability of the area.

By involving a geotechnical engineering firm to evaluate the sinkhole activity, cost based options for repair can be presented to the owner to reduce the risk for future sinkhole activity. The most challenging aspect of a property owner is deciding how much money to spend to reduce that risk. It is important to realize however, that risk for sinkhole can never be completely eliminated. Any property underlain by carbonate bedrock will always maintain some inherent risk for sinkhole development. If you have concerns for sinkhole activity on your property, please contact Earth Engineering Incorporated at 610.277.0880 and visit: www.earthengineering.com. Our professionals have extensive experience in providing sinkhole consulting services in the mid-Atlantic region.

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

- Thank you to Representative Marcy Toepel and Senator Katie Muth for being a part of our 2019 March Legislative Lunch. (Photo above)
- Thank you to Cindy Harrington; The Center for Nutritional Healing, Lisa Hollenbach and Heather Bloodworth; Spring Valley YMCA for presenting at our Wellness in the Workplace workshop in February.

- 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
- Welcome our newest members **Swedeworks Automotive**

UPCOMING EVENTS

RSVP for all events online at
www.springfordchamber.com

Tuesday, April 2 – Network Before Work TriCounty Federal Credit Union

1550 Medical Dr, Pottstown
8:00 a.m. – 9:30a.m.
Free for Members
\$10 for Non-Members

Thursday, April 11 – Annual Fashion Show *Benefitting Operation Backpack

Sunnybrook Ballroom
50 Sunnybrook Rd, Pottstown, PA 19464
11:00 a.m. to 1:30 p.m.
\$30 Open to the Public
Basket Raffle and 50/50

Thursday, May 2 – Network Before Work Chick-Fil-A Royersford

70 Buckwalter Rd, Royersford
8:00 a.m. – 9:30 a.m.
Free for Members
\$10 for Non-Members

Thursday, May 16 – Chamber Mixer

Ambler Savings Bank, Limerick
438 W Ridge Pike, Royersford
5:00 p.m. – 7:00 p.m.
Free for Members
\$10 for Non-Members

SAVE THE DATE Limerick Community Day Saturday, August 24th

4:00pm - 7:00pm
Limerick Community Park

Spring-Ford Chamber Announces Annual Lunch – Thursday, May 9, 2019

On Thursday, May 9th the Chamber will be hosting our Chamber's Annual Lunch. Members will be honored for their Community Involvement, their volunteerism and as our Chamber Member of the year. Nominations for these awards are now being accepted on the chamber website.

This year in an effort to give the best return on your investment. The Chamber will welcome Disney Institute to address our members as our keynote speaker with a topic of Disney's Approach to Customer Service.

Walt Disney parks and resorts is a recognized leader in delivering world-class experiences. Want to learn how they do it and uphold a culture of excellence? Join us and learn how they use time-tested business methods on Disney's Approach to Quality Service. For over 30 years, Disney Institute has helped organizations in a variety of industries apply these insights to enhance their own customer experiences. This is your opportunity to learn from Disney Institute and the business

insights behind Disney's success. You'll leave inspired and ready to unlock the magic inside your organization.

Disney Institute uses business insights and time-tested examples from Disney parks and resorts worldwide to provide relevant illustrations and engaging stories that help you deliver the type of results your organization is capable of delivering. This is your opportunity to learn from a true Disney "insider." Disney Institute facilitators have been immersed in the Disney culture first-hand and, as Disney leaders, draw upon personal leadership experiences from a variety of roles performed within The Walt Disney Company. Disney Institute facilitators routinely works with an array of clients across the private, public and social sectors and will excite and inspire you to take what you learn and apply it back at your own organization.

Sponsorships and Tickets are now available for purchase on the Spring-Ford Chamber Website.



Thursday, May 9 – 2019 Annual Lunch Featuring Disney's Approach to Customer Service

Disney Institute
Copperfield Inn at Lakeside
594 W Ridge Pike, Limerick
11:00 a.m. to 2:00 p.m.
\$45.00 for Members
\$55.00 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. 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. **Don't miss Chamber events, member news, special offers and more...** Like us on Facebook @PerkValleyChamber and email info@PVchamber.net to receive weekly e-news! Visit www.PVchamber.net to view membership directory



WELCOME NEW MEMBERS

Physical Therapy & Johnson - Dr. Charlie
www.physicaltherapyjohnson.com

Providence Place at the Collegeville Inn - Andrea DiOttavio
www.facebook.com/provplace

Swedeworks Automotive - Eric VanValkenburgh
www.swedeworksvolvo.com

Survivors Cancer Foundation - Melissa Bannasso
www.facebook.com/survivorscancerfoundation

Phoenixville Area Senior Center - Joann McCracken
www.phoenixvilleseniorcenter.org

Learning Express Collegeville - Caroline Brant
www.facebook.com/LEToysCollegeville

Rodan & Fields - Giselle Knoblauch
www.gknob.myrandf.com

Young's Insurance - Michael Mizas
www.yisonline.com

UPCOMING EVENTS

April 10, 2019 – Business Expo at Dow Chemical – Collegeville

Exclusive Member-Only Event...PV CHAMBER BUSINESS EXPO AT DOW! Showcase YOUR business to regional Dow Chemical employees and fellow Chamber members. Exhibitor/Non-Exhibitors may contribute items for Marketing Goody Bags to be distributed to first 200 DOW employees to visit the show. Exhibitor table and goody bag reservation deadline April 2nd or when sold out. Admission tickets will be mailed to exhibitors the first week of April. Registration and details call 610-489-6660 or visit <http://www.PVchamber.net>

April 24, 2019 – New Member Orientation

sponsored by Maillie

Wednesday, April 24, 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 learn how to maximize your Chamber membership. FREE event. Optional Networking training, 9:30am – 10:00am. Pre-registration is required. Register online www.PVchamber.net

April 29, 2019 – Mixer at Bella Persone Salon

Co-Hosted by Kimberton Whole Foods and Club Pilates Collegeville

Three businesses located in Collegeville Shopping Center are teaming up for April's Mixer. Network, enjoy delicious food and specialty drinks, meet representatives from Bella Persone Salon, KWF and Club Pilates, and enter to win one of three amazing gift baskets! For details and registration, visit www.PVChamber.net

Time: 4:30pm – 6:30pm; Location: Bella Persone Salon, 222 E. Main Street, Collegeville; Cost: Members are FREE; non members \$10



June 10, 2019 – PV Chamber 34th Annual Golf Outing

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

Spring Ford Country Club, 48 Country Club Road, Royersford

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

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

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

July 23, 2019 – Annual Night Out at Reading Phils

Become a Sponsor and YOUR logo will be printed on 10,000 distributed throughout the Perkiomen Valley! Sponsors receive 400 tickets to gift to clients, employees, family and friends. Purchase a block of voucher for your VIP clients and treat them to admission, food and drinks. Pregame PA announcements and ceremonial first pitches for all sponsors. Limited Availability. Register online or call chamber office to reserve a spot. 610-489-6660.

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

Join the All-New PVCC Text Club!

Be the first to get alerts on event information, exclusive offers, member coupons, Area News, Emergency Alerts and Weather Closures. To join the text club, simply text PVCC to 55678. Expect up to 5 messages a month with events, deals and more!

CONGRATULATIONS TO THIS YEAR'S PV STARS FINALISTS AND WINNERS!



Congratulations to all 21 PV Stars finalists. Winner's Circle photo courtesy of Scillia Photography. (Pictured left to right): Mayor Joseph Giunta, *Citizen of the Year*; Thomas Kalejta, *Business Star of the Year*; David Akers, LMS Solutions, *Chamber Member of the Year*; Dr. Barbara Russell, PV School District, *Large Business of the Year*; Sodiah Thomas, S&B Event Concepts and Catering, *Emerging Business of the Year*; Patrick J. Kelly, Kelly Insurance, *Local Business of the Year*; Kathy Opperman, Pillars of Light & Love, *Non-Profit of the Year*. Visit the chamber website at PVchamber.net to view event photo gallery and list of all finalists.

Record attendance at this year's PV Stars Gala as we celebrated the accomplishments of the top three finalists in 7 award categories! Exhibitor showcase, musical performance by Ursinus Jazz Combo, silent auction, networking cocktail hour, VIP reception, awards, dinner and more made for a memorable evening at RiverCrest Golf Club and Preserve. Keynote Address by Former Philadelphia Eagle's Super Bowl Champion, Brent Celek. Visit www.PVchamber.net for list of winner's, event photo gallery and sponsors!

Former Philadelphia Eagles Tight End delivered the Keynote Address, "My Journey". Mr. Celek spoke about his strong family ties, athletic career and transition from professional athlete to entrepreneur/business owner. Autographed sports items were presented at silent auction.



Event Gold Level Sponsors including Phoenixville Hospital Tower Health, Kalejta Financial Management, LMS Solutions Inc. and Univest Bank as well as individual VIP ticket holders enjoyed a private meet & greet/autograph session with Brent Celek.



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