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Just in time for Spring Market! Remax Synergy has recently added a NEW 2nd location. "We are excited about our new North Coventry office because it's located in a great location, right on Route 100 in North Coventry," says McLaughlin Williams. Currently both the Douglassville and North Coventry locations are the only nationally known branded real estate offices in the Owen J Roberts and Daniel Boone School Districts.

In the fall of 2014, Broker Owner Regina McLaughlin Williams opened RE/MAX Synergy in The Douglassville Shopping Center. This office houses 17 full-time professional real estate agents. "Since opening in 2014, from day one, business has grown exponentially. Regina credits the offices success to the 17 local agents, their professionalism, knowledge of local inventory, and hard work ethic. She believes that has kept business moving in the right direction.

Technology has been a real game changer for the real estate industry. Its very important to be up on the latest technology, marketing and sales techniques. At RE/MAX Synergy agents use professional photographers and sometimes drones to capture their real estate audience.

"Today more people rely on their computers to search for homes," Regina said. "Our office style is called the "café concept" were people can come in, have coffee or a beverage, and review homes for sale. Every day we have people walking in our office. I am really pleased with how the new concept is working. It's a great time to be in business and an excellent way to serve members of our community."

In November of 2018, Remax Synergy raised \$6,500 for the Amity Fire Company by sponsoring a 5K. "All money went to the fire company. This event was a success and we look forward to doing more community events in the future," says McLaughlin Williams



DOUGLASSVILLE



NORTH COVENTRY



For additional information, please call Regina McLaughlin Williams at 610.385.0090 (office); 484.686.0307; email: Mclaughlinregina@aol.com

RE/MAX has been in operation since 1973. In its 46 years of existence, the company has grown to encompass more than 100,000 sales agents, working in franchise-owned, operated offices in more than 85 countries and territories. As one of the most widely recognized names in real estate, RE/MAX receives 48 million hits to its websites on an annual basis. More importantly, RE/MAX is regarded as one of the country's most productive real estate sales forces. In a survey by *Real Trends 500*, a leading resource for residential real estate rankings, RE/MAX claimed the top 18 positions. It also dominated the top 50 lists, snagging 44 spots.





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Cover Story: *The SBR Association is dedicated to empowering small businesses with the resources necessary to develop a strong foundation built on three fundamental needs – Being successful and profitable through loyal and engaged employees with happy and united families.*



13-22: *Pottstown is a town with a proud history that offers a solid foundation for new, and growing companies.*



24-27: *Browse the Business Marketplace to grow your business, network, and keep your money local.*

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Taking the Cookie-Cutter out of Real Estate: Freestyle All the Way



Suzanne Kunda

Trust. If there is one message you leave with after talking to Suzanne Kunda, Broker and Owner of Freestyle Real Estate, it is trust. Located on Swamp Pike in Gilbertsville, Pennsylvania, Freestyle Real Estate was founded in 2009 by Suzanne as an alternative to big-box real estate agencies. "At Freestyle, we are 100 percent committed to listening to our clients and creating a meaningful, long-lasting relationship. We want to be REALTORS®

you can trust not just today, but 5, 10 years from now. That is our top priority," shares Suzanne.

Freestyle Real Estate services cater to both sellers and buyers. For those selling, their marketing plan not only includes visibility on all MLS websites, but also professional photography, individualized marketing materials, virtual tours of the property, and a client's very own Infobook. "Our infobook is a huge hit among our sellers. It includes information on the property, plot maps, neighborhood features, school information and tax data. It answers questions prospective buyers typically have when considering a property," explains Suzanne.

For buyers, Freestyle agents really take the time to listen to a client's wants and needs. It is all about becoming a trusted partner. "We go over their wish list, we ensure they are working with a lender that works for them as well as other vendors. We want our clients to truly love the home they buy and, most importantly, know that they can trust us because we have their best interest at heart," says Suzanne.



Broker and Owner, Suzanne Kunda (bottom left), Director of Marketing, Ellie Trovato (middle), Agents, Rachel Hartline, Kathy Merkel, Sue Cusumano (top right), Janice Kutt (top left).

Adaptability is another element that sets Freestyle agents apart. The real estate market changes daily, greatly impacting client needs and results. Working with an agent who listens and understands client needs, wants, goals and concerns is important now more than ever. "Finding an agent is easy, but finding an agent that delivers on promises, provides exceptional services and has the knowledge and experience to get you the results you need is Freestyle," clarifies Suzanne.

Ellie Trovato, Freestyle's Director of Communications, teases upcoming news for Freestyle Real Estate that will take their exceptional service ever higher. "Real estate agencies are a dime a dozen nowadays. At Freestyle, we shy away from the transactional approach and focus on building relationships and being a one-stop-shop for our clients. Think of us as the new real estate concierge for the Tricounty area and beyond," shares Ellie.

Whether you are buying your dream home or selling the property you've called home for years, Freestyle agents are committed to providing their clients with exceptional service and becoming a trusted partner (and friend!). If you'd like assistance selling your home or finding a place that fits your wants and needs, Freestyle Real Estate can be reached at 610.845.1800 or by checking out their website at www.freestylere.com.



Agents at the Rock the Block event in Pottstown on April 13, 2019 (left to right: Suzanne Kunda with her daughter, Kathy Merkel, Rachel Hartline with her daughter).

SMALL BUSINESS RESOURCE ASSOCIATION

PROVIDING BIG BENEFITS TO SMALL BUSINESS

WORKSHOPS



When it comes to establishing and growing a small business, there is strength in numbers, as evidenced by a myriad of well-established small business organizations serving the region, including chambers of commerce, merchant associations, and a variety of B2B networking and referral groups — all devoted to helping their members succeed.

Under the category of “You can never get enough of a good thing,” small business owners in Berks and surrounding counties now have another expansive, “resourceful” organization at their disposal dedicated to helping their business grow — the **Small Business Resource Association (SBRA)**. The SBRA was uniquely created to support member small businesses through a variety of hands-on services, employee benefits and cost-effective resources that deliver the right “connections for success,” according to the new organization’s principals **Gary Seibert**, CEO, **Mark Kramer**, Chief Marketing Officer and **Chris Pierson**, Chief Information Officer.

“Every one of us are business owners and operators,” Seibert said. “Collectively, we bring more than 100 years of business experience to the table. We really know where small business owners are coming from with their problems and issues that need to be dealt with. The unique part of this organization is our background experience, but as a member you become a resource for other members as well, so, we are networking people with other members with expertise to address their issues.”

“The SBRA is a membership organization but unlike many organizations out there we’re much more hands on,” adds Mark Kramer. “The SBRA provides connections to help businesses succeed through a wide variety of personalized services and avenues to market your business. We’ve provided our membership with a very unique website, sbrassociation.org, which contains a social media component allowing members to share information and interact directly with each other. There’s nothing else like it out there,” he said. “We also provide the opportunity for our members to record podcasts to

NETWORKING



promote themselves and their businesses to a national audience on iTunes."

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

SBRA's mission is "Empowering businesses with the resources necessary to be successful and profitable through loyal, engaged employees with happy, united families," Seibert explains. This starts by providing a variety of business resources such as technology resource help, HR and staffing solutions, business expansion strategies, legal and accounting support and strategic



marketing planning. Then, by offering additional services and benefits to business owners' employees and their families, such as discounts at restaurants and amusement parks, educational classes, college savings programs and more, a balanced foundation is achieved for long-term growth.

"The SBRA takes a balanced, multi-tiered approach to strengthening the foundation of a business by focusing on three fundamental needs of every business: Business Improvement, Employee Development and Family Enrichment," Seibert explains.

(Continued on page 8)

OFFICES



Located at 2395 Lancaster Ave. in Shillington.

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SBRA PRINCIPALS



Gary Seibert, Chief Executive Officer

Gary applies over 50 years of business experience to helping companies increase profitability and achieve their growth potential. He's a master at strategic planning, project management, and company turn-arounds and has successfully founded, built, grown, and sold two multi-million-dollar international enterprises. Gary teaches entrepreneurship and business success at conferences and conventions worldwide; has appeared on numerous TV Shows, CNBC, Turner Cable Network and PM Magazine, and has also authored numerous business management and entrepreneurial articles which have been published in such magazines and newspapers as *People*, *The New York Times*, *Entrepreneur*, *Fitness Management*, *Sports Inc.*, *CBI*, *The Philadelphia Inquirer*, *The San Francisco Chronicle* and others. In 1993 and 1994 Gary was a finalist in the Ernst & Young Entrepreneur of the Year Competition, and in 1994 he won the Berks County Small Business of the Year Award.



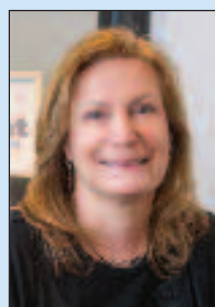
Mark Kramer, Chief Marketing Officer

Mark is a results driven marketing and business development professional with a unique blend of expertise in marketing planning, advertising, public relations, social media marketing and sales, overlapping traditional and online marketing solutions to delivering results. As director of marketing for 20 years for a hospitality management company startup, Mark created opportunities for system-wide growth by developing and executing a cohesive marketing plan for both chain restaurants and hotel properties in PA, SC and NC. Currently President of Core1Marketing, Mark provides cost-effective solutions that make a difference in the growth of small businesses in a variety of industries including medical, legal, health, service, insurance, retail and non-profits.



Chris Pierson, Chief Information Officer

Chris brings over 20 years of business and educational experience developing programs and events for youth and adults. In 1995, Chris left the recreation and family entertainment businesses to hone his skills in the computer industry. While working for a fortune 500 company Chris gained valuable experience in web and database development and design. During this time and the years to follow Chris stretched his entrepreneurial muscles in several joint and personal ventures including real estate and event planning, owning the Creative Kids Discovery School and Reading Construction Company, co-owning the Binding Family Heritage (a web based publishing company) and others that gave him great insight to the world of business. For over 15 years Chris has been active in supporting youth development and leadership as a coach for his local High School track team, and as a Boy Scout of America troop adult leader. With a little over 20 years of experience in starting and operating small business companies, Chris now shares his recreational and educational knowledge to help mentor and coach other business owners, executives and entrepreneurs to achieve their dreams.



Laura Seibert, Director of Member Services

Laura adds over 20 years of organizational expertise to our team. Laura worked alongside her husband Gary to create, develop and manage several personally owned businesses, as well as being hired by outside companies to start-up and reorganize existing business offices. Her strengths include office set up, organization and operations, staff hiring and training. She has been involved in a variety of industries including fitness, education, recreation, nonprofit, and medical.

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COVER STORY

(Continued from page 7)



The **Business Improvement** component includes: Full and half-day seminars on topics related to business improvement, business development, growth and success; Training in business finance, law, marketing, development, employee relations and other topics of interest; Workshops — free, 90-minute interactive meetings at the SBRA offices and different member locations; Access to an educational library of print, video, audio and digital materials; and Podcasts allowing SBRA members to reach an audience of local, regional and national entrepreneurs.

SBRA's Business Improvement component also includes a variety of professional services such as: Human Resources Consulting; Marketing Consulting; Legal and Accounting Counseling; Financial Sources; Business Start-Up and Exit Strategy Planning; Insurance Sources and Savings; Business Networking Opportunities; Business Coaching and Mentoring; Culture Development; Business Assessments; "The Pitch"; "The

Huddle"; and Workshop Certifications.

The Pitch is a unique service of the SBRA, designed for someone who is interested in starting a new business or in need of additional capital to expand and grow. The Pitch program will assist the owner in preparing their business plan and presentation. Then, when ready, the owner will have an opportunity to "throw" their PITCH to a small group of bankers and investors to either get one of them to meet and discuss the opportunity or to get constructive comments on steps they will need to take in order to secure an interested lender.

The SBRA Huddle is an hour-long meeting between a business owner and a select team of SBRA business associates chosen with the expertise and experience that can help owners deal with a particular situation or problem facing their business. The ultimate purpose is to help the owner find a possible solution, develop a plan and then help guide them through the process.

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President and CEO

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The **Employee Development** component is focused on providing training, skill development and benefits to support member businesses' employees, which will motivate them to be loyal and engaged. Opportunities include: SBRA Member Employee Training; Certifications; Skill Development; Safety Training; Leadership Development Training; and Coaching and Mentoring opportunities. Also, through an initiative called "A Voice," the SBRA will be gathering information from business owners as well as employees that can be used for focus groups to discuss topics that impact the success of all businesses. "Employee satisfaction is essential for every business and there needs to be a place to discuss sensitive topics to reach positive outcomes before they become destructive," Gary Seibert explains.

The **Family Enrichment** component is comprised of numerous resources focused on helping strengthen the employee's family by providing educational programs, enrichment training and other member benefits, including Family Fun Discounts, "Date Night" discounts at member eating establishments, and a variety of discounts on products and services that you purchase and use every day, as well as professional services, including: Financial Management Training; Insurance sources and savings;

College Planning services; Assistance in securing a mortgage and buying a home; and Self-Help resources dedicated to helping families become stronger, closer and happier as they progress through the various stages of life.

One of the most popular and valuable benefits enjoyed by SBRA members is the ability to save on all types of insurance premiums, including property & casualty, home, auto and health insurance, for business owners and their employees. Member businesses of all sizes, even single proprietors, receive a group rate on health insurance allowing for much more affordable premiums than what they could find on the street.

"Another benefit of SBRA membership is its truly innovative website that provides the ability to market your business to every other member business within the Association as well as to businesses and residents in the region," said Mark Kramer. "The site has its own social media component, a wall just like Facebook, which members can use to post videos and message information about your company's events, specials, and discounts to all your member connections," he explains, adding, "The SBRA provides many other excellent opportunities to promote yourself and your business."

(Continued on page 10)



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COVER STORY

(Continued from page 9)

We've engaged with Justin Schenck of The Growth Now Movement to record podcasts over the next 52 weeks that are now available on iTunes, titled *The Small Business Resource Show*. We allow our members to record podcasts that provide small business owners with content they need about creating great websites, social media, sales training... the list goes on and on. Our SBRA podcast is all about helping small businesses," he said.

The SBRA also offers weekly workshops, free to members, which provide them with valuable information on how to grow their businesses. Topics included sales techniques for success, leadership development, HR management, social media marketing and how to create and manage marketing and business plans.

Like other B2B organizations, SBRA offers frequent member networking opportunities as well. "Our 120 mingles" (2-hour) networking events have been super successful," Gary Seibert said. "We try to provide something in that event that is fun and entertaining. In some cases, they will actually be educational. You come and you meet all these people. You can go on the website, look them up, 'friend' them, and now you've developed a relationship with that person, and you can create a conversation. This way we are networking this family together and they are helping one another. Its business helping business," he said.

The SBRA philosophy is grounded on the premise that a happy and united family will foster a more loyal and engaged employee, which in turn will help the business be more successful and profitable, which will encourage a good employer to provide more resources to the families of his or her employees. All three are necessary for a well-balanced, successful business.

Above all, SBRA is entirely focused on serving the needs of its members.

"This is our members' association," Gary Seibert emphasizes. "It's not our association. We aren't an association without members. It is our job to listen to the members. We have open ears. We have broad shoulders. We're not perfect, but we will respond in a positive way to suggestions and ideas. We want to be transparent. We encourage our members to bring anything to our attention that we can do better. We want to grow. We want to help people. We firmly believe that if we really service the community well, our organization will grow," he said, adding, "We only do one thing — Help small businesses to be successful. We don't have any other agendas, we're here to serve our membership.

The Small Business Resource Association is accepting new members at its offices at 2395 Lancaster Ave. in Shillington. Sponsorship programs are available for large businesses interested in supporting the small business community. For More Information, please call Gary Seibert at 484.333.3270, email: gseibert@sbrassociation.org; or Mark Kramer at 484.797.4771, email: markk@core1marketing.com, and visit: www.sbrassociation.org.



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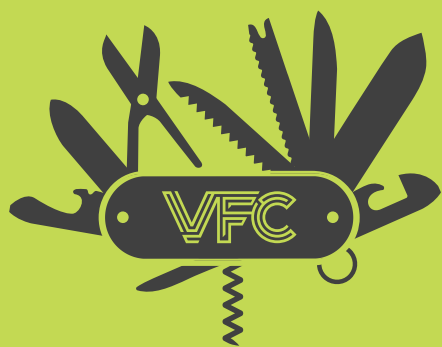
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SHARP ADVOCATE FOR SMALL BUSINESS

VFC Cuts Through Communications Chaos

Calling VFC an ad agency is like calling a Swiss Army knife a blade. There are advertising agencies, public relations firms and marketing consultants—and then there's VFC. Incorporated in 1998 as Virtual Farm Creative, Phoenixville's VFC was born to be different.

"There's really no model for what we do," reflects VFC Creative Director Todd Palmer. "We perform the full cadre of services that ad agencies, marketing firms and PR shops do, but VFC is like an extension of our clients' companies."

With more than thirty years of *in the trenches* commercial communications experience, Palmer leads a team of other seasoned professionals, including writers, designers, developers and photographers, to effectively manage client brands and marketing missions.

"Our clients don't have sophisticated marketing resources internally, and VFC acts as a dedicated

division that they rely on every day, bringing a whole team to the party for less than the cost of a single full-time employee," says Palmer.

"It's one thing to start and grow a company – it's another to cultivate a lasting competitive and professional brand culture."

VFC is responsible for bringing to life many regional startups and revitalizing the images of many existing companies that have rebranded. Initiating every effort with a strategic plan, VFC evaluates markets and analyzes the target audience prior to conceptualizing creative.

"We like to say that we create personalities for companies," adds Palmer. "Clients have the product or service and business infrastructure, and VFC collaborates on creating the most attractive brand using a proven combination of science and art to achieve results."

Although VFC has clients across the country, for the most part they've focused their efforts for the last twenty years regionally—transforming many local brands and leveraging them against their larger

competitors with the tools and resources they need to evolve and succeed.

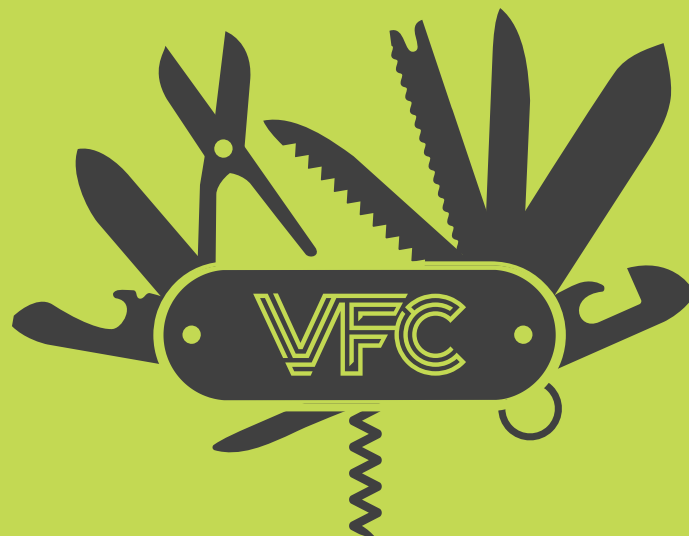
The small, but powerful creative collaborator was in on the ground floor of the rebirth of Phoenixville Pennsylvania—managing anchor brands, organizations and events—and now they're contributing to Pottstown's progress. Look around the region at the brands you admire most...the chances are good that VFC contributed in some way over the last two decades to their success, strength, performance and creativity.

VFC delivers dynamic content for web, print, social and video solutions for a market mix of consumer and business-to-business clients in Chester, Montgomery and Berks counties and beyond.

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FOCUS ON THE REVITALIZATION OF POTTSTOWN

(Editor's note: Last month's issue featured an article on the recent wave of investment in the borough of Pottstown, particularly in the downtown. Pottstown Area Industrial Development, Inc. (PAID Inc.), the lead organization promoting investment in the borough, deserves much of the credit for attracting and facilitating that investment. The following article by PAID Executive Director Peggy Lee-Clark examines a variety of new initiatives contributing to the growing momentum toward revitalization of the borough.)

The Borough of Pottstown is 5.5 Square Miles



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

Growth and change are words that have often been used to describe Pottstown in the last two years. Within the 5.5 square miles of the Borough, adaptive reuse has made Pottstown relevant and on an upward trajectory.

From the end of 2017 through 2018 more downtown properties changed hands than at any other time in recent history of the Borough. The section of Pottstown that gets the most attention is the Downtown. It is the most visible section of the Borough and an area that was severely tired looking but, that has started to change. There are currently seven full-service restaurants in the downtown with another slated to open in August. There is an ice cream shop that will reopen now that the weather is warm, and a beer garden that will sprout up out of a vacant lot in early summer. Kiki Vodka and Aye Caramba, both located within the Farmer's Market, and Pottstown United Brewing have enhanced the existing culinary culture in the downtown. These new additions are joining already well-known dining hot spots like Henry's Café, Beverly's Pastry Shop, The Avenue, Lily's Grill, and Cuisine India. 2018 also brought two new retail businesses into the downtown area — Once Upon A Time

has the most amazing consigned clothing options, while Studio 36 gives creative spirits a place to make their own jewelry pieces or to pick up a unique gift. Many visitors and residents are also embracing the new entertainment sport of throwing axes at Splitting Edge.

(Continued on page 14)



Splitting Edge Axe Throwing



Pottstown Farmers Market

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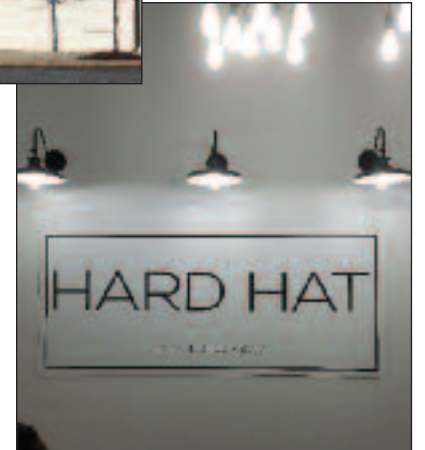
Precision Polymer Products, Inc

(Continued from page 13)

Although these investments in the downtown and its rebirth are important, that section of the Borough does not stand alone. It is only a portion of the ecosystem that makes up the engine that is economic development. It is necessary to have thriving businesses that offer family sustaining livable wages throughout the Borough too. Pottstown was already a center of employment in the region. Our largest employer, Tower Health Pottstown Hospital, gives us a solid foundation, while other legacy companies like the Dana Corporation who have been operating in the Borough for 100 years, and Cody Systems, who are celebrating 40 years in the Borough, show that those companies that have called Pottstown home were able to succeed. Other businesses like Video Ray, Ultraflex, Eastwood, Budget Maintenance, Cigas Machine, and Precision Polymer continue to thrive and show that Pottstown has been and will remain an area focused on building, creating and developing the tools needed to keep our region moving forward. These types of companies, the ones who have been providing jobs to our community, have continued to grow and expand.



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It's not just those already in Pottstown who are seeing new opportunities in the Borough. There are also new dynamic companies choosing to expand or relocate into Pottstown at an increasing rate. Cedarville Engineering took an underutilized bank building in need of environmental remediation and turned it into their relocated headquarters. Other companies that are remaking the town and taking over existing buildings include Contrast Metals and Hard Hat Services. This growth is occurring all over the Borough. Turn 5 moved to a former grocery store and developed it into a modern workplace for a call center with national reach. These companies show that new companies are looking around the region



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and making the choice to pick Pottstown as a place for their workers.

The employees of these companies translate into new customers for retail and dining options at lunchtime and after work hours. New businesses that are popping up in response to these demands are not confined only to the downtown either. Many new investors and developers are jumping at the opportunity to expand in all corners of the Borough. Recently, we have seen an older shopping center get a face lift and new tenants. A car dealership of bygone days has been reborn as a car enthusiasts social club where car aficionados can gather. The investments in the shopping center at 1432 East High Street will help continue the revitalization of the eastern section of the Borough. Dynamic changes are coming to every corner of Pottstown, and it is showing.

When you put all the growth together, the new businesses, new shops, new restaurants, it shows that dramatic change is happening. This change is not only good for the Borough, but also the surrounding region too. Pottstown has always been a center of recreation for the area. Newly updated outdoor resources like our municipal parks and our local trail systems make it easy to enjoy the natural beauty of the Schuylkill River in Pottstown. There is now increased interest in well-known local events like the Powwow on Manatawny Creek, an annual celebration of local Native

American culture and tradition; the Pottstown Volleyball Rumble, the largest grass doubles volleyball tournament in the nation; the Pottsgrove Manor Mayfair, a yearly event that celebrates the arrival of spring in historical fashion; and the Sly Fox Goat Races. Other regular events like the monthly car shows, the Carousel of Flavor and our main street holiday parades give us the opportunity to show off these new developments and express our Pottstown pride. This new energy has also led to new events like the Fete en Blanc in September and Cheesetoberfest in October that will soon become traditions on the community's calendar. These events help us highlight what is happening here in Pottstown and allows those visitors from outside our community to see for themselves the changes that are taking place.

All this new interest and growth is thanks to the investors focused on Pottstown. It doesn't matter if they have been in the Borough for 100 years or just moved in last year, they are the ones making the difference. These pioneers took a leap of faith and have now set the groundwork to make sure Pottstown generates prosperity far into the future. Working in partnership with these investors is Pottstown Area Industrial Development, Inc., a private 501(c)(3) entity, that since its re-organization in 2010, has endeavored to improve the economic climate and future of Pottstown.

(Continued on page 16)



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(Continued from page 15)

Pottstown is a town with a proud history that now offers a solid foundation for new, relocating, and growing companies who, like the businesses mentioned, want to be in on the ground floor of shaping the personality of the community they call home. Growth and change are two words that have described Pottstown over the last two years. We welcome everyone to come and see why these businesses have said, "I Pick Pottstown" for yourself.



Pottstown Area Industrial Development, Inc. was incorporated in 1965 with the stated purpose to provide a charitable organization through which public-spirited citizens can develop, promote, encourage, and protect the economic welfare of the Greater Pottstown Area of Montgomery County, Pennsylvania, with the aid of and in concert with private or public groups, corporations or entities, or existing government, governmental facilities, divisions, agencies, departments, or representatives, and the attraction of new industrial, manufacturing and commercial enterprises and research and development facilities within the Greater Pottstown Area, with the result that the economic well-being of the community will be increased, investments in the community will be stimulated and employment opportunities of the inhabitants of the community will be enlarged.



Third Annual Pottstown Investors Conference Advances Local Economic Development



The Third Annual Pottstown Investors Conference was held on April 12 at The Hill School's Center for the Arts. The conference, geared toward real estate investors, developers, business owners, entrepreneurs, state and federal officials, and Pottstown community leaders, was well attended again this year.



This year's conference featured fewer "speeches," more conversational story-telling by Pottstown stakeholders and entrepreneurs, and further showcasing of intriguing real estate opportunities. Participants were also treated to a guided trolley tour of the borough.

This event offered "Taste of Pottstown" lunch featuring fare from local restaurants — paired with a "gallery walk" displaying information



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and literature about nonprofits and other organizations that support and serve Pottstown in partnership with our business community.

The program included a panel highlighting women-owned or operated businesses in the borough, among other stimulating, timely discussions including a "Q & A" with elected officials who interacted with Pottstown investors. The day ended with a networking happy hour. The event was 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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Hobart's Run Working to Make an Impact in Pottstown

At the Third Annual Pottstown Investors Conference (April 12) sponsored by Hobart's Run at The Hill School, Twila Fisher, director of community and economic development for this 501(c)(3), and her colleague, Cathy Skitko, senior director of institutional public relations, shared a "Top 10" list of projects and goals they are pursuing. Their first goal always is engagement with the town through a wide range of activities, community meetings, volunteerism, and collaborative efforts, Fisher said.

In addition, Hobart's Run, founded in 2016, leads a number of initiatives in support of the Olivet Boys and Girls Club/Ricketts Center; partners with Edgewood Cemetery to help restore this Pottstown resting place; organizes block clean-ups and has contributed 11 security cameras to the town in coordination with the Pottstown Police Department; and is preparing to launch a forgivable loan Homeownership Incentive Program this spring. It actively communicates with investors and realtors to promote home

ownership in Pottstown, and, soon, Hobart's Run will rent two formerly distressed properties it has rehabilitated largely through volunteer labor — with proceeds to be given back to the community via various community improvement initiatives.

Also, Hobart's Run is running the Pottstown Area Social Innovations Lab which brings together Pottstown High School and Hill students to brainstorm about local concerns; it works with East Coast Volleyball and Hill's squash teams to run free clinics in these sports for local residents; and it sponsors The Hobart's Ram Run 5k to raise money toward local façade improvements. You can follow Hobart's Run on Facebook to learn more about these and other happenings geared to sparking and supporting revitalization of Pottstown and enhancing Borough-wide constructive, positive communication. Also, contact Fisher at tfisher@thehill.org or Skitko at cskitko@thehill.org.



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In July 2003, The Pottstown Area Health & Wellness Foundation set out to improve the health and wellness of Pottstown-area residents with grants to schools, parks, and networks, as well as funding to improve health access and support non-profits. Fifteen years later, the Foundation has awarded \$38.5 million to almost 200 grantees in the community, helping to inspire countless area residents to enthusiastically embrace a healthier lifestyle and build strong communities.

Accomplishments from grant making include the grand opening of Community Health & Dental Care along with its co-location with Creative Health Services, the Circuit Rider program, Walk/Bike Pottstown, Pottstown Early Action for Kindergarten Readiness (PEAK), TriCounty Health Council, and TriCounty Community Network, to name a few.

At 15 years, the Foundation recognizes the necessary partnership that empowers them to fulfill their mission. President

Dave Kraybill says, "We're so privileged to work with local wellness organizations, nonprofits, schools, parks and more. The health and wellness impact we're making is powered by our grantees and partner organizations. And each year, we build more connections among them all as we grow and expand collectively. That's how we fit together."

The Foundation also has its own initiatives to inspire, educate and motivate community members and leaders. The annual Healthy Bodies Healthy Minds Institute trains local educators about research and best practices that support a culture of wellness in schools. Additionally, the Foundation promotes cultures of good health in the community through the annual Home Garden Contest.

A healthy Pottstown benefits everyone—from community members to business owners—by making it a better place to live, work and play. A video honoring the Foundation's 15 years can be viewed at bit.ly/2UmMLK9.



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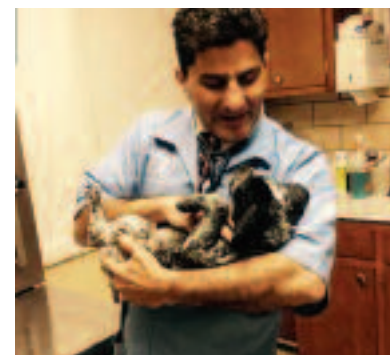
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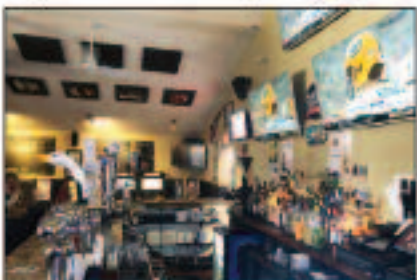
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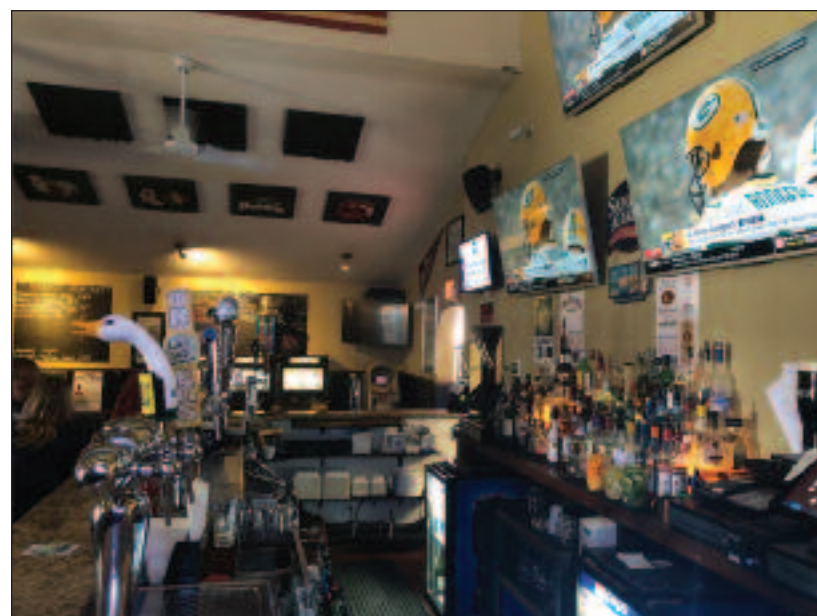

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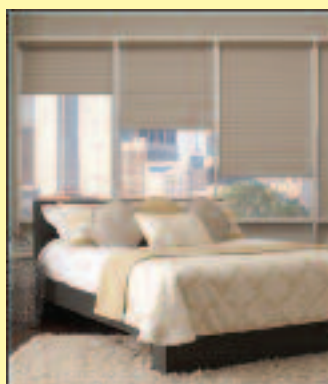
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By Tiras Buck, Amity Digital

What do we mean by responsive? A responsive website is one that will display appropriately on any device that is used to view it (i.e., desktop, laptop, iPad, smartphone, etc.). Desktop computers are no longer the primary method that most people use to browse the web. More than 50 percent of all website traffic is done on a mobile device. It is extremely important that your website automatically adjusts to the device it's being viewed on so it's just as effective on a phone as it is on a full-size computer. If the experience is

poor, people are not going to have the patience to look at another device; they will simply move on to your competitor.

In addition to the user experience, it has become vital for ranking in Google. A year ago, Google split their index and moved to a "mobile first" methodology. This means when Google looks at your site to determine what it's about and how it should rank, it's going to look at it as if it's on a mobile device. If your website is not mobile friendly, you will have a very tough time getting traffic from Google.

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Persistence in all her efforts drives Kerry Lee to accomplish her goals in both her personal and professional life. Her commitment to self and others is to live and work with integrity and honesty, always seeking to raise the bar and hold herself to the highest standards.



For additional information, please call Kerry Lee Rogers, your design expert at 484.794.9651.

Phoenixville Federal Reopens Royersford Branch

Phoenixville Federal Bank & Trust is always improving to offer better services and convenience for their customers, so they are happy to announce that the Royersford Branch is now officially re-opened and ready to serve the community.

The Spring-Ford Chamber of Commerce assisted with the branch's ribbon cutting held recently. Several local civic leaders, business leaders, board members, staff, customers and not-yet-customers were on hand for the open house and reception following the ceremonial ribbon cutting.

Phoenixville Federal is proud of their roots and their long history, being a part of the Royersford community since 1975. Located on the corner of North Lewis Road and Church Street, the original Royersford branch became the second branch office of the over 100-year-old bank.

The renovation of the 45-year-old building began last July after the staff moved to temporary quarters, a 70-foot trailer on the property. The existing building was demolished to ground level, leaving only the basement and the vault visible. The project took eight months to complete.

"We are very excited to finally be open and to bring up-to-date banking technology to the Royersford branch," said Doug Darlington, President/CEO. "This will enable us to serve our customers and the community even better – faster and more accurate."

The open concept branch features a clearstory roof, gas fireplace, history wall of photos provided by the Spring-Ford Area Historical Society, and large windows throughout. Universal banker "pods" serve multiple functions including basic transactions, new accounts, and general customer service.



In addition to the updated floor plan and a fresh, modern look, Chuck Benz, SVP Retail Operations/Security Officer said, "We used a state-of-the-art security system with indoor/outdoor coverage, while improving the exterior lighting for the safety of our customers and staff. We also reconfigured the traffic flow in the parking lot to allow for entry and exit on Main Street."

PW Campbell was the architect/designer of the iconic blue-roofed building, while local firm, A-1 Construction, was hired as general contractor for the project.

The financially strong bank headquartered in Phoenixville, Pennsylvania with multiple branches in Chester and Montgomery Counties, Phoenixville Federal Bank & Trust provides a diverse portfolio of personal and business checking, savings and lending products and services, including wealth management and trust services. Phoenixville Federal Bank & Trust is a mutually-owned community bank committed to improving the quality of life in the communities it has served for more than 100 years.

For additional information, please contact: Carol Buckwalter, VP/Marketing, 610.935.4555; cbuckwalter@phoenixfed.com.

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SODIAH THOMAS



Sodiah's Biography

I discovered my passion for entertaining in my mom's kitchen," reflects Sodiah Thomas, creator, chef, and owner of S&B Event Concepts and Catering. And those homey roots influence every aspect of Sodiah's catering from her soulful fare, personalized service, and custom menus to her distinctive presentation of food and décor.

Always entertaining...

Sodiah grew up in Northern New Jersey and Colorado, but in 1990 she was married and packed all of her belongings into a U-Haul and moved to Philadelphia, PA. Her early days in Philadelphia were filled with a new husband, creating a home, preparing for children, and entertaining. Indeed, at every opportunity she threw parties for friends and family that included creatively themed menus, décor, and activities. Entertaining has always been in this self-taught cook's blood, so no one was surprised the year she decided to start her catering business.

Let the catering begin...

In 2008, Sodiah translated her passion for cooking, creating memorable events, and making people happy into a business—S&B Event Concepts and Catering. In the beginning, S&B specialized in "Cater to You Dinner for Two," a personal chef service provided in private homes and serving tasty food at local events. But Sodiah had a grander vision in mind and she quickly transformed the business into a full-service catering company serving weddings, business luncheons, special events, and private parties.

Sodiah's meticulous nature, hands-on approach, and passion for her work have made S&B Event Concepts and Catering what it is today. Eleven years after its creation, Sodiah continues to work as chef as well as oversee the business's day-to-day operations and kitchen management. In her efforts to stay sharp and on the cutting edge of catering, she also regularly attends professional seminars on cuisine, décor and design, and technique.



Not your typical catering company...

The fruit of Sodiah's labor-of-love is a catering company that stands apart from others. S&B Event Concepts and Catering is socially conscious, donating food and services to shelters, non-profits, and fundraisers, purchasing free range and locally grown meat and produce, composting kitchen waste, and recycling. S&B Event Concepts and Catering is also particularly distinctive in its personal approach to event planning. For every occasion Sodiah and her staff work one-on-one with clients to create a unique and memorable menu, plan décor, and customize staffing. With individualized attention to detail as the company's cornerstone, S&B Event Concepts and Catering has won

a reputation for hosting successful events that are fun and have flair. S&B's goal is for clients and their guests to be wowed by flavor and presentation, and this is surely something Sodiah and her staff achieve over and again.

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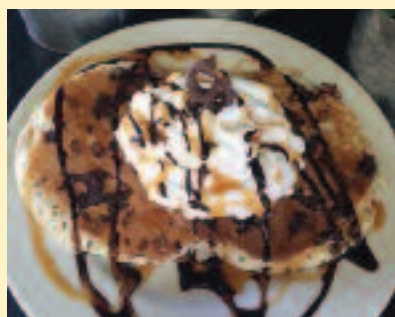
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#3

Retirement - Identify Your Guaranteed Income Sources



It is a process to convert financial resources into a stream of income that will last the remainder of your life.

The risk of outliving one's assets is a significant factor in retirement planning.

Jessica Burger, ChFC®, CFP® 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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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

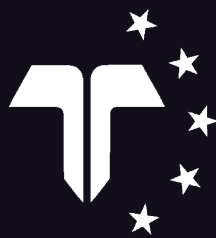
• EMAIL:
info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

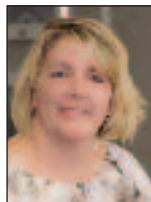
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Administrative Director,
melissa@tricountyareachamber.com



TRICOUNTY AREA CHAMBER OF COMMERCE



PRESIDENT'S MESSAGE

TriCounty Area Chamber of Commerce and Pottstown Area Industrial Development, Inc. are proudly presenting the 3rd Annual Pottstown Progress Luncheon in June! This special event will highlight the growth and success occurring in the greater Pottstown area. We hope to see our Members there!



See pg. 40 for more details!

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 April. 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!***

American Financial Management Group (AFMG)
1055 Westlakes Dr.
Suite 300
Berwyn, PA 19312
484.324.9090
www.afmgplanning.com

Financial Services
AFMG is an advisory firm focused on helping you understand what is needed to optimize your plan for the second half of your life.

BlackJax American Pub and Grill
668 Ben Franklin Hwy.
Birdsboro, PA 19508
610.385.5299
www.blackjaxamity.com

Attractions, Caterers / Banquet Services, Event Planners, Food Products, Restaurants/Clubs
Blackjax is a 10,300 Sq ft. facility with multiple event spaces. The main tavern is open 365 days a year. With 115 seats we have the ability to create a fun, family friendly environment. Our event venue is open periodically and our upcoming events can be found on our calendar. Our banquet facility is always ready for your private event.

Contrast MetalWorks LLC
301 South Keim St.
Pottstown, PA 19464
484.624.5542
www.contrastmetalworks.com

Manufacturers and Processors
Contrast MetalWorks LLC is a team of highly skilled individuals providing all our valued customers with high quality structural steel products, competitive prices and incomparable customer service.

Costello Investments
PO Box 57
Pottstown, PA 19464
484.639.8294

Real Estate - Residential, Real Estate- Commercial / Industrial

Delicious Marketing LLC
315 Buckhead Ln.
Douglassville, PA 19518
484.797.4544
www.deliciousmarketing.io

Marketing / Market Research

Dominion Performance & Fabrication
51 South Adams St.
Pottstown, PA 19464
484.447.0283

www.facebook.com/DominionPF
Welding and Fabrication, Manufacturers and Processors
Full fabrication shop, installation of performance exhausts and parts.

Flavors Café LLC
75 Pebble Beach Ln.
Pottstown, PA 19464
215.768.0697

Caterers / Banquet Services, Delis / Sandwich Shops

Jay Serrano – Keller Williams Realty Group
PO Box 1232
Pottstown, PA 19464
267.893.0868
www.serranojrealty.com

Real Estate - Residential, Real Estate- Commercial / Industrial
Our team of experts represents the best and brightest in the industry, and we're always striving to lead the field in research, innovation, and consumer education. Today's buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With our extensive knowledge and commitment to providing only the best and most timely information to our clients, we are your go-to source for real estate industry insight and advice.

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East Coventry Twp., PA 19465
484.818.0339
www.lennar.com

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Phoenixville Federal Bank & Trust
564 Nutt Rd.
PO Box 629
Phoenixville, PA 19460
610.933.1000
www.phoenixfed.com

Banks / Credit Unions

Prudential Advisors
2081 East High St.
Pottstown, PA 19464
215.534.5138

Insurance Companies, Investment Consultants
We know life's big moments come with big financial challenges. Prudential Advisors' financial professionals have the autonomy to bring clients the most appropriate options in the form of advice and guidance. This may include Prudential's financial products, those of other companies, or a combination of both.

Superior Credit Union
PO Box 26159
Collegeville, PA 19426
610.489.7239
www.superiorcu.org

Financial Services, Banks / Credit Unions
Superior Credit Union is a full-service financial cooperative. Employees, members, and business partners have joined together to provide low-cost, high-yield financial services to each other. We are democratically controlled by our volunteer Board of Directors that are elected by and from our membership.

The Strive Initiative
PO Box 1511
Pottstown, PA 19464
215.738.2425
www.striveinitiative.org

Enrichment Activities, Entertainment, Music / Instruments / Training, Nonprofit Organizations, Recreation
Our goal is to enlighten, aid and enhance the lives of underprivileged youth through character-building programs that include arts, recreation, education and civic activities.

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

30 YEARS

Pottstown Industrial Complex

16 Years:

Marshall Geoscience, Inc.

John J. Cione and Co. LLC

Karlene's Consulting

Jesse Baro, Inc.

11 Years:

The Victory Bank

PA Industrial Equipment, Inc.

Member Renewals

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

422 Business Center

AAA East Central

Allegheny East Conference of Seventh-day Adventists

Alvernia University

Berk International, LLC

Berks County Abstract Company

Coventry Mall

Family Services of Montgomery County

Fleetwood Bank

Graber Letterin' Sign Co.

Heritage Coach Company, Inc.

Hopewell Furnace National Historic Site

Philadelphia Premium Outlets

Pixel OutDoor

Pottstown Area Rapid Transit, Inc. (PART)

Pottstown Athletic Club

Redevelopment Authority of Montgomery County

Ridge Support Technologies

RiverCrest Golf Club & Preserve

Scott A. Weller Carpentry & Cabinets, Inc. dba Solar By Weller

Wolf, Baldwin & Associates, PC

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@tricountyareachamber.com



TRICOUNTY AREA
CHAMBER OF COMMERCE

Please check your Business Directory and make the following corrections:

Dennis D. Gehman Custom Builder should be **Dennis D. Gehman Custom Builder, Inc. dba Gehman Design Remodeling**
Kieffer's Appliances correct contact phone number is **215-852-3910**

THANK YOU!

**2018-2019
Connections Partners:**



2018-2019 Commerce Partners:



MAKING A DIFFERENCE IS WHAT WE DO!

ANNUAL DINNER

GOLD SPONSORS



Maillie LLP provides assurance, tax, and consulting services to a wide range of closely held businesses based out of our region as well as nationally and internationally based businesses. At Maillie LLP, quality, independent service is paramount and is the key to our success in building strong, long-term client relationships. We embrace a hands-on, flexible service philosophy based on the attention of experienced professionals and a culture of openness, candor and trust. Combined with the advantages of a streamlined, accessible organizational structure, our approach translates to timely responses and swift resolutions of technical issues or questions for our clients.

Professionalism is one of the hallmarks of Maillie LLP's culture, along with our other core values of competence, honesty and integrity, dedication, responsibility and accountability. These values guide our dedicated team in their interactions with our clients and each other, as well as the communities in which we conduct business. Our clients experience this culture through seasoned and knowledgeable client service teams, attention of senior professionals, and open lines of communication.

Maillie LLP has grown to be nationally recognized as a "Top 300 Firm" by *Inside Public Accounting* and regionally recognized as a "Top 25 Firm" by the *Philadelphia Business Journal*.

Contact Maillie LLP - 610-935-1420 and info@maillie.com



The Victory Bank is owned by local shareholders and managed by a team of highly experienced bankers who want their clients to have a successful win-win banking relationship. We exist to help our clients fulfill their visions and dreams.

The Victory Bank is committed to learning and understanding the unique needs of each client and working with them to make their banking experience financially productive, operationally simple, and personally gratifying. We listen. We Guide. We collaborate. We answer the telephone when you call, instead of making you navigate through an electronic maze of voice mail.

We offer:

- Business Deposit Products and Services
- Business Loans and Lines of Credit
- Deposit Services
- Municipal and Government Accounts
- Personal Deposit Products and Services
- Personal Loans and Lines of Credit

All with the focus of providing you with extraordinary service. Perfection is our inspiration.

Contact us at 610-948-9000, visit us at VictoryBank.com, stop by at 548 N. Lewis Rd., Limerick, PA 19468.



The 2019 Annual Dinner was a success! Members gathered to celebrate the recipients of the Chamber Stars awards and enjoy words of wisdom from keynote speaker, Shawn Harper. Look for a recap of the event in the next issue!

MAKING A DIFFERENCE IS WHAT WE DO!



ANNUAL DINNER

SILVER SPONSORS



Boyertown Oil & Propane was founded by Russell Clemmer and Augustus Gresh in 1930. Their focus: deliver high-quality heating oil and provide honest service for their neighbors. In the decades since, those core values have enabled Boyertown Oil and Propane to become a leading provider of HVAC services in the TriCounty area.

Over the past 89 years, Boyertown Oil & Propane has evolved and expanded to meet our customers' needs. We now install and service a wide range of HVAC equipment: oil and gas heating equipment, heat pumps, air conditioning systems, water heaters and more. We now offer complete propane delivery and service for homeowners and businesses. As part of the Rhoads Energy Family of Companies, we are able to offer businesses a fleet fueling program, competitive natural gas rates and more.

We are able to serve all your heating and cooling needs, including:

- Heating Oil Delivery
- Propane Delivery
- HVAC Equipment Service & Installation (oil, propane, natural gas, heat pumps, air conditioners)
- Water Heater Service & Installation
- Fleet Fueling (Voyager and Pacific Pride)
- Commercial Natural Gas

865 N. Reading Ave, New Berlinville PA 19545

For more information, call 610.367.2356 or visit www.boyertownoil.com



Diamond Credit Union is the 16th largest credit union in Pennsylvania and is headquartered in Pottstown, Pa., with five additional branches, including one in Royersford. Diamond serves 60,000 members in Berks County and the Tri-County Region.

When you join Diamond Credit Union, it means more than just opening a new bank account. You become part of a unique financial institution that measures profits by your success. You're a part of younity! Known for exceptional service, Diamond offers a full array of financial services from checking and savings, auto loans, mortgages, business services, and excellent online and mobile account tools.

For more information about Diamond Credit Union, please visit diamondcu.org.



Everything Printing was started in 2004 by Lee Levensgood, local resident and Boyertown Graduate. The goal was and still is to provide excellent services that support the growth of local businesses, organizations, business people and those involved in home based businesses. Quality work, friendly and knowledgeable service, fast turnaround and customer satisfaction are the foundation of Everything Printing.

Services:

- Design: Professionally designed marketing materials give your business a clear and measurable competitive advantage in today's marketplace.
- Print: Offering all of today's printing and copying services, from offset to digital printing.
- Bulk Mail: Services include EDDM, non-profit, standard, first class and custom projects.

For more information, call (610) 367-7444.

828A Route 100 N., Cornerstone Plaza®, Bechtelsville, PA 19505



The law firm of O'Donnell, Weiss & Mattei, P.C. (OWM Law) has been serving clients from their original office location in Pottstown at 41 E. High Street in Pottstown for more than 60 years and in January 2006, OWM Law opened an additional, fully-staffed office, at 347 Bridge Street, Phoenixville, PA. OWM Law has been proud to continue its long-standing tradition of service in Pottstown, Phoenixville and throughout the entire Tri-County area, representing small and large businesses, municipalities, banks, individuals, families, and charitable organizations. In addition, several OWM Law attorneys are licensed title agents, and we routinely conduct residential and commercial real estate settlements in both of our office locations.

Each lawyer at OWM Law 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, or focus groups, we are able to draw on and support each other, allowing us to handle complex transactions and provide the guidance and solutions our clients need. Those client service teams or Practice Groups are:

- Banking & Business Law
- Elder Law & Special Needs Planning
- Family Law – Divorce/Custody/Support
- Litigation & Personal Injury
- Criminal/DUI
- Municipal/Zoning/Land Use
- Probate & Estate Administration
- Real Estate/Title Insurance
- Social Security Disability
- Wills & Estate Planning

Directions and additional information about OWM Law can be found on their website, www.owmlaw.com

Pottstown Office Phoenixville Office 41 E. High St. 347 Bridge Street, Ste 200 Pottstown, PA 19464 Phoenixville, PA 19460 610.323.2800 www.owmlaw.com 610.917.9347



We provide grants in the following areas:

- Schools
- Parks
- Networks
- Health Access
- Strengthening Nonprofits

The Pottstown Area Health & Wellness Foundation has served Pottstown Borough residents since 2003. Over the past 15 years, we have awarded \$38.5 million to almost 200 grantees in the community, helping to revitalize Pottstown and build its economic development.

In addition to grants, we collaborate with existing networks and groups to solve problems and make positive community changes, including Pottstown Early Action for Kindergarten Readiness (PEAK), TriCounty Health Council and TriCounty Community Network. In partnership with MOSAIC Community Land Trust and Building a Better Boyertown, we also hold an Annual Home Garden Contest.

The Foundation even has its own initiatives, like the annual Healthy Bodies Healthy Minds Institute, where we train local educators on how to make schools active and healthy environments. Our other initiatives include the School Wellness Initiative and Wellness Checklist Challenge, which promote cultures of good health in schools.

For more information, call 610.323.2006 or visit pottstownfoundation.org

MAKING A DIFFERENCE IS WHAT WE DO!



Mark Your Calendars!

NETWORKING

Thurs., May 16

8:30 – 10 AM

LEYP into LEADERSHIP

Montgomery County Community College, 101 College Dr, Pottstown, PA 19464

Jennifer O'Donnell and Adrean Turner will coach you on the topic: How to Become a Nonprofit Leader.

People are seeking purpose in their career. If you care about something, there is a cause to align with and people are looking to adapt their own expertise. Purpose and passion only carry you so far without a skillset and people are yearning for a means of getting involved.

No Charge

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

Fri., May 24

8:30 – 10 AM

Getting Started With Email Marketing: A Live, Guided Demonstration

TCACC Conference Room, 152 E. High St. Suite 360, Pottstown, PA 19464

Presented by Dawn Wivell of Dawn Wivell Writing Services

New to Email Marketing? Want to learn how to use Constant Contact? We'll show you! This guided demonstration focuses on the tools and features inside Constant Contact's email marketing system. In this time-efficient, highly practical 1.5-hour session, you will learn the basics so you can get going with your own email marketing.

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. Four tickets are included in this edition of the *Route 422 Business Advisor*.

Sponsors: Berks County Abstract Company; Citadel Federal Credit Union; H&H Systems, Inc.; Media Fusion Technologies, Inc.; Orlando Law Offices, P.C.; Premier Orthopaedics; Brandywine Institute of Orthopaedics Division; Realty One Group Restore; Schultz Technology; Tompkins VIST Bank

Thurs., June 6

11:30 AM – 1:30 PM

Membership Luncheon: Leadership Tri-County Celebration

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

CHANGE OF TIME* 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 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 Tri County Community Network
- Developing our Youth – Leadership Tri-County
- HR Practices – Pottstown Cluster of Religious Communities

\$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; Translogistics, Inc.

Additional Sponsorship Opportunities Available

Thurs., June 6

5 – 8 PM

LEYP Anniversary Party

Location TBD

Save the date for this special rooftop party!

Thurs., June 20

11:30 AM – 1:30 PM

Pottstown Progress Luncheon

Sunnybrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

Come learn about "I Pick Pottstown" and the pioneers who have contributed to the community's success and growth. See the exciting things in store for the future of the town.

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

Platinum Sponsors: CEDARVILLE Engineering Group, LLC; Pottstown Hospital Tower Health; The Victory Bank

Gold Sponsor: CODY Systems, Inc.; O'Donnell, Weiss & Mattei, P.C.

Silver Sponsors: Citadel Federal Credit Union; Diamond Credit Union; Hobart's Run; Montgomery County Community College

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. Door-prizes will be drawn! Giveaways and entertainment provided.

No Charge; Members Only.

SAVE THE DATE

Tues., July 16

10 AM – 12 PM

LEYP into Camp Son-Shine

St. Paul's UCC, 927 N. Franklin Street, Pottstown, PA 19464

We will assist with morning preparation and packing lunches for the camp kids. Lunch is served at 12:00. Please wear closed-toe shoes. Hairnets and gloves will be provided at the venue. Seeking 5-6 volunteers.

No Charge.



LEADERSHIP TRI-COUNTY

CLASS OF 2019 GRADUATION & MEMBERSHIP LUNCHEON

TIME CHANGE!

Thursday, June 6, 2019
11:30 AM - 1:30 PM
Sunnybrook Ballroom





SPONSORED BY:



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610.326.2900



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



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



New Members Left to Right: Danial Speulda, Priscilla Williams, and Jack Jones of Courtyard by Marriott; Kristen Sirbak of Beverly's Pastry Shop; Keith Seiwel of General Carl Spaatz Army Air Force Museum; Jessica Zeigler-Cihlar of Village Architecture & Preservation; Chele Hallman of Kiki Vodka Bar



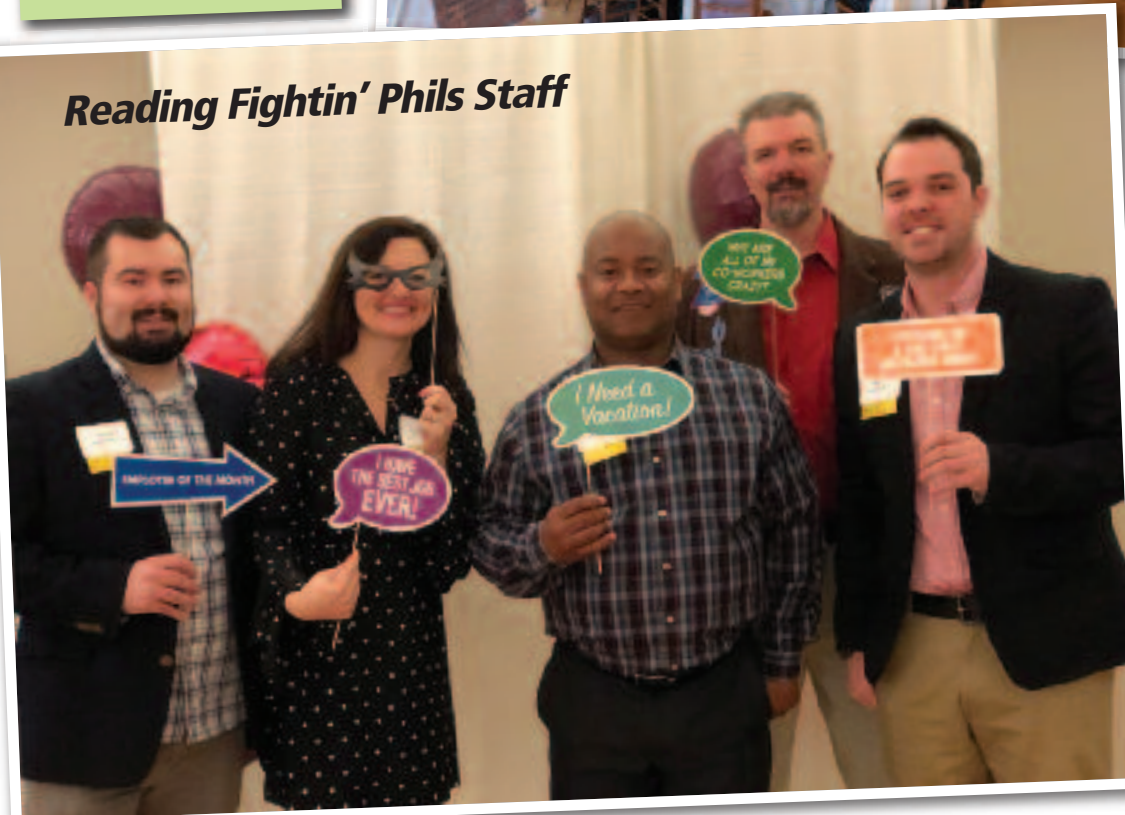
RISE & RAISE RECAP



On April 4, Chamber Members gathered to show support for The Amazing Raise, a movement started by the TriCounty Community Network to support local non-profit organizations. The movement brings together the community to raise funds and shine a spotlight on the non-profit organizations that are vital to the tricounty area. Members had the opportunity to mingle and make connections before enjoying breakfast and some special words from our guest speakers about The Amazing Raise. Thank you to everyone for coming out to this special breakfast!

For more information on The Amazing Raise, contact the TriCounty Community Network at 610.850.0181.

Reading Fightin' Phils Staff



Thank you to our Sponsor:



Join us for the
Membership Luncheon
Thurs., June 6
11:30 AM – 1:30 PM
at **Sunnybrook Ballroom**,
50 Sunnybrook Rd., Pottstown, PA 19464
See page 37 for details.

MAKING A DIFFERENCE IS WHAT WE DO!



BOYERTOWN AREA >>>> PROGRESS DINNER RECAP

On March 20, 200 guests filled LaMassaria at Bella Vista Golf Course for the annual Boyertown Area Progress Dinner. This special event highlights the changes and successes of the greater Boyertown area. Thank you to Dr. Dana Bedden, Superintendent of Boyertown Area School District, for allowing us to share in their success and progress within the school district. Guests were shown a video that highlighted the newly renovated High School and Middle School West, community engagement with the school district, and a special interview with Dr. Bedden. Thank you to Greg Herb, President of Herb Real Estate, Inc., for serving as the host for the evening's program. Thank you to Berks County Commissioner Christian Y. Leinbach for celebrating with us; it was our honor to have you in our company. The Foundation for Boyertown Education was presented with the James K. Boyer Quality of Life Award in recognition of all that they have contributed to the success and growth of the Boyertown Area School District.



The James K. Boyer Quality of Life Award was proudly presented to the Foundation for Boyertown Education.



This string quintet of students from Boyertown Area Senior High School performed lovely music for dinner attendees to enjoy.



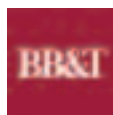
Thank you to our Sponsors:

PLATINUM:



La Massaria at Bella Vista Golf Course provided a beautiful setting for guests

GOLD:



SILVER:



MAKING A DIFFERENCE IS WHAT WE DO!

POTTSTOWN Progress

Luncheon



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

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Pottstown and their visions for the town's
growth and success!

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MARCH BUSINESS CARD EXCHANGE



On March 26, Brandywine Living at Upper Providence provided their beautiful space for Chamber Members to network and enjoy refreshments. It was a successful evening of creating connections!



Refresh

**FRIDAY
- MARCH**

Harriet Stein, owner of Big Toe in the Water, educated Chamber Members on the importance of Mindfulness in the workplace. We learned how to handle workplace challenges, obstacles, and stress in a positive manner. It was a valuable lesson on how a positive mindset can help us grow as professionals.

MAKING A DIFFERENCE IS WHAT WE DO!

BUSINESS SPOTLIGHT

May's Business Card Exchange is at Boyertown Museum of Historic Vehicles. Learn more about them at the event on Tuesday, May 21 from 4-6 PM, located at 85 S. Walnut St., Boyertown, PA 19512.



Boyertown Museum of Historic Vehicles

Founded in 1965 by Paul and Erminie Hafer, the Boyertown Museum of Historic Vehicles preserves and educates about Pennsylvania's road transportation history. The vast majority of the over 80 vehicles on display—everything from cars and trucks to motorcycles and bicycles to carriages and wagons—were built in Pennsylvania. Many of the vehicles on display are one of the few, or even only, remaining of its kind.

Our state's manufacturing history is further highlighted by the building itself. The Museum is housed in what was formerly the Boyertown Auto Body Works. Many of the commercial trucks on display are sitting right where they moved down the assembly line.



Go back even further in time to our 1872 Jeremiah Sweinhart Carriage Factory with working belt driven machine shop and Saturday blacksmithing demonstrations.

The Museum also showcases two examples of beautiful roadside architecture, the 1938 Reading Diner and a 1921 Sun Oil (Sunoco) gas station.

The Boyertown Museum is open 7 days a week, 9:30am -4pm and holds several popular special events throughout the year.



LEAD | ENGAGE | YOUNG | PROFESSIONALS

LEYP into Community Service



On April 13, young professionals and other members of the community came together to clean up the community for Habitat for Humanity's Rock the Block. In just one day, they made a huge impact on the Pottstown community. Thank you to everyone who came out to lend a helping hand to Pottstown!



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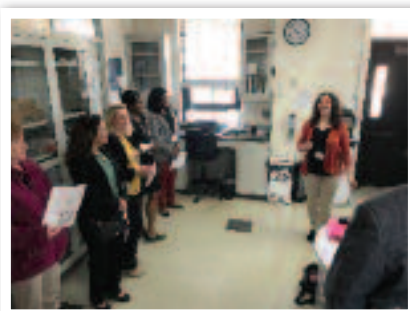
Leadership

TRI-COUNTY

A Day of Government

A blog post by Krissy Pennypacker, Laboratory Supervisor, Wastewater Treatment

The Leadership Tri-County Class had a "Day of Government" for our April session. I know most of you will say you hate politics and that our government does nothing for us, but hear me out. Our group was joined by the Delaware County Chamber of Commerce Leadership Class who we were able to greet and network with before our speakers arrived. First we heard from Carl Marrara of PA Manufacturer's Association, and Alex Rahn of Wanner Associates who discussed the importance of advocacy groups for our communities. Advocacy groups are our voices to our government officials. They present ideas to our leaders which in turn could lead to new laws being developed to benefit everyone. Next, Senator Mensch, Senator Killion, and House Republican Caucus Executive Director Jessica Grey discussed the status of Pennsylvania's budget.



We then toured the Capital Building and what a magnificent piece of architecture it is! From the gold leaf accents, stained glass windows and marbled floors, to the artwork reflecting various historical events, it was truly a site to see! There were also various advocacy groups standing on the stairs of the foyer stating their cause. Our day in the Capital ended with a presentation by Tracey Dukert, Digital Director for the PA Department of Education, on how important a digital presence like social media is in our government. Most of our leaders have Facebook accounts and interact with their constituents that way. Social media has become an important part in our daily lives so our representatives need to understand that and be a part of it.



Our last part of our day was perhaps my favorite. Okay I may be a little partial because I work there. Do you wonder what happens after you rinse down your sink or flush your toilet? Of course not! But you should. Our tour of the Pottstown Wastewater Treatment Plant, conducted by Karen Owens, Leadership Class of 2018, explained the in's and out's (pun intended) of how this system works. I gave a brief overview of our certified laboratory, then Karen took over. Microorganisms are the true workhorse of the plant, breaking down the waste throughout the treatment process. The plant is permitted by the Department of Environmental Protection and the Environmental Protection Agency. Final processing creates an effluent that is discharged to the Schuylkill River. It's important for that effluent to meet all permit requirements so as to preserve the water quality of the river, which is a source of recreation and drinking water for many.



I recommend those who haven't taken a tour of the Capital Building or the treatment plant to do so. You may realize that politics and the wastewater plant really don't stink.....maybe only a little.



JOIN THE LEADERSHIP CLASS!

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

For more information on Leadership Tri-County, contact Jennifer O'Donnell, IOM, Director, at

610.326.2900 or

jennifer@tricityareachamber.com.



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WHAT DOES AN EXCEPTIONAL LEADER LOOK LIKE?



By Gary Seibert, CEO, Small Business Resource Association

Abraham Lincoln once said, "The best way to predict your future is to create it." In a Google search I found a Leader defined as "the person who leads or commands a group, organization, or country." Abraham Lincoln predicted that our Nation had to abolish slavery in order for our Nation to truly be the "land of the free and the home of the brave," and he led our Nation to that vision. This was a very bold and challenging undertaking in our Nation's history. Through his Leadership skills, he helped create and shape the America we know today. I believe we all have some leadership skills and abilities, but there are also those who possess EXCEPTIONAL LEADERSHIP skills.

Although I could spend an entire day discussing what makes an Exceptional Leader, I would like to highlight ten qualities that I believe are very essential:

L. Leads by example and character. If you want others to follow, you must be willing to do what you are asking them to do, with honesty and integrity that is consistent and transparent.

E. Encourages trust and respect as a foundational principle in people working together.

A. Addresses the problem — then helps provide the means to a permanent solution.

D. Develops open and effective lines of communication. A confused mind says NO.

E. Empowers others to take leadership roles and in so doing develops leadership teams.

R. Reinforces the Mission and Vision of the organization and makes sure they are not strayed from.

S. Stimulates working together for a common cause. TEAMWORK!

H. Highlights team strengths — not weaknesses. Great leaders leverage their strength to help minimize their limitations.

I. Improves productivity through problem solving and planning. Getting the job done despite the obstacles. Surround yourself with others with different perspectives.

P. Programmed for Excellence. Good is not Good enough. Go the extra mile. There is no second best.

An Exceptional Leader never stops reading, never stops asking questions and never stops learning. Show me a person that has never made a mistake, you have just shown me a person that has never done anything.

Although some people believe that exceptional leaders are just born, I believe that the



skills are learned and that situations catapult people into opportunities to develop those skills. Take the risk and accept the leadership opportunity every chance you can. Ask questions if you're not sure, surround yourself with people equal to or greater than yourself, and never be afraid of failure. Edison failed over 200 times when trying to invent the light bulb. His best friend, feeling sorry for him, asked "how are you able to deal with all that failure?" Edison replied to his friend "I have not failed once, every time it doesn't work, I have eliminated a process that has brought me one step closer to my discovery." Edison was not afraid because He saw "the light at the end of the tunnel." Edison was creating his future.

Gary Seibert can be reached at: gary@core8training.com. For additional information, please visit www.sbrassociation.org.



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SOLD (ZC2276) 287 E. PHILADELPHIA AVE, BOYERTOWN

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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.

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TALES FROM THE TRENCHES OF ESTATE PRACTITIONERS

Truly Obnoxious Will Provisions of the Rich and Famous



LEGAL PERSPECTIVES

By Jessica R. Grater, Esq., Wolf, Baldwin & Associates, P.C.

As an Estate Practitioner, I've had my fair share of clients with unusual requests in their Wills. Without going into detail, and therefore potentially violating attorney-client privilege, I can say that some of them have been absolutely hilarious, others have been down right hurtful, and some have been, well just plain weird. In any event, it usually comes down to the Testator (the person who makes the Will) wanting some sort of control from the grave.

Whether it is a specific instruction regarding his or her burial, or putting restrictions on a relative inheriting from his or her estate, it usually comes down to that person wanting, in a sense, to live beyond their death and have an impact in some manner.

I have compiled, for your reading pleasure, some of the oddest and obnoxious Will provisions of the rich and fa-

mous, and hopefully after reading this, you will feel so much better about yourself and realize you are more normal than you may have thought.

Napoleon Bonaparte, the self-proclaimed Emperor of France, requested in his Will that upon his death, his head be shaved and his hair divided among his friends.

(Continued on page 46)

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

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

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

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

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ATTORNEYS-AT-LAW

LEGAL PERSPECTIVES

(Continued from page 45)

Leona Helmsley, notorious businesswoman and real estate entrepreneur, left \$12 million to her Maltese, Trouble.

Ben Franklin, Founding Father, Statesman, and Inventor, left 408 diamonds to his daughter on the condition she never turn them into jewelry and “thereby introduce...the expensive, vain, and useless fashion of wearing jewels in this country.” (Sorry, Ben. It didn’t work.)

Dusty Springfield, British singer, demanded in her Will that her cat, Nicholas, be fed imported baby food, live in an indoor tree house, be sung to sleep at night with Dusty’s old records, have his bed lined with Dusty’s pillowcase and night gown, and get married to a friend’s female cat. It is reported that her wishes were followed.

Fashion designer, **Alexander McQueen**, left \$75,000.00 to his dogs. In comparison to Dusty, that seems kind of normal.

Harry Houdini, magician and stunt performer, asked his wife, Bess, to hold a séance every year to try and contact his spirit. The two even had a secret code so she knew it was him contacting her from beyond the grave.

Actor **Philip Seymour Hoffman**, hoped to avoid turning his children into “trust fund kids” and left everything to his girlfriend. He also requested that his son, Cooper, be raised in three cities: New York, Chicago, and San Francisco.

British author **Charles Dickens’** Will provided that “those attending my funeral wear no scarf, cloak, black bow, long hat band, or other such revolting absurdity.”

William Shakespeare, probably the most notable author ever, left his wife his “second-best bed.” I wonder who got the first-best?

William Randolph Hearst, magazine mogul, provided in his Will that if anyone could prove they were his child, that person would receive \$1.00.

Author **George Bernard Shaw**, left money in his Will to fund a new alphabet. The alphabet was to have at least 40 letters, be phonetic, and distinctly different than the Latin alphabet.

Gene Roddenberry, creator of Star Trek, requested a space burial. Six years after his death, his wish was granted and his wife’s ashes joined him in space after her death in 2009.

(Continued on page 48)

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LEGAL PERSPECTIVES

(Continued from page 46)

Jeremy Bentham, British Philosopher and father of Utilitarianism, requested his body be preserved, stuffed with hay and displayed in the University College of London. His executor and best friend, Dr. Thomas Smith, actually dissected and stuffed Bentham's body himself.

I suppose the commercial is true, that "once you pop you can't stop," because **Fred Baur**, the inventor of the Pringles® can was so proud of his creation, he asked to be buried in one. His family complied with his request, too.

John B. Kelly, Sr., Philadelphia businessman and father of Grace Kelly, in his Will, asked Grace to "not bankrupt the principality of Monaco with the bills about her clothing."

T.M. Zink, an attorney from Iowa hated women so much that he set up a trust fund to create a completely woman-less library. His Will left \$50,000.00 for the creation of a library with no books, art, or decoration by women and no female employees.

Last, but certainly not least, **Ed Headrick**, the inventor of the Frisbee®, requested his ashes be molded into limited edition Frisbees. If you are interested,

they are still available for purchase on the Disc Golf Association website for \$65.00, and it even qualifies for free shipping!

While this compilation of useless information may have been entertaining, the lesson to be learned is that the only way any of these requests were honored was to have a Will. Without it, Dusty's cat may have been given away to a neighbor, Leona's dog may have been forced to live in poverty, and there would be no new 40 character alphabet. Kidding aside, I cannot emphasize how important it is that if you have a specific plan for all of your earthly possessions, you need to have a Will; and if you have one, it's important to review its contents periodically to ensure that it reflects your wishes.

Jessica R. Grater, Esquire, is an attorney with the law firm of Wolf, Baldwin & Associates, P.C., with offices in Pottstown, West Chester, and Reading. Ms. Grater concentrates her practice in Wills, Estates, Probate, Orphans' Court, and Social Security Disability, and litigation related to such matters. She may be reached at 610.323.7436 or by e-mail to jgrater@wolfbaldwin.com.

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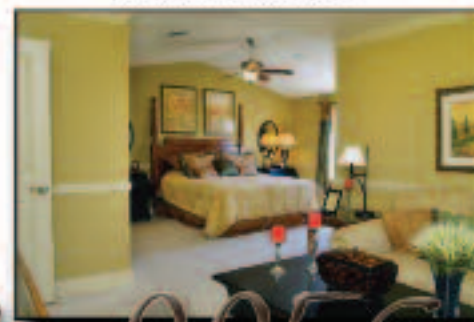
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Should Your Small Business Have an NDA?

It's likely that at some point in your professional life you've been asked to sign an NDA (non-disclosure agreement). Requesting an NDA has become standard practice for many companies.

What is an NDA?

A non-disclosure agreement is a contract that helps prevent a business's sensitive information from being shared without permission. The people or companies (consultants, vendors, contractors, project partners, etc.) that sign an NDA commit to keeping a business's proprietary and confidential information private. An NDA can be a one-sided agreement or a mutual agreement—depending on whether one or both parties have confidential information to protect.

While you may think of an NDA as something only businesses with highly sensitive trade secrets or product innovations need to have, businesses of all types might benefit from one. To determine whether you need an NDA and

what your NDA should include, it is wise to talk with an attorney.

What Information Can an NDA Protect?

Some examples of the types of information an NDA can protect from getting into unauthorized hands include:

- Customer lists
- Sales leads lists
- Product designs and formulas
- Business and marketing plans
- Pricing strategies
- Specialized technical knowledge
- Manufacturing processes
- Financial records

What Goes Into an NDA?

Most NDAs are relatively short agreements. What a company needs to include in an NDA will depend on the nature of its business and the type of information it wants to safeguard.

(Continued on page 50)



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Ask SCORE

(Continued from page 49)

Some of the common elements NDAs include:

- Parties involved
- Identification of information that should be kept confidential
- Exclusions (identifying what or when information does not get confidential treatment—for example: what is already publicly known, what is already known by the other party, when information is requested by a court of law, etc.)
- Scope of the obligation to keep information confidential (usually, not to share the sensitive information with anyone else and to not use it themselves)
- Term of the NDA (how long the information must be kept private – commonly, between two and five years)
- What happens if there's a breach of the NDA (legal steps and resolution)

Where to Get Help With Your NDA—and Other Aspects of Your Business

You will find numerous sources online that offer templates you can use to craft an NDA, or you can ask an attorney to help you write one. If you decide to write your own, you should have an attorney review it to ensure it includes all the essential elements necessary to protect your business. While an NDA is a relatively short and simple contract, it is a legal document that should have professional attention.

For guidance on all other aspects of starting and growing your business, contact the SCORE TriCounty chapter. Our SCORE mentors have experience with all types of businesses in all industries. They can assist you as you navigate your business challenges and align you with resources that can help you succeed.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricounty.score.org.



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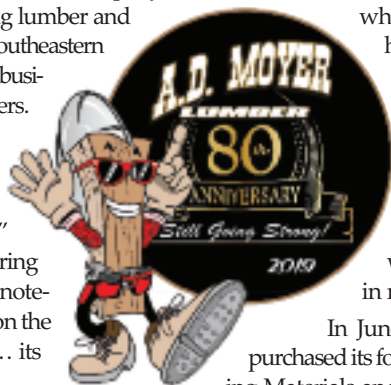
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A.D. is 80! A.D. Moyer Lumber Celebrates 80th Anniversary

A.D. Moyer Lumber – voted as the Tri-County area's #1 Window Dealer for 16 consecutive years, #1 Home Improvement Store, and #1 Contractor Supply Dealer – is celebrating 2019 as the company's 80th year of supplying lumber and building materials to southeastern Pennsylvania builders, businesses and homeowners.

The company's chosen slogan to mark the celebration – "Still Going Strong." Appropriate, considering it powered into the noteworthy anniversary on the momentum of 2018... its best year ever.

"We are proud and honored to be celebrating this 80-year milestone," said Scott Moyer who co-owns and operates the company with his cousin, Terry. "As third generation owners, we grew up in the business and have labored through many economic peaks and valleys. It gives us great pride to guide the fourth generation of family into the business and help them set up for continued success as our fathers did for us.

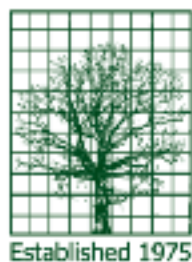


"There's no question that we owe our growth and longevity to top-notch, experienced, dedicated and conscientious employees, and to the loyal customers of the surrounding communities, many whose parents shopped here and their parents before them," he said.

Scott's sons Doug and Clint, and Terry's sons Alex and Erik, have assumed various leadership roles within the organization in recent years.

In June of 2017 A.D. Moyer purchased its fourth location, the Building Materials and Millwork Division of the former Berks Products in Kutztown, PA. This acquisition allowed the company to better serve eastern Berks County including a significant expansion of its millwork production capabilities. At the same time, the company rebranded its third location in Bethlehem (formerly Moyer Lumber & Hardware) to match the Gilbertsville, Pottstown and Kutztown locations.

(Continued on page 52)



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A.D. is 80!

(Continued from page 51)

Considerable capital improvements and technology upgrades followed and continue to be implemented throughout the organization. Each location's localized point-of-sale systems were replaced with a centralized cloud-ready business management solution that ties all four locations together in a single database. A new cloud-based phone system was added to bridge the voice communication across all locations. An advanced mobile-first website with employee intranet and contractor extranet was launched. New estimating software, GPS Fleet Tracking systems, and more continue to be introduced.

"Fourth-generation ownership presents the exciting opportunity to introduce our business to new industry technologies while maintaining the values and service on which we were founded," Alex Moyer stated. "Our goal is to introduce our customers to an elevated level of service and the ability to manage all A.D. Moyer interactions in the very hand that swings the hammer. By prioritizing research and development in new technology and communication, we are able to tailor new advancements

to industry demands, and ultimately, the success of our customers."

In 1939 the late Amandus D. Moyer purchased and disassembled the famed wooden roller coaster at the Sanatoga Amusement Park, followed by a coal cracker from the Pennsylvania coal region, and hauled the lumber to his home in Gilbertsville to be sold to his customers. That home became the present location of the company's Gilbertsville headquarters. The Pottstown location opened in 1974 on the site of a local baseball field, and the Bethlehem location was added in 1984 at the site of the former New Penn Trucking Company.

A.D. Moyer Lumber & Hardware, Inc. is a fourth-generation family owned and operated business with locations in Gilbertsville, Pottstown, Bethlehem and Kutztown that has been serving Southeastern Pennsylvania with quality building materials since 1939. A.D. Moyer is one of the oldest privately-owned building materials businesses in the area with employees who average more than 20 years of service with the company. Over the decades A.D. Moyer has built a solid reputation as a building-materials leader and generous contributor to area benefits, charities, organizations, and the scholastic and athletic endeavors of the area's youth. For more information, visit admoyer.com or call 610.367.2036.



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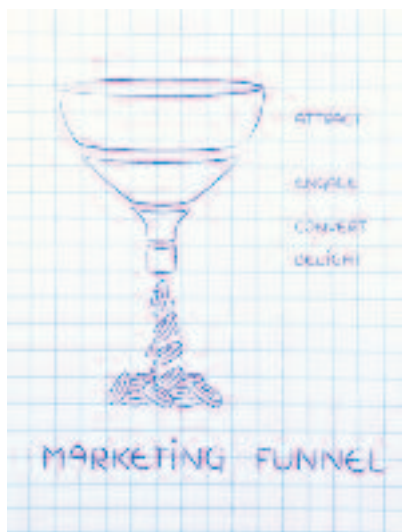
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MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

Recently, I watched a video on YouTube on a subject of interest to me and after watching the video, decided to click on the “infamous link” below the video.



Part of the reason for clicking on it was to experience the engagement funnel with this individual, as well as see how long she would send emails to me about it. Well, it is two weeks later, and I am still getting emails from her daily. They have taken different directions along the way. Yes, when she no longer could get me to react to the offer, she sent me an email that had three different ideas in it, and I knew by clicking on one of the links it would direct me down another funnel with a series of emails from her. The longer I go down the funnels with her, the higher the investment to take advantage of her training and opportunities, and the subject changes. It's actually been fun doing this exercise.

(Continued on page 54)



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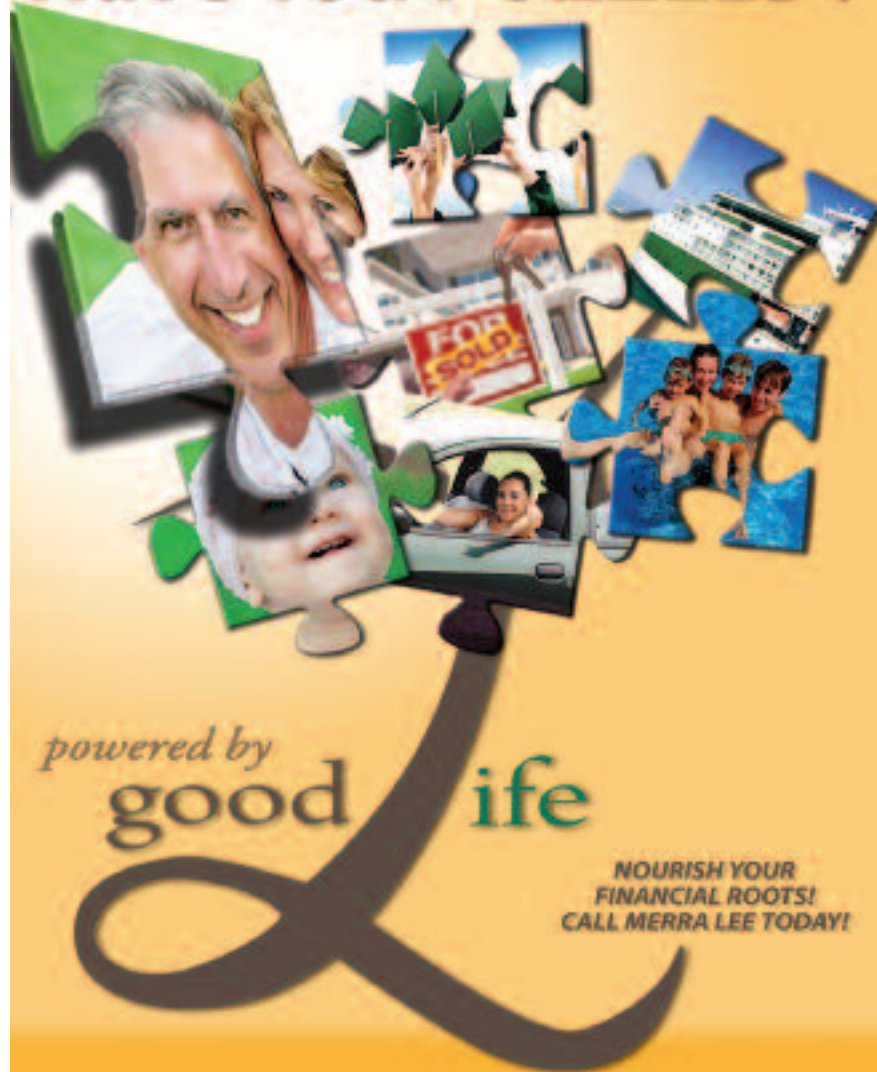


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MASTERING SOCIAL MEDIA

(Continued from page 53)

What does an engagement funnel look like? I'm sure you have been a part of one and just didn't know it. For fun, let's create an example. You're a very successful business owner who created a seven-figure business with products on Amazon. You want to share your successes with others and make a bit of money from the experiences you have had. You create a five-minute or less video that is impactful and has a title that draws people to it, like "Seven Figure Business with Amazon." You create a checklist for people to get started with Amazon for your download. People find your video on YouTube and click on the link. When they do, they go to a landing page on your website where it validates what you said on your YouTube video and then some. It has a button to download the checklist. When they click on the download, it goes to a page where they leave their first name and email. Once they click on the submit button, they go to another page telling them to check their email inbox and to take advantage of a mini-class you are going to be doing that will cost them a small investment.

The automated emails then begin every day. If they don't react to the mini-class, you begin to engage them on additional opportunities with you.

So what does your engagement funnel need to look like to be successful? Learn more about creating and automating your engagement funnel at <http://bit.ly/ICIFunnel>. We're looking forward to sharing more details with you. The team of Interlace Communications, Inc. help businesses to market their businesses with online and print marketing tools. Our experience and knowledge with email marketing programs like Constant Contact, Robly, and MailChimp make it affordable for our clients to get their message to their clients in an effective and efficient manner. Should you need assistance to create your engagement funnels, feel free to give us a call at 484.709.6564, email us at yourteam@gomaava.com or visit <https://www.iciconnect.com/email-marketing/> to learn more about email marketing. Creating email engagement funnels is one of the best ways to make the most out of your email marketing system. Find out how to have fun creating your email engagement funnel.

WHY SHOULD SMALL TOWNS TRY TO DICTATE THEIR OWN FUTURE?



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Regionalism, Urbanism, Smart Growth are all buzz words out there concerning revitalization. Many times, people get all their hopes and dreams defined and try to fit into the buzz words. Then there is an attempt to tell people what they want to hear, rather than what they need to do. If, when planning, there is no context to the planning study, you could find yourself running around in circles looking to establish something that is not what you want to do.

If you really want to get things done, there is a plan to be more operational concerning what you are doing and deal less with revitalization clichés. I often refer to the crosswalks to nowhere which are the height of the kind of actions that should be avoided.

No one wants to go out on a limb when making recommendations about revitalization, and much of what you get in a planning study.... a master plan so to speak, is boiler plate jargon directing you to some set of principles that are good in a theoretical sense, but in reality, are not useful. Many of the studies misunderstand what is real and what is perceived and send you down the path of ordinary just to be safe.

By the same token, even if you have a good plan, sometimes no one listens to you unless you have someone in your corner. I remember in Pittsburgh when

I did the Castle Shannon Train station project, I had a representative named Dan Miller who cared about the project and personally made sure that we secured the money for it. Locally I will always point to Curt Schroder in Downingtown as being a champion of the people when he fought for the Main Street Association plan.

So, what happens when you get a plan that is not particularly relevant to dealing with your issues, and no politician sees value in your project? You have to take matters into your own hands and create your own reality. I know you immediately wonder how is that going to happen?

I think first a town should take a step back from "their reality" and try to identify a more "third person reality." Know who you are and know what you want.

(Continued on page 56)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 55)

Know that your ideas are probably more cogent than those of someone you hire. In writing, come up with a list of what you want in your study and don't be afraid to challenge the paid professional on how your issue is addressed.

When I initiated the latest train project for Phoenixville, rather than opting for a planning firm, I hired an operational consultant. He has tended to provide a document that is more "how you can" versus "why you should" projects. There are a lot of things that you should do, but really there is no use spending the money to plan it if it is not what you want to do. You should read some of the TRID studies that I reviewed. To say that some of it was boiler plate would be a stating the obvious. I think what I noticed the most was the self-constraints that were levied in the document that were mere opinions rather than facts.

So as a prequel to doing the train study, Manny DeMutis wanted to provide the regional transportation plan with input for the train. Professional planners basically blew off the requests in the planning meetings, and decided that the trails and intersection improvements were more appropriate. So rather

than let it go and just realize that we were never going to get a train, instead Phoenixville moved to see for itself if it was possible. It turns out it is possible, and it could be a boom to the town which has already distinguished itself as a destination and as a regional hub.

So why is it so important that we went forward without the help of the professional planners? In my opinion it is the only way that a town can get ahead without a significant lift from the politicians and the technocrats "may I" policy. One must be cognizant that there is a regional competition for money, and there is a pecking order in terms of geo-spatial politics... you know, the winners and the losers in the revitalization game.

I wanted to use the Transit Revitalization Investment District as a funding scheme. I started by going to the professional planners who immediately told me I had to get in line in order to get the district designation. I was told that there were only two districts designated per year, and I was given the impression I was jumping line.

(Continued on page 58)

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LEAD GENERATION HACKS ON INSTAGRAM



SOCIAL MEDIA TIPS

By Theresa Mintzer

Have you thought about Instagram for lead generation? If you haven't, I have some hacks to generate leads from your existing followers. As you grow your business account you can use these strategies going forward.

Your profile should have the following:

- A picture that reflects your brand.
- Your bio should be concise and clear about what you offer people.
- A link in the bio — your website or a link to a newsletter signup.
- Contact options. You can use up to three, including an action button. I use my action button to send people to my scheduler so that they can book appointments.

You can't link to a website from Instagram captions, but you can use a call to action like "To receive information on upcoming events click the link in bio." Then you can have that link going to a newsletter signup. You can use the same call to action in your stories. Just add the

text "Link in bio" if you have something relevant that you are talking about.

IGTV still isn't as popular as Instagram but it's something to consider. If you make a post on IGTV and share it on Instagram, it will boost you in the Instagram algorithm. You can also use a link in the description on the IGTV video.

One last thing to consider is that even if you don't want to put a lot of effort in building an Instagram following, that doesn't mean that people aren't looking at your account. Use the above advice so that people know who you are and how to reach you.

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

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 56)

I was told to "READ THE LAW" ... well I had read the law, and I am not a novice and went about my business rather than questioning. No need to argue.

There is more than a possibility that these kinds of incidents would stop a town directly in their tracks. This is why towns must take control of their own future and do what is best for them, whether or not it is in vogue or is the flavor of the day. Towns need to develop the necessary actors in terms of leadership and thick skin to get through the system rather than wait for someone to determine when it is their turn.

In addition, other towns who are jealous of your effort will try to bad mouth the project to mask their own inability to navigate the system. I had a neighboring town issue a press release that we could not do the project. Stuff like that is inexcusable, and it makes it harder to accomplish a task. When elected officials act in that kind of manner, they only make fools of themselves.

In order to do a project that is widely viewed as impossible for all of the

wrong reasons, towns have to believe in themselves as a town. Understand that local knowledge and expertise may be transferable in what you want to do. Most of all, you must realize that other towns are in competition with you and they may have more horses in the race than you, which would improve their chances of succeeding.

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

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What does the typical Building Permit Plan consist of?	How long of a process is this?
What grading or elevation needs to be shown?	How much does a Building Permit Plan cost?

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

We offer many other services, including:

- Subdivisions/Land Development Design
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Where are the components of my Septic System located?	How much does an On-site Sewage Disposal System Inspection cost?
What is a septic tank?	

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Upcoming Special Events

● The Truck Stops Here, June 29 from 12pm-4pm

Our fifth annual food truck fair, featuring beer garden, vintage camper display, and antique bicycles. Admission is \$5, ages 6 & under free.

● 54th Annual Duryea Day, August 31 from 9am-4pm

Hundreds of classic cars, trucks, and motorcycles on display at beautiful Boyertown Community Park. Spectator admission \$7, ages 12 and under free.

● Diner Day, November 2 from 12pm-4pm

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PHOENIXVILLE RAIL PROJECT MOVES FORWARD

The Phoenixville Train Project moved closer toward realization March 12th when Phoenixville Borough Council approved by a 7-0 vote the appointment of an individual to be part of a multijurisdictional review committee to arrange for the financing of the train project. The following day March 13th the Phoenixville School District agreed to provide a person to serve on the committee. April 3rd Schuylkill Township appointed two people to the committee.

Each affected municipality and school district are being asked to designate a representative to join the existing Mayor's Task Force Review Committee to discuss the project plan and the value capture financing. The Review Committee shall meet to discuss the creation, boundaries, development within the district, the tax increment that the municipalities and school district would contribute to the tax increment fund, the exclusion of particular parcels of property in the district increment value capture, tax collection for the district and any other matter relevant to the proposed tax increment value capture district.

The presentations to both groups was made by Phoenixville Developer Manny DuMutis who reviewed the potential for the project to increase property values for the homeowners. "We have reviewed the studies concerning the level of appreciation in housing values and feel that the main beneficiary of this project will be the existing homeowner who will see their home values increase without the potential for increased taxes."

He stated that he did not expect the values to quadruple like they did with the commercial buildings during the downtown revitalization, but he pointed out that Phoenixville would gain value and reposition itself for future growth and economy by enacting the project. The expected increases in property values will encompass a three-mile radius from the station area with the greatest appreciation taking place over a ¾ mile area from the station.

The project as currently configured is roughly \$110 million and would encompass the Phoenixville/Schuylkill Township/King of Prussia corridor. There are three stations planned but it is not neces-



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REGIONAL CHAMBER ROUNDUP

Please see pages 33-42 for the TriCounty Area Chamber of Commerce news and information section.

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



PHOENIXVILLE
REGIONAL CHAMBER OF COMMERCE

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

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

UPCOMING EVENTS

2019 marks the Chamber's 90th year of serving the Phoenixville business community. We're celebrating all year long with events and excitement, ending with a Roaring 20s Charity Gala on November 23rd at Rivercrest Golf Club & Preserve. For more information, visit www.phoenixvillechamber.org!

Young Professionals Networking Event (YPN) with the Phoenixville Jaycees – Tuesday, May 7th, 6:00 PM @ Rebel Hill Brewing Co.

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

May Monthly Membership Luncheon – Ryan Conroy Presents: History, Tuesday, May 14th, 11:15-1:00 PM @ Phoenixville Country Club

Join the Phoenixville Chamber for an afternoon of education and networking. Ryan Conroy will do a presentation on the history of business in Phoenixville, including the Chamber's contributions to the community over the past 90 years. Visit our website at www.phoenixvillechamber.org for information and registration

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

A Networking Event You Can Literally Sink Your Teeth Into - Tuesday, May 21st, 4:30-7:30 PM, Kessler Dental Associates, 1150 Valley Forge Road, Phoenixville

Chamber members get a huge discount on teeth whitening* during this unique networking event! Bring your business cards and your best smile, and help us celebrate Kessler's 50th Anniversary in the Phoenixville community!

*Whitening MUST be scheduled in advance. Call Kessler Dental at 610.933.3342

Cost: free to network; paid teeth whitening

Ribbon Cutting - Woodbridge Place Senior Living - Thursday, May 30th, 11:00 am @ Woodbridge Place,

1191 Rapps Dam Road, Phoenixville

Come help us celebrate Woodbridge Senior Living with a ribbon cutting, a tour, and some refreshments in their beautiful cafe. Cost: free

PHOENIXVILLE EVENTS

First Fridays in Downtown Phoenixville –

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. Visit www.phoenixvillefirst.org to apply to be a vendor!

May 3, June 7, July 5, August 2, September 6, October 4; 6:00-10:00 PM



Food Truck Festival

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

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

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Paula Fox Appraisers
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Spring Hollow Golf Club
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sary for all of those communities to become involved. "We are reaching out to the other communities to be part of a unique regional rail project that the locals control their own destiny," DeMutis said.

The Review Committee will then order a project plan be agreed upon to include each tax increment district and then submit the plan to the governing body of the municipality and to the governing body of any other municipality or school district that levies property taxes within the boundaries of the proposed district.

The Review Committee shall recommend the boundaries and other information relating to the potential three tax increment districts and shall submit a recommendation to the governing bodies of the municipalities and School Districts which would then vote to create the Transit Revitalization Investment District (TRID).

The TRID planning study shall consider the need for capital transit costs, ridership development program,

improvements to transit-related facilities and adjacent public infrastructure, including roads, sidewalks and water, sewer and storm drainage service and public facilities, as well as opportunities for private sector real estate development and ways in which such facilities, services and development can be financed.

The boundaries of a TRID may be expanded or reduced by an amendment to the ordinance establishing the TRID and shall be accompanied by justification for the boundary change supported by findings in the original or amended TRID planning study. If warranted by a redevelopment opportunity, changing economic or community condition, planning goal, real estate development, or a demonstrated need for transit or community facility improvement, a TRID or TRID planning study may be amended. A TRID planning study may be amended by approval of the municipalities, school districts, counties and the transit agency that are parties to the TRID designation.

REGIONAL CHAMBER ROUNDUP

Please see pages 33-42 for the TriCounty Area Chamber of Commerce news and information section in this issue.

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

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



The Spring-Ford Chamber of Commerce is a community-focused business advocate. We strive to help our member businesses grow while improving the community in which we all live and work. The Chamber consists of local businesses whose main objective is to run a successful business. We are a great resource for members, not only because we offer the opportunity to network and brainstorm with fellow members, but also to have exposure to the local community, your customer, through our continued involvement in community events and charitable endeavors. Visit www.springfordchamber.com for Chamber Events, Press Releases, Online Newsletters and more!

UPCOMING EVENTS

RSVP for all events online at www.springfordchamber.com

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 9 –

2019 Annual Lunch

Featuring Disney's Approach to Customer Serviced

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

Thursday, May 16 –

Shark Think Tank

**Business Owners Only Roundtable*

Copperfield Inn at Lakeside
594 W Ridge Pike, Limerick
11:00 a.m. to 2:00 p.m.
\$25 for Business Owner Only 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

Monday, June 3 –

Collaborative Mixer with Spring-Ford Chamber And the Royersford Business Association

Lewis Environmental
455 Railroad Plaza, Royersford
6:00 p.m. – 8:00 p.m.
Open to the Public



Disney Institute to present Disney's Approach to Customer Service at the Spring-Ford Chamber's Annual Lunch on May 9th

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.

This event is open to the public and will be held at the Copperfield Inn at Lakeside from 11:15am – 2:00pm on Thursday, May 9th. Registration can be found at www.springfordchamber.com

Chamber Notes

- Welcome our newest members Diamond Federal Credit Union Book Keeping Services and Nutrition Vitality at Work, LLC
- Congratulations to Phoenixville Federal on their new Royersford Location
- Congratulations to Urban Air for opening in the Greater Spring-Ford Chamber Area
- Registration for Limerick Community Day will open on May 1st
- Thank you to the Western Montgomery Career and Technology Center for hosting our Dine for Education Scholarship Fundraiser event
- Thank you to Pam Baumann Photography for all of the chamber photos
- The 2019/2020 Chamber Directory will be available at the Annual Lunch in May.
- Thank you to everyone who attended the Spring-Ford Chamber Annual Fashion Show on April 11th.
- 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



Phoenixville Federal ribbon cutting.



Urban Air ribbon cutting.



Annual Fashion Show

On Thursday, April 11th the Spring-Ford Chamber hosted their annual Fashion Show and Basket Raffle. Each year the chamber gives the proceeds of this event to a local charity. This year's recipient was Operation Backpack. A check will be presented to Operation Backpack at their Annual Lunch of May 9th.

Thank you to Dress Barn at the Philadelphia Premium Outlets and Saget's Formal Wear of Phoenixville. Thank you to everyone who came out to support and donate. A special thank you to the models for 2019: Kelly Stento, LeRoux School of Dance; Sabrina Haines, Amber Savings Bank; Jeana Baker, Citadel Federal Credit Union; Louise Marie Tulio, WSFS Bank; Danielle Crist, Chris James Hector Realty; Bernadette McElroy, Bookkeeping Services; Cindy Harrington, Center for Nutritional Healing, Vibha Agrawal, Montgomery County Foundation; James Harrison, Patriot Pest Solutions; Steve Oehlert, Oehlert Bros.; Raymond Mallari, Community Music School; Matthew Wright-Conti; Community Music School; Warren Major, Victory Bank; and Bill Vitello, Victory Bank!



REGIONAL CHAMBER ROUNDUP

Please see pages 33-42 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

JW Lewis Consulting - JW Lewis
www.jwlewisconsulting.com

Acti-Kare Responsive In Home Care - Shaorn Rosal
www.actikare.com/blue-bell

Central Perkiomen Youth Assoc. - Mike Glover
www.cpyaonline.com

Bath Saver, Inc. - Colleen Kenney
www.bathfitter.com/pennsylvania

UPCOMING EVENTS

NEW PROGRAM!!!

May 17, 2019 – Business Book Club!

"Who Moved my Cheese" by Dr. Spencer Johnson

The club is devoted to professional and personal development through reading and discussing various business inclined books. 2019 book selections and discussions will focus on the theme of Dealing with Change / Change Management. Subtopic: Leadership vs. Management. Coffee and refreshments served!

May 17th @ 9AM, Towne Book Center and Wine Bar, Providence Town Center, 220 Plaza Drive, Ste B3, Collegeville.

\$10/pp (BYO book), \$25/pp (includes advance order hardcover book)

May 26, 2019 – Business Roundtable

The PV Chamber welcomes business owners and key decision makers to participate Business Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. Limited to 18 attendees, PVCC members-only. 11:45am – 1:00pm

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. Non golfers are invited to join the fun by attending the networking social (dinner and awards ceremony) or volunteer some time at one of the prize holes!

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! Sponsorship packages starting as low as \$100.

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

June 26, 2019 - New Member Orientation

sponsored by **Maillie**

Wednesday, April 24, 8:30am – 9:30am at the new PVCC office, 521 W. Main Street, Trappe.

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

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

BIG ANNOUNCEMENT – THE PV CHAMBER OFFICE IS MOVING IN MAY!!!

In May, the PV Chamber office will be move to 521 W. Main Street, Suite 103, Trappe, PA. Our phone number will remain the same. The first floor of the new office features a large reception area with member display racks, ADA bathroom and work room for Signature Event preparations. The second floor boasts a large kitchen, conference center and powder room. Offering vibrant spaces that encourage engagement, education and productivity, the new office will serve to host Chamber meetings, workshops, luncheons and networking events. Ample off-street parking and overflow parking available at Borough Hall. Members will receive priority bookings on room rentals.

Look for details about our Open House Networking Event to be held late Summer/early Fall.

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!



Welcome PVCC 2019-2020 Board of Directors: seated (l to r) – Katie Kelly, Sharon Hansen, Kip Bilo (Chairman), Christine Verhasselt and Cheryl Kreider (past Chair); standing (l to r) – Renee Blomstrom (Exec. Director), Susan Graham, Joe Bergquist, Laura Schlegel, Cathy McKeever, Brian Dubas (Vice Chair), Phil White, Lynn Fleisher (Legal Council), Bob Clark (Chair-Elect). Not pictured: Jessica Lester (Secretary) and Matt Baker (Treasurer)

Annual Meeting March 20, 2019

Event Highlights:

- Outgoing Chair, Cheryl Kreider, ceremoniously passed gavel to 2019-2020 Chair Kip Bilo!
- Chairman's Awards presented to outgoing board directors, Mike Kelly - Phoenixville Hospital Tower Health, David Binder – Pfizer, and David Akers – LMS Solutions.

- 2019 Marvin J. Lewis Community Service Award recipient – Patrick J. Kelly



(l to r): Bruce Zanar (Motivational Marketing) and Jim Carmody (CT Business Solutions) welcome our two newest members to the Ambassador Committee - Tim Uehling (UBS) and Saul Rivkin (The Victory Bank).



Our awesome team of volunteers



Dow Annual B2B/B2C Expo, April 10, 2019

Many thanks to the 75 PV Chamber Exhibiting Businesses, 17 Dow partner networks, volunteers and goody bag contributors. Special thanks to Dow for allowing us the opportunity to showcase our outstanding businesses to your employees! Photos courtesy of Scilla Photography.

Check out Chamber FaceBook page for more photos!



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