

INSIDE: Focus on Wyomissing & West Reading • New Online Marketing Plan • Steps To Closing Your Small Business

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IMPECCABLE REPURPOSED CONSTRUCTION ATTRACTS BUYERS TO STONESCHOOL



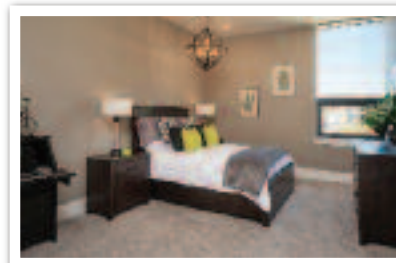
As a high school student, Jerry Gorski admired the beautiful stone façade of the circa 1939 Perkiomen Valley building where he and his father before him studied. Gorski, now a nationally recognized builder and contractor, has recently returned to his alma mater, and repurposed it into a completely unique magnificent residential community of 30 luxury flats and lofts called STONESCHOOL. Each home is completely customizable, allowing buyers to design their floorplan curricula to meet residential style preferences and needs.

Early buyers, who quickly recognized the distinction of STONESCHOOL, are in the midst of creating their signature homes. A former professor, impressed by the large windows and natural light, is adding an office alcove to his flat. Another moved walls, added doors – even one from the original school – and is thrilled that no two homes are alike. Two engineers, drawn by the mechanical and structural integrity of STONESCHOOL, as well as Gorski's stellar reputation, are also among first buyers. In addition, all anticipate enjoying the community room parties, strolls along the on-site walking trail and barbecues by the fire pit. Pet owners are especially delighted with the onsite fence-in dog park.

The flats and lofts range in size from 1,179 to 3,700 square feet. An impressive array of standard construction components included: hardwood floors throughout the foyer, powder room, great room and kitchen; ceramic tile in master and second bathrooms; 5-1/4-inch baseboards, 5/8"-thick drywall for added noise attenuation; 7-foot solid-core interior doors; expansive Solorban r60 insulated low-e glass windows, extra deep window sills; comfort height vanities; tiled tub and shower surrounds; oversized master shower, large size laundry rooms, and ceilings that soar to nearly 11 feet. Kitchens feature island, wood cabinetry, granite countertops, SS appliances and refrigerator is included.



STONESCHOOL is located at 29 E. First Avenue in Collegeville, just a short walk to Ursinus College. Decorated Model is open Friday through Sunday 12 to 5 p.m. or anytime by appointment. The community is marketed by The Davidson Group, new construction specialists with offices in Skippack and Malvern.



STONESCHOOL provides elevator service and professionally landscaped grounds, complete with community garden, cooking areas and seating. It boasts a fitness center, community/party room and a workshop beckoning do-it-yourself aficionados. Schuylkill River Trails are nearby, and several shopping, dining, entertainment centers, new Providence Towne Center with 50 retail stores, and golf clubs are within a short drive.

One thing is for certain...
there's only one STONESCHOOL!



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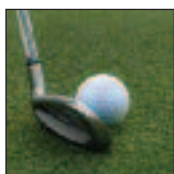


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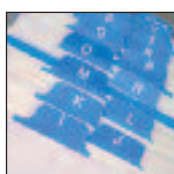


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Cover Story: Amity Digital specializes in all aspects of digital marketing, from website design and maintenance, to local and global SEO, to branding, to reputation and social media management and online advertising, to ecommerce services and more!



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

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BUSINESS SPOTLIGHT



Dumpster Dudez is a simple concept. At some point everyone has something they'd like to dispose of, but generally no means of doing so. Dumpster Dudez' "EZ IN, EZ OUT" tagline aptly explains how they operate — quickly, efficiently, and economically. The management team at Dumpster Dudez takes pride in being easy to deal with and reasonably priced, doing what they can to make your task easier; and easily getting their equipment to and from your requested job location. With four dumpster sizes available for rental, they have a bin for any and every job.

Dumpster rentals are available for both residential and commercial clients, with clients ranging from individual homeowners, to real estate investors, to large roofers and contractors. When you work with Dumpster Dudez, you will find that their courteous and professional employees and state-of-the-art equipment that is always kept clean is what separates them from the competition. Kiene and his team pride themselves on bringing their "A game" to every customer interaction, every time.

Dustin Kiene, Dumpster Dudez Founder and CEO, started the business in 2015 with just one truck and ten dumpsters. At the time, Kiene was running a successful trucking business, but he wanted something more, and so Dumpster Dudez was born. After just three years in business the company has more than quadrupled its capacity. In 2019, Dumpster Dudez decided to take the next step in their growth plan and began offering franchises. Kiene and his team look forward to bringing their service to new areas in Pennsylvania and across the country.

For more information about Dumpster Dudez, their rental process, or for franchise information, call 484.256.3601 or visit them online at dumpsterdudez.com.

HELPING SMALL BUSINESSES REAP RETURNS ON THEIR DIGITAL INVESTMENT

BRIAN WELCH

and TIRAS BUCK



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

Whether you are a white or blue-collar professional services provider, a contractor or subcontractor, a restaurateur, a retail business, or virtually any type of small business owner — the digital marketing landscape can be confusing and daunting. You have a company website, but how do you optimize it in terms of functionality, mobile-friendly design, and SEO to generate business leads and attract new customers? You have social media accounts, but how do you manage them effectively utilizing frequent organic posts with relevant content and paid advertising to grow your client and customer base? As a service provider or retailer, how do you generate positive reviews for your business to cultivate your online reputation and enhance your Google SEO ranking? And how do you do all this within a manageable monthly budget and realize a significant return on your investment?

Enter Amity Digital, experts in all aspects of digital marketing, from website design, hosting and maintenance, to local and global SEO, to branding, to reputation and social media management and online advertising, to ecommerce services and more — Amity Digital does it all!

Amity Digital's approach is based on building a relationship with clients. They want to work with you to ensure your website is a profitable extension of your business. "For us, it's not about building a website, set and forget it, and move on," explains Amity Digital Founder and President Brian Welch.

"There are a lot of companies that will charge you a super low price for a cookie-cutter website and then you never hear from them again. Our whole approach is that the website is the beginning, not the end of the relationship," he explains. "We have to do a great job on that website. We have to deliver on time. We have to be communicative. We have to build it to the standards that we recommended. But after the website is built, the customer has to have a good enough experience to say, 'I'm also going to pay you to do the local SEO,' and it has to pay off for them."

MOBILE FRIENDLY DESIGN



They have to get a 10 times return on their investment in us," Welch said. "For us it's about making sure that that customer is happy, that it's working for them, and that they are interested in continuing to do business."

The birth of Amity Digital, launched in February of this year, is the stuff of legends. The company founders were owners, managers, and employees of the largest Superhero Ecommerce store in the world — SuperHeroStuff.com. In ten years, they went from employing three people working tirelessly in a basement, to thirty-five people working in a 15,000 square foot facility, growing the business nearly 5,000 percent before selling it to another ecommerce company. Having succeeded in this unique business endeavor, they were ready for their next adventure — Amity Digital.

So much has happened to the online business world in the last 10 years, and Brian Welch and his team were there to see it all. Experiencing growth at an unprecedented rate, they were constantly learning new things, executing new strategies, and reaching — and shattering — all sorts of expectations. Collectively, the professionals at Amity Digital have a lifetime (in Internet terms) of experience, and they want to put that experience to work for you. Combining their years of experience in operating web-based businesses with their knowledge of current trends, technology, and digital marketing techniques, they are ready, willing, and able to serve your needs in this exciting, ever-evolving marketplace. They have perfected strategies for applying a wide range of digital services and techniques to present your products or services effectively to a broadening online audience.

SERVICES OFFERED

BRANDING

Your brand will be one of the most important things you build and cultivate for your business, and it all starts with a well-designed logo. "For us, the website design will all start with the logo," said Brian Welch. "We take the logo first. If they already have one, we base the design off how that logo looks. If they don't have one, we work with them to come up with one. A good website design starts with the logo and name of the business, so people remember who you are and what you do. The brand has to have something substantial there that makes people recognize you as you and correlates to what you do, and all of your marketing gets built off of that — your banner ads and your Facebook presence should have your logo on it."

No matter the size of your business, it's absolutely necessary to have a brand.

Your brand is the summation of everything you are as a company. Don't settle for an uninspiring logo that fails to stand out. Invest in your business and develop a brand identity that will help people remember who you are — an instantaneous and captivating representation of your services that will become immediately recognizable to new and proven customers.

WEB DESIGN

A successful presence online starts with a good design. Your website must inspire confidence, be easy to navigate, and work equally well on thousands of mobile devices while guiding visitors exactly where you want them. "But it should also be driving sales," Brian Welch explains. "It's not just a digital post card that people look at to verify who you are. It should also be a way people are finding you."

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FREE WEBSITE EVALUATION



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COVER STORY

(Continued from page 7)

And that second piece is where a lot of local small businesses that don't have a technical background fail. For us, the website is step number one, but it's only the beginning. The next step is making it work. Driving real leads to the business."

Responsive Design has never been more important. Most people — at least 50 percent — are viewing your website on a mobile device. Your site must be able to conform to the various display screens of mobile, hand-held devices. You have one chance to make a first impression, so make sure your website looks equally fantastic on smartphones and desktop computers.

"Mobile is actually important for two reasons," Welch said. "One is usability. People want to be able to look on their device. Google recognition is a second and maybe even a bigger reason because they went to a mobile-first index, meaning they decided that they're going to stop paying attention to your desktop website because more than half of their traffic is being done on a mobile device. Because of this, they're going to rank you based on the quality of your mobile site. Can the content be read without pinching and expanding? If not, you're not going to come up on mobile results nearly as often as your competitors do that might be mobile friendly. So, it's important because people are not going to navigate your site, but it's also important because they are not going to find you. Google is going to drop you or push you down in the rankings."

No matter what stage your business is in, Amity Digital can help — whether it's a face-lift, a simple update, or a complete, from-the-ground-up web design. Amity Digital wants to be your partner, and that partnership starts with building a website that actually grows your business.

DIGITAL MARKETING

A website isn't enough. You need targeted traffic that converts. Today, the Internet boasts over one-billion websites. Your website is just one tiny bubble in a vast, bottomless sea. It should be an incredibly powerful, feature-filled extension of your business, and it should drive real traffic to your doorstep. The tools and resources are there, you just need to know how to use them.

Amity Digital is a full-service digital marketing agency and they are ready, willing, and able to help drive customers right to your new digital doorstep. Their team has extensive experience in the digital marketing world, and they overcame every conceivable challenge accompanying the creation of a successful online business by implementing aggressive but very effective digital marketing strategies, including: Local SEO; Reputation Management; Social Media Management; Facebook / Instagram Ads; Paid Search; Email Marketing; and Content Marketing.

"We can manage the social media accounts where people will send us the content, or we can create the content," Welch said. "It comes down to time. People don't necessarily have time to do a post and to write, so they'll just take any old picture, post it, move on with their day. We take the photos. We make sure they look presentable. We post them on Instagram. We use the right hashtags. And then we follow up with it. We're staying on top of comments, likes and engagement. The more you engage with those posts, the more Facebook's algorithm says, 'OK let's show it to more people.' We would consider that organic social media, meaning free. That can only get you so far. Facebook's algorithm has ensured that only a certain percentage of your audience will ever see it if it's free," he said.

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"Then we manage the ad spend," he continued. "We come up with a strategy. Boosted posts are always a small part of the strategy, and that's just to help engagement on the page. That's to say 'We posted something new. Please come look at it because you'll never see it unless we pay for you to look at it.' And then we place actual Facebook ads. That's more outreach. We're hitting cold audiences with an offer or something to introduce them to that thing, or we're targeting people who have visited their website and had a great experience. We do both the paid and the organic. In this day and age, you can only get so far with organic. If you want to have a big impact on social media, you almost have to have a paid strategy. There's no way around it anymore, especially on Facebook," he said, adding, "Facebook's ad platform is what powers Instagram's platform. When we talk about Facebook ads, it's really Facebook and Instagram. Facebook is on the decline. Instagram is on the rise, but you really have to do both."

REPUTATION MANAGEMENT

Never has your online reputation mattered more than it does today. Prospective customers and clients expect an established business to have online reviews, and if they can't find those reviews, they'll immediately question the legitimacy of

your business. And if you have reviews but they're mostly negative, potential customers are never going to reach out to you no matter how inaccurate those reviews are. It's imperative in this day and age that a company controls its destiny and manages its own online reputation.

"About 89 percent of consumers go online to check reviews before they contact or hire somebody," Brian Welch said. "If you look at just millennials and younger, that figure jumps to 97 percent. They are brought up with reviews and there is nothing that they are buying or doing without looking first to see what your reviews are online. And they want to see that you have multiple reviews, and that they are recent," he said, adding "You have to solicit those reviews."

Amity Digital's reputation management system makes it easy to request reviews from your clients, but there are several more advantages to utilizing this proven system. In addition to requesting a review, it guides clients in a way that encourages positive feedback to be left online for all to see. Negative feedback is sent to you first and privately, so you have the opportunity to respond before the review goes public. This clever review structure will never eliminate negative reviews, but the flow of this system gives you a chance to rectify a customer's questionable experience before

they act on their perceived anger and provide a spiteful, perhaps hostile review.

Good online reviews deliver a one-two punch for your business. The most obvious benefit? Consumers want to see reviews before giving you their money. The second benefit, and equally important: Websites with good reviews rank higher on Google. Google looks at your overall rating, how many reviews you have, and how recent your last review was when determining how to rank you. "Google wants to see that you have high reviews, and that you have a lot of reviews," Welch said. "And it will use that to determine how to rank you. It's a factor but not the only factor. It's one of the factors particularly for local listings. It's much more important for local than a national search result."

SEARCH ENGINE OPTIMIZATION

The whole point of SEO is to optimize your website for Google's algorithm — this helps rank your site in the top of the search results for keywords you want to appear for. Sounds simple enough, but it can become rather complicated. Google is an ever-evolving search engine that uses well over 200 signals to determine how your website should rank.

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COVER STORY

(Continued from page 9)

Some of those signals appear on your website, while others appear on other websites in the form of citations, back links, and social media mentions. Some of these signals are things that are harder to control, like the age of your website and the history of your domain name.

"Google wants good user experience," Welch explains. "(Your website) has to be fast. There has to be social signals, whether it is you or other people talking about your site, mentioning it, interacting with your posts on Facebook and Instagram and Twitter and any social media. If there's no social media presence and nobody's talking about it, then Google's algorithm is going to say, 'If nobody's talking about it, why should we?' They want you to go to their website. They want you to search for something. They want you to find what you wanted. And then they want that website to deliver and be fast enough. If any of those pieces are broken, then Google didn't deliver the user experience it wants and it's not going to show that site as often."

At least 75 percent of all traffic for a particular search goes to the results on the first page, and the majority of that traffic goes to the top three results. Amity Digital has industry veterans who have been working in this field since before Google was a thing. Their process starts with an audit which leads right to an actionable plan to tackle the changes and improvements you can make to better rank your website. They will discuss your goals and formulate a strategy that makes sense for your business and your area of service.

Local SEO

Local SEO is a subset of SEO, but for a local business, it's an important aspect that should be handled differently. When we're talking about ranking a site locally,

we're not talking about the regular search engine page results – we're actually talking about your listing on Google Maps. When someone searches for a local service (e.g., a restaurant or store in the area), Google generally places what is called the "Local Pack" at the top of the page. When you click through one of the results in that local pack, you're looking at Google Maps. These same results are an indication of how you would rank if people were using the actual Google Maps app to look for your service in their immediate vicinity. Ranking in the Local Pack and on Google Maps is an essential part of any local business's online strategy, and Amity Digital specializes in helping clients with their on-page and off-page optimization to rank well locally.

If you run a business that primarily serves a local customer base, your main priority in terms of your digital marketing strategy should be to rank in the Local Pack. Keep in mind that results are personalized to every individual that searches, so you may not show up in the same position for everyone in your service area that performs a search; however, you can show up for the majority of those people looking for your business.

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"We focus on local service companies like plumbers, HVAC, landscapers, architects, anybody providing a service to other people where somebody would be searching for them" Welch said. "Google has something called Google My Business. It's a pretty important piece to optimize. It's what shows up when they show Google maps. You have to be optimized on Google My Business. That's one of the many signals that are out there. There's tons of stuff to look at but you have to pick your 15 that you're going to be good at and hope that the rest fall in line," he said.

ECOMMERCE SERVICES

Turn your products into cash by selling them on your own online store. No matter how big or small your operation is, Amity Digital wants to help you grow. They don't have any scary agency minimums, and no shop is too small or large for them to consider. If you have a pesky problem that needs fixing, or an inspiring idea that needs expressing, the professionals at Amity Digital will put their hard-earned experience, creative thinking, and collaborative, client-focused strategies to work for you. They have experience in every aspect of Ecommerce, including design, technology, cataloging of products, warehousing, fulfillment, product development, and more. Ecommerce was their first love and they want to put their passion and experience to work for you.

"Ecommerce is where we have the most experience" Welch explains. "We have a photo studio so we can do all the product photography. A big part of selling anything is to have good clear images. We have people who can write the product descriptions that are compelling, with good grammar, SEO friendly. We will do all the web design. Shopify is our preferred platform. So, if somebody comes to us because they want to set up an ecommerce store, nine times out of ten we're going to set them

up on Shopify. We will do all the design work and maintenance, SEO, and then we also do a lot of the paid marketing. We can do paid Facebook ads. Google has an extension called Google Shopping. Those are all paid. You can't get any traffic unless you are paying. We can do pretty much everything from soup to nuts. From starting the website, designing it. Maintaining it, helping them do their social media, and doing all their advertisements and product photography and product descriptions, however much or little they want us to do," he said.

WEB HOSTING

Amity Digital Web Hosting offers a safe and secure home for your website. They know that uptime, reliability, and support are the cornerstones to a phenomenal web hosting experience, and that is exactly what Amity Digital aims to deliver each and every day. They have packages to suit every stage of your business, from inexpensive starter accounts to fully managed dedicated servers. Don't see a package that works for you? No problem. Contact them with your specific needs and they'll create a custom web hosting plan that works for you and your website.

FREE WEBSITE EVALUATIONS

Amity Digital is currently offering free, comprehensive, no-obligation website evaluations to *Route 422 Business Advisor* readers (mention this article). For additional information, please call 610.698.5924 and visit www.amitydigital.com. Amity Digital is located at 155 Browns Mill Road, Douglassville, PA 19518 (By appointment only).



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ROUTE 422 BUSINESS ADVISOR GOLF GUIDE

Arrowhead Golf Club

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

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

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

Having an outing for your business, or a fundraiser for your favorite organization? Arrowhead has plenty of room for social and industrial leagues, daytime and evening. The course can accommodate up to 200 golfers, playing on 18 holes with carts, or more players if some are willing to walk. The covered pavilion has three open sides, and will seat up to 150 people. The use of the pavilion is at no charge. Arrowhead is happy to provide catering for your event, or you can provide the catering yourself.

You are invited to visit Arrowhead and find out why they are one of the leading public golf

courses in Southeastern Pennsylvania. If you would like information about outings or anything they have for sale, please call Arrowhead at **610.582.4258**. And visit Arrowhead online at www.arrowheadgolf.net.

Bellewood Country Club

A Private Club with Something for the Whole Family

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

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

Valerie McLean Keller, Owner & Operator
Our 66th Anniversary

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Gilbertsville Golf Club

Gilbertsville Golf Club is looking forward to a fantastic 2019 golf season! Gilbertsville Golf Club is a 27-hole facility, open to the public! Memberships Available! Located in New Hanover Township amidst the rolling hills of Montgomery County, Gilbertsville Golf Club has established itself as one of the best-maintained golf courses in the area. The Red & White Courses offer you that traditional look, with small flat greens and tree-lined fairways. While the Blue Course gives you a more modern look, rolling fairways with challenging lies and large undulated greens.

Our boutique country mansion, set in beautifully manicured grounds, is a picturesque backdrop to the most poignant moments of your life. Brides, prepare for your special day in the Bellewood bridal dressing suite, then saunter down our spiral staircase to meet your groom and say your vows together. Treat your guests to cocktails on the patio before an evening of dancing, desserts, hors d'oeuvres - you name it, we'll make it happen for you! Our specialty is intimate private parties no matter what the occasion. Bellewood has hosted countless bridal showers, baby showers, and rehearsal dinners so you can be confident that our experienced team will be attentive and helpful in creating your special event. For membership information, please call **610.718.9100** and visit www.bellewoodgolf.com.

Gilbertsville Golf Club offers phenomenal customer service and impeccable course conditions. Whether you're looking for daily fee play, golf outings, league play, golf instruction or anything golf, Gilbertsville Golf Club is the place to go!

Gilbertsville Golf Club is located just a "short drive" from Routes 100 and 422 offering you the perfect chance to play one of the area's premier golf facilities. Come and see what many are calling "the best kept secret in Montgomery County." For further information, please call **610.323.3222**, and visit: golfgilbertsvillegc.com. Like us on FB for upcoming deals & discounts. Book on line for potential discounts.

Plan your next golf outing with us. To find out more visit www.bellewoodgolf.com

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PC Ninja Computer Services & Solutions

Melvin Foo proudly owns and operates PC Ninja. A Chinese-Malaysian with an international background, Foo was born in Singapore and attended elementary school there. Higher education took him to the United Kingdom, with university degrees earned in Wales and England. After working briefly in Australia, Foo moved to the USA to work for an engineering company in Cleveland, Ohio. He finally settled in Berks County after marrying his wonderful wife, who had grown up in the Reading area. PC Ninja was founded in 2010 after

the birth of their first son. Foo became a proud US citizen in 2015.

With over twenty years of Information Technology experience serving large corporations and governmental establishments, Foo created a way to utilize his skills to serve residential customers within the Berks County area. Starting out in an office in Leesport doing primarily computer repair, PC Ninja has since evolved into a full-service technology company serving commercial and industrial customers within Berks and beyond. PC Ninja helps



businesses with computer repair, network installation/setup, backup and storage systems, cloud phone systems, and regular server/workstation maintenance. Currently based in Wyomissing, Pennsylvania, PC Ninja partners with businesses to solve their technology problems and assist them in simplifying workflow. Foo says, "We

know how technology can be a stumbling block to many individuals and businesses. PC Ninja can tackle the technological challenges, leaving you to focus on what you do best."

For more information about PC Ninja's services, visit www.pcninja.us or call 610.816.5387.



LinkTech, Inc. is a structured cabling system provider that designs, installs, and maintains cabling systems for all technologies and security systems/access control systems. We strive to provide reliable, high-performance data connectivity for our customers.

We appreciate the opportunity to participate in the bidding process and ask that we may be added to the bidders list. LinkTech is certified with PA D.G.S. as an MBE, ITQ, SPI and SDB.



For additional information please contact:

Ramon Melecio, President
rmelecio@linktechinc.com
 610.927.2126 Ext: 3001
 Cell: 610.587.0406
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LinkTech Incorporated Receives 2019 Best of Reading Award

LinkTech Incorporated, located at 200 Penn Avenue in West Reading, has been selected for the 2019 Best of Reading Award in the Data & Voice Networking Engineers category by the Reading Award Program. Each year, the Reading Award Program identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and our community. These exceptional companies help make the Reading area a great place to live, work and play.

LinkTech, Inc. is a structured cabling system provider that designs, installs, and maintains cabling systems for all technologies and security systems/access control systems. The professionals at LinkTech, Inc. strive to provide reliable, high-performance data connectivity for our customers.

LinkTech, Inc. is certified with PA D.G.S. as an MBE, ITQ, SPI and SDB. LinkTech, Inc. would appreciate the opportunity to participate in the bidding process. If you require any additional information please contact Ramon Melecio, president of LinkTech Inc. at rmelecio@linktechinc.com.

LinkTech, Inc. is located at 200 Penn Ave., West Reading, PA 19611; Phone: 610.927.2126 Ext: 3001; Cell: 610.587.0406; www.linktechinc.com.



About Reading Award Program

The Reading Award Program is an annual awards program honoring the achievements and accomplishments of local businesses throughout the Reading area. Recognition is given to those companies that have shown the ability to use their best practices and implemented programs to generate competitive advantages and long-term value. Various sources of information were gathered and analyzed to choose the winners in each category. The 2019 Reading Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the Reading Award Program and data provided by third parties.

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For more information, please contact:



Debra Konowal, Business Development representative at 610.372.8201 (office: 610.780.5898 (cell); debrak@stewartabstract.com; or visit www.stewartabstract.com.



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Van Scoy Jewelers - 2733 Papermill Road, Wyomissing PA

Van Scoy Jewelers Launches Double Diamond IPA to Benefit Military Veterans

Join Van Scoy Jewelers as it celebrates the launch of its Double Diamond IPA at "Kicking the Keg for Veterans" on Friday, June 7th at 4 p.m. at Canal Street Pub. The beer will be on tap through Father's Day on June 16th. All of the proceeds of the Double Diamond IPA sales will go to "Veterans Making a Difference," a local non-profit organization helping veterans in Berks County.

"My father was a veteran and we have always offered special discounts and free batteries to veterans, so a partnership with "Veterans Making a Difference" felt right," said Caroline Hill, owner and operator of Van Scoy Jewelers. "We've been in business for 40 years and the launch of the Double Diamond IPA will introduce us to a whole new audience and helps us give back to those who helped us get this far."

The decision for Van Scoy Jewelers to have its own beer comes from the recent rise in the popularity of craft beers and breweries. According to The Brewers Association, who represents small and independent American craft brewers, craft retail dollar value was estimated at \$27.6



billion, a seven percent growth over 2017. The production of the Double Diamond IPA was possible thanks to the Sly Fox Brewing Company located in Pottstown PA.

Liz Graybill, founder of "Veterans Making a Difference," is excited by the partnership with Van Scoy Jewelers. She said, "This the first time there has been an event like this to raise funds on this scale. Donations are important to our organization as we run the Paul R Gordon Veteran Social Center. If a veteran needs anything, we help them in any way we

can, and if we can't, we refer them to other organizations."

Van Scoy Jewelers opened in 1978 and has been named a Top 50 Business in Berks County for the past three years by the Greater Reading Chamber of Commerce. It also received a Lifetime Achievement Award for being voted Best Jeweler in Berks for more than 10 years. Exciting new plans for expansion in 2020 include moving to a new location in Wyomissing. For additional information, please call 610.374.9330 and visit www.vanscoy.com.

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What happens when you combine a nurse, a massage therapist and a personal trainer and fitness instructor with over 15 years of experience? Meet Karen Stork, the owner and principal therapist at RN Therapeutics. RN Therapeutics is a unique practice that has been in business at 693 Reading Avenue in West Reading for 15 years, offering a full spectrum of wellness, fitness and rehabilitation needs. No other business in Berks County can match the background and experience that Karen has to evaluate a problem, treat with an hour of hands on therapy, and provide a customized program to relieve the problem that is adjusted to each individual's lifestyle and ability.

Karen Stork is a Registered Nurse, Licensed and Board-Certified Massage Therapist, Nationally Certified Medical

Massage Therapist, Certified Posture Specialist, Certified Lymphedema Therapist, Certified Kinesio Taping Practitioner and Personal Trainer with over 12 fitness certifications. Massage for stress reduction, anxiety, insomnia and the chronic overuse from posture and repetitive movements we all encounter in our daily lives are provided at RN Therapeutics. Many local physicians, physical therapists, chiropractors, nurse practitioners and other health care professionals refer patients to RN Therapeutics on a regular basis. Individuals with Worker's Compensation and automobile injuries are covered by insurance at RN Therapeutics — a prescription from a treating physician is all that is needed for treatment. If you need a referral to a physician, physical therapist or chiropractor, we can provide those referrals as well. Available for sale are products such as CBD cream for pain, Biofreeze, Sombra warming and cooling lotion, foam rollers, therapeutic pillows, and Thera-Band exercise products including resistance bands and tubing for easy transition to a home exercise or gym program.

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Shearer Technical Computer Consultants *Location Location Location!*

By Mark Shearer, Shearer Technical

When people ask me why I made the decision to relocate Shearer Technical to West Reading over 17 years ago, I think back to a time when the possibility of growing my business alongside many others who share the same vision was an obvious choice to make... and then the move took place.

The West Reading Mainstreet Project was already underway and held great promise for an entrepreneur like me! Our customers, new and old, quickly appreciated the sense of community they felt when stopping in at our west end business in the 700 block of Penn Avenue.

Our visibility increased with the wide variety of events taking place right in our own neighborhood, and with that we began to experience

walk-ins interested in what services we offered, and the business really took off from there!

Shearer Technical has proudly served over 2500 individuals and businesses since its inception. We specialize in one-on-one software training, new computer sales, and PC repairs for any client or business large or small.

Finally, choosing to live above the business has proven to be convenient, a very short commute you might say! Brings me back to the famous saying... location location location. West Reading, a smart choice for sure.

For additional information about Shearer Technical Computer Consultants, please call 610.375.1676 and visit www.shearertech.com.



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OUTSOURCING BUSINESS FINANCES HELPS SMALL BUSINESS GROW

Unlike personal taxes, small business taxes are a year-round process. While most individuals are celebrating the end of tax season, as a business owner there is always more work to do. You started your business because you had a certain skill or passion that you could offer to others, and unless your business is tax preparation, it's probably not a passion for taxes that wakes you up every morning.

Why Outsourcing Experts Is Necessary

We recommend that business owners take the steps to find an accounting or tax professional who can guide them through the processes of maintaining financial statements and preparing tax returns. Not only does this free up time so you can concentrate on the operations of your business, it also ensures that these complicated tasks are completed properly. This can be very important for the future growth of your business.

There are a lot of questions you need to answer when handling your business finances and tax preparation:

- What taxes do I need to pay based on the structure of my business (sole proprietorship vs. partnership)?
- When do my taxes need to be paid?
- How do I estimate my taxable income for the year?
- Do I need to collect sales tax in my state?
- What deductions can I take from my business' income?

A team of financial professionals can help you find the best answers and support you through the process.

The Benefits of Hiring a Tax Professional

There are multiple ways that a tax professional can save you time, save you from headache, and save you money. Their expertise allows them to:

- Stay current on tax laws and regulations.
- Find ways to minimize your taxes through legitimate small business tax deductions.
- Make sure your business tax return and personal tax return work together. A loss on your business tax return can be applied to your personal tax return to lower your overall taxes.
- Assist you, and possibly even represent you, if your business is audited by the IRS.

Tax preparers must register with the IRS and receive a paid taxpayer ID. Look for professionals with the title of tax attorney, CPA, or enrolled agent.

Good Financials Help Your Business Grow

As your business grows, you may come to realize that you need funding to support this growth. When you apply for a small business loan, your financial documents and tax returns will play a major role in the approval process.

You'll be expected to provide three years of personal and business tax returns, along with current year-to-date financial statements, including:

- Profit & losses
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(Continued on page 18)



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OUTSOURCING BUSINESS FINANCES

(Continued from page 17)

When you are solely responsible for your business's financials, there is greater chance for errors which could affect your ability to obtain funding. However, when you work with a financial or tax professional, you can be more confident that your information is properly organized and most accurate.

Finding a Financial Partner for Your Small Business

How do you go about finding a reliable business partner to make your life easier?

Online Search — An online search is beneficial because it will provide a complete list of local options. Working with someone local is advantageous because you have more opportunity for face-to-face meetings. While it's a good place to start, a company website found during an online search may not tell the entire story.

Referrals — Talk to the people you know and trust — family, friends, colleagues, and others in your industry. They may have experience working with local professionals and can give you first-person insight on their working relationship.

The Business Services team at Diamond Credit Union is another resource where you can discuss options for financial professionals who are close to you.

Networking — Networking events provide you the chance to meet these professionals in-person. This may be your very best option for finding a partner that you click with. Look into networking opportunities with your local Chamber of Commerce, industry-specific organizations, or other small business professional groups.

For assistance in any of your small business endeavors, contact the Business Services team at Diamond Credit Union. Diamond Business Services Division: 610.326.5490, ext. 2123. Headquarters located at 1600 Medical Drive, Pottstown, PA 19464. Branches located in Boyertown, Exeter, Pottstown, Royersford, and Wyomissing. Equal Opportunity Lender // Federally insured by NCUA.



NEW ONLINE MARKETING PLAN LEAVES YOU CLOSING MORE SALES

The Seven-Step Process for How Your Customers Shop Today



By Brandon Dietrich, Principal @ Social Assurance Media

How customers shop today is heavily dependent upon research and interacting with companies' online platforms. When looking at the customer journey as a whole, there are seven distinct steps in the process. We will examine this process as a whole, and will identify

some key success factors within each step. As a whole, what a business says and does when interacting with the customer at each step of the process must be shopper-centric. It must be developed for ease of use for the customer with clear next steps to ascend through the process. Keep in mind, in most cases, after the first step, the shopper progresses through the remainder of the process almost autonomously.

The **first** step of the shopper's journey is initial **awareness** of a need or a business they have interest in. The shopper understands that they need something or received an unsolicited marketing piece from a company. A key factor that companies have to be aware of when sending these marketing pieces is to evolve from broadcasting your message to narrowcasting it. Broadcasting a generic message to a large group of people hoping for a small percentage to respond is proving less effective now than narrowcasting a specific tailored mes-

sage to a small group of people in an effort to receive a larger percentage response rate.

The **second** step is **search**. Shoppers are searching for a solution (or for a company by name) in their own voice on platforms that are convenient for them. Sellers must figure out the words the shopper uses on each specific platform and develop a plan to be present there. Strictly using trendy (and sometimes confusing) industry terms should be avoided.

(Continued on page 20)

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NEW ONLINE MARKETING PLAN

(Continued from page 19)

Having **results presented** to the shopper is the **third** step. The results are a product of the search conducted in step two and are displayed in small "snippets" These results are the first opportunity a business has to make a positive impression and compel the shopper to click their link. If the shopper is searching for a company by name, aim to dominate multiple results in the listings (ex- #1-4 in Google).

Making a **decision** for which of the results to select is step number **four**. This is a critical point where many shoppers drop out of the process. They qualify themselves by searching for a need but do not decide to click on a company's ad or link. To safeguard against this happening, businesses must have positive reviews showing up on search results and information that is accurate. Consider using video.

The **fifth** step finds the shopper viewing a **landing page or website** as a results of their decision from step four. Shoppers are expecting the answer to their question or an explanation of the product/service that fulfills their need. Answer their question specifically and in a concise manner, all while spurring them to take some action.

In step number **six**, the shopper conducts **research and compares** alternative options or service providers. Ideally, a call to action should be presented on the landing page from step five that spurs the shopper to contact the business or purchase immediately. This however, is not often the case. Two of the most influential aspects that shoppers take into consideration during this phase are a company's reviews and knowledgeable content. Ensure that reviews rank at 3.5 stars or greater and

that content is helpful, engaging, and easy for the shopper to read in short sentences.

The final step is step number **seven** where the shopper **buys or calls**. After completing the research phase and feeling confident in their decision, the shopper looks for how to purchase or contact the company. At this point the shopper is typically not on the original landing page where they began (step number five). A key to success at this point is having a strong call to action, link back to the company's website, or accurate and readily available contact info wherever they might be researching.

There are many steps and unique facets to the shopper's journey; from initial awareness through making a purchase/calling, shoppers engage and evaluate a company on many levels. Shoppers can skip steps or repeat steps, however, one thing remains the same; if a company can implement these small incremental enhancements to their online presence, and meet the buyer where they are throughout the journey, the company can positively influence their customer acquisition process.

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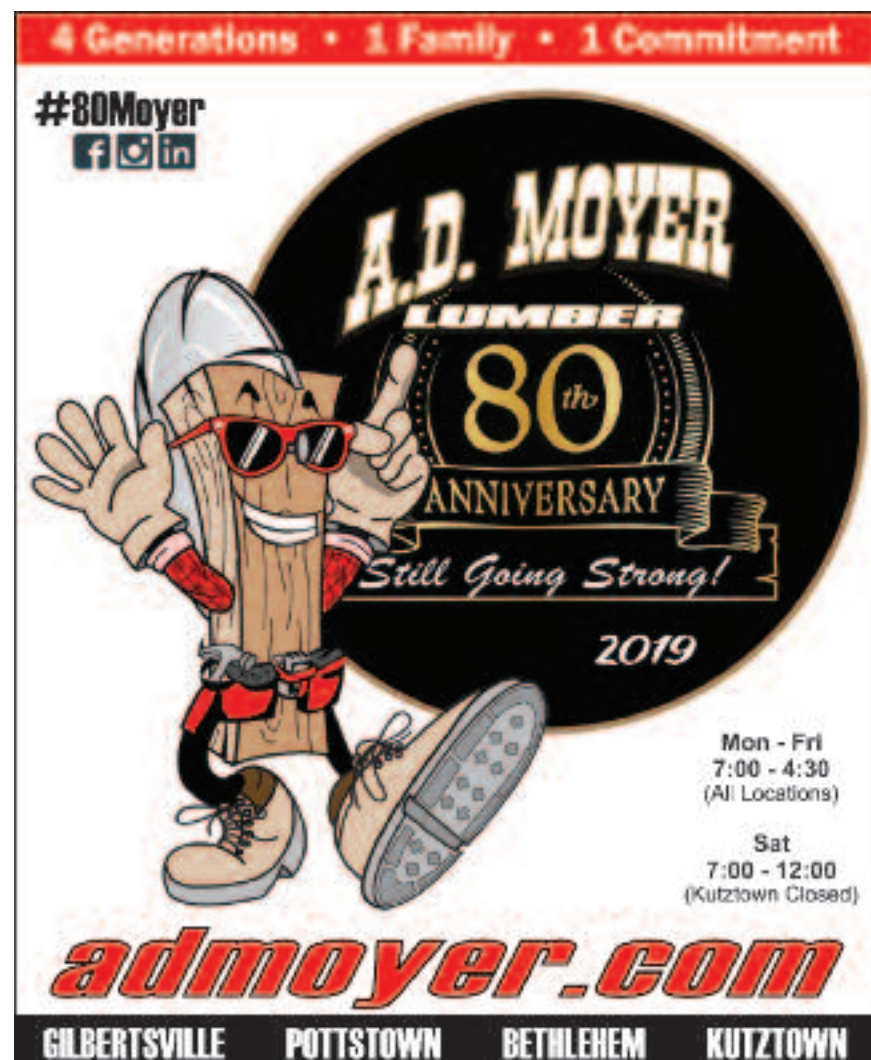
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The process for commercial lending definitely has a unique approach when it comes to underwriting. The lending institution will look at cash flow of the company first to see if the company generates sufficient cash flow to support the loan amount. Second to cash flow, is the evaluation of collateral. For example, if the loan is utilized to purchase equipment, then the equipment becomes the collateral. If the loan is utilized to pur-

chase a commercial building, then the building becomes the collateral. In some cases, a loan may be unsecured – whereas no collateral is offered. In these cases, the cash flow of the operating entity becomes even more important. Contrasting this type of loan to a consumer loan; whereas a credit score or debt to income may have a higher emphasis on underwriting.



Anthony Pomponio,
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CHANGE ISN'T ALWAYS BAD



SOCIAL MEDIA TIPS

By Theresa Mintzer

Facebook has signaled that their algorithm is changing again. If you've been thinking about starting a Facebook group, now might be the time to do it.

Facebook is favoring more personal engagement, so your page might not reach as many people as it has in the past. Here are some things to consider about creating a group.

Give people an incentive for joining your group. You could offer early bird discounts to the members or previews for new products. Then once they are in, give them more information about your products and services.

Engagement is still going to be very important. You don't want to start a group so that you can share information about sales. Eventually, people are going scroll right past you. You want to create a group of fans that you entertain, educate, and inspire. If you do that, they are going engage with your content and share it with others.

Now you're thinking: "What kind of group can a brick and mortar business have?" My answer to that is to think about what your customers are interested in. If you have a bakery, you could have a group with local people who love to plan parties. If you are a pediatric dentist, maybe your group could focus on family health. If you have a home cleaning business, you could feature information but you could focus on organization.

Don't be afraid of change on social media, embrace it. Figure out a way to use it to your advantage and create content that draws in your customers. In the end, you might create a loyal following.

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

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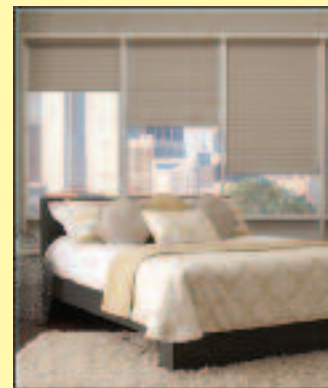
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3. What safety and security policies do you have in place for third party vendors and contractors providing on-site services? Policies and procedures concerning material handling, deliveries and work-site safety should be communicated in writing and closely monitored for compliance.

Risk management is not only about the physical attributes of your site. Your overall business logistics and how you communicate health, security and safety issues to all parties working or doing business on your site is crucial in risk management prevention.

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THE POWER OF MASTER MIND GROUPS NOW AVAILABLE TO SMALL BUSINESS OWNERS



By Terri Hill, Owner, Two Hills Consulting; SBRA Member

How would you like a shortcut to success, have access to information from others who have traveled the same path and know what to avoid and where to go?

That's the idea behind one of the most powerful concepts ever developed. It's called a Master Mind Group. Master Mind groups have been around for more than 100 years and were identified by Napoleon Hill in *Think and Grow Rich* as one of the factors in achieving success in life. Henry Ford, Thomas Edison and Andrew Carnegie used them. And, current thought leaders like Jack Canfield have used a recommendation from his Master Mind group to successfully bring the *Chicken Soup for the Soul* series to publication after getting more than 140 rejection letters.

For those who are unfamiliar with the concept, Master Mind groups are made up of like-minded individuals whose purpose is to help each other achieve successful results. These people are willing to give and receive advice from each other. By combining the knowledge, experience and skills of the group, they are able to multiply their output and create exponential gains.

Who hasn't had a problem that they're struggling to solve? One where you feel that if you just keep at it with a determined effort, you'll finally have that breakthrough? Yet, sometimes, what's required is not persistence, but another perspective. Just by looking at the problem in another way, the solution becomes crystal clear. The Master Mind group provides you with different perspectives. So, that you can quickly realize if you need to change direction or continue to press on.

Problems and challenges are shared in a confidential setting. There are no restrictions on what topics can be covered. The members of the group are encouraged to bring up whatever is important to them at the moment. So, the topics covered could range from HR issues to Strategic Planning to Understanding Social Media and Marketing to Creating a Successful Sales Strategy and Team. The

varied experience and knowledge in the group elicits new ideas on how to solve the challenges that are most pressing. Big problems mean big learning opportunities.

To give you an idea of what big problems or accomplishments are possible. You can look at the results of Walt Disney, Warren Buffett and Franklin D. Roosevelt. All of these men participated in Master Mind groups. They used the collective knowledge to propel them to great achievements in their respective fields.

So, are you ready to compound your effectiveness and get involved in a Master Mind group? The Small Business Resource Association (SBRA), has developed a program specifically for small businesses called Collective Minds. Every participant is dedicated to the success of each other's business. They are willing to give because they know what they'll get — another perspective and a shortcut to taking their business to the next level. The program will run for 12 months and kick-off in September.

Want more information? You can contact Laura Seibert at the SBRA at 814.808.7272.



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FOR SALE- (1000336642/1000336898) 33 E. PHILADELPHIA AVENUE, BOYERTOWN- COMMERCIAL UNIT ON FIRST FLOOR. 3 BEDROOM APARTMENT ON 2ND FLOOR. TWO CAR DETACHED GARAGE IN REAR OF PROPERTY. ONE CAR PARKING BEHIND GARAGE. ONE CAR GARAGE USED BY TENANT UPSTAIRS. OTHER GARAGE CAN BE USED BY TENANT IN FIRST FLOOR. LOCATED IN MIDDLE OF BOYERTOWN. VARIOUS POSSIBILITIES. FIRST FLOOR IS VACANT (COMMERCIAL) AND AVAILABLE FOR LEASE. **REDUCED TO \$154,900**

FOR SALE- (1000334606) 237 W. HIGH STREET, POTTSTOWN- 4000SF BUILDING SUITABLE FOR VARIOUS BUSINESSES. SHOWROOM AREA, LARGE WAREHOUSE AREA, OVERHEAD GARAGE DOOR. CONVENIENTLY LOCATED TO Rt. 100 & Rt. 422. APPROX. 15 PARKING SPACES. **REDUCED TO \$195,000**

FOR SALE- (1001784784) LOT #5, QUARRY ROAD, DOUGLASSVILLE- COMMERCIAL/INDUSTRIAL BUILDING LOT SITUATED IN INDUSTRIAL PARK, VERY CONVENIENT TO RTS. 100, 422, 724, 662. 3+ACRES WITH APPROVED LAND DEV. PLAN TO CONSTRUCT A BUILDING COMPRISING OF UP TO 29,120SF OF FLEX SPACE. CALL FOR DETAILS OF LOT CONFIGURATION. PROPOSED BUILDING WITH PARKING AREAS. PUBLIC WATER, SEWER, GAS AVAILABLE. ALL THE TEDIOUS WORK IS DONE. IT'S READY TO GO IF YOU ARE! **\$380,000**

FOR SALE- (PAMC105610) SCHOOLHOUSE ROAD, SOUDERTON- LEVEL 9 ACRE LOT WITH 75' FRONTAGE. PUBLIC WATER (NOT CONNECTED) AND PUBLIC SEWER AVAILABLE (ON THE STREET). POWER COMPANY (PECO) HAS AN EASEMENT TO SERVICE ELECTRICAL LINES. **\$895,000**

FOR SALE- (1002308222) 700 MAIN STREET, RED HILL- MAIN STREET LOCATION, UPPER PARK AREA. OFFICE/APT BUILDING. APPROX 1700SF OF OFFICE SPACE ON 2 LEVELS. W/IN CARPETING, RECEPTION AREA, 8 OFFICES + CONFERENCE ROOM. ALSO 2BR APT W/KIT LR, 2BR, BATH RENTED MONTH TO MONTH FOR \$675.00 + ELEC. HEAT, WATER, SEWER, CABLE, BORO TRASH BAGS. LANDLORD TAKES CARE OF LAWN, SNOW REMOVAL. PARKING LOT W/12 SPACES. *SELLER IS A PA LICENSED REAL ESTATE BROKER. **\$279,900**

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FOR SALE- (PAMC280278) 500 LIMERICK CENTER RD, ROYERSFORD- VIL COMM PROP FEATURING 3500SF WAREHOUSE W/PUBLIC WATER, SEWER. RECENTLY USED AS CARPENTERS WORKSHOP. OFF. CURRENTLY UNDER RENOVATION TO PROVIDE RETAIL SPACE. PARKING FOR 15 CARS. INFRASTRUCTURE WORK HAS BEEN COMPLETED TO CURRENT CODE STANDARDS TO ACCOMMODATE THE EXISTING BLDG, GROUNDS, POTENTIAL ADD'L BLDG ON VACANT LOT. GROUND FLR WORKSHOP FEATURES BUILT-IN COMPRESSED AIR SYSTEM. 100+FT OF COUNTER WORKSTATION SPACE W/MIPLE LIGHTING. ELEC OUTLETS EVERY 24". RADIANT HEAT. HEAVY DUTY ELEC INC 480/230V SINGLE 3 PHASE. SITUATED ON .87 AC. PORTION VACANT FRONTAGE ALONG LIMERICK CENTER RD. DIVERSE OPPORTUNITY IS PRESENTED IN UNIQUE VC PROP. PROP BEING SOLD "AS IS, WHERE IS". ALL ARCHITECTURAL DRAWINGS AVAILABLE FOR VIEWING. **\$290,000**

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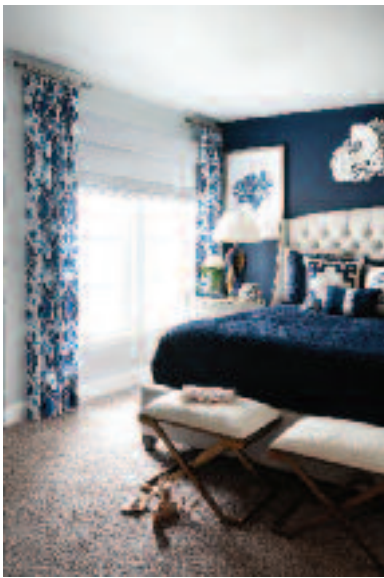
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Local Designer Wins Top Honors



Barbara Hayman Designs, a Decorating Den Interiors franchise serving the TriCounty Area, took the top two honors in a recent international room makeover competition. She won first and second place in the People's Choice segment, an online judging that involved nearly 300 rooms in 12 categories. More than 30,000 votes were cast over a two-week period.

Her bedroom makeover received the highest number of votes while her dining area design drew the second highest number of votes in the Dream Room Awards. The bedroom design also won third in its category in a separate competition judged by interior design journalists from throughout the U.S. and Canada.

"The winning bedroom features shades of cobalt, indigo and gray that make a bold statement," Hayman explains. "The custom upholstered, button-tufted king bed in an oatmeal linen with brass nail heads, provide a perfect focal

point in juxtaposition with the white leather upholstered nightstands and bright cobalt glass lamps with brilliant gold swirls. Custom drapery panels in a bright floral print enhance the look while bright white metal flower art adds interest with its three-dimensional vibe."

Hayman's dining area features "a dazzling chandelier dripping with brilliant Swarovski crystals as the focal point for a formal design. Beautiful custom window treatments with crisp goblet pleats in a platinum and white geometric fabric dress up the windows and add to the overall elegance. Black nickel hardware with crystal embellishments complete the look of opulence."

In addition to the Dream Room awards, Hayman also received two sales awards. The Eagle Award put Hayman in the top 15% of the company. Hayman also received the President's Club Award, where she was given a pin with one diamond in it, symbolizing the achievement in level one of cumulative sales.

Hayman's awards were announced at Decorating Den Interiors 50th anniversary conference held recently in Las Vegas. Each year, the company has a Dream Room competition in which its design professionals enter room makeovers done in the previous year. In recent years, an online judging was added to give the public an opportunity to vote for their favorite makeovers. The top three room receive People's Choice awards.



Decorating Den Interiors was founded in 1969 and has interior design professionals and decorators throughout the U.S. and Canada. They are also North America's leading in-home decorating service and largest home furnishings and interior design franchise company. Decorating Den Interior's room makeovers have been featured in such publications as *Traditional Home*, *Elle Décor*, *Better Homes and Gardens*, *Veranda*, *Home Accents today*, among others.

Hayman offers full-service design and has direct relationships with 135 suppliers in her LIVV Home Collection™ of fine furniture, custom window treatments, wall and floor coverings, accessories, lighting and even closet systems. Hayman has owned her franchise since 2011.



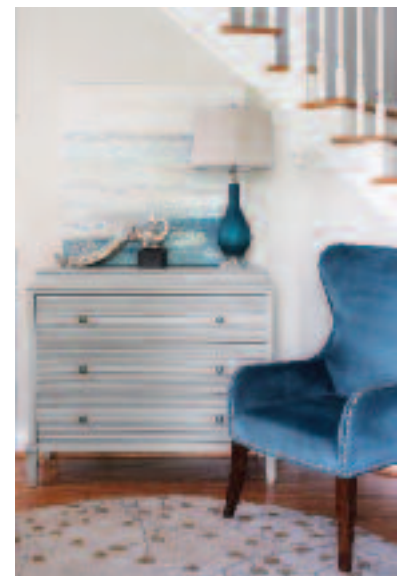
“We take samples directly to the client’s home or office, provide complimentary design services, and personally see projects through to completion,” she adds. “Our extensive choices enable us to work within a wide range of budgets and lifestyles.”



Barbara Hayman Designs is located at 32 Wells Road Suite 1, Spring City, PA 19475. Her stunning designs can be found on her website, <https://barbara.decoratingden.com/how-we-work/>, and she can be contacted at 610-908-9027; email: barbara@decoratingden.com.

BARBARA HAYMAN DESIGNS

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Photos on this page represent other rooms that also won in their individual category. Awards are given to the highest number of votes.

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



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

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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

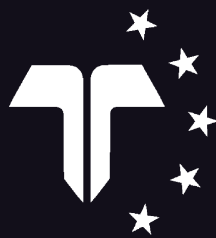
• EMAIL:
info@tricountyareachamber.com

Eileen Dautrich, President,
eileen@tricountyareachamber.com

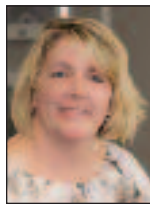
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Melissa Shainline, Communications and
Administrative Director,
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TRICOUNTY AREA CHAMBER OF COMMERCE



PRESIDENT'S MESSAGE

The 2019-2020 program year is starting! The Chamber offers many opportunities for Members to create additional exposure and reach a larger audience through various sponsorship and marketing packages. See below for more details!

CREATE BUSINESS OPPORTUNITIES THROUGH THE CHAMBER

Become a Partner!

Community Partner

Connections Partner

Commerce Partner

**These packages include event sponsorship,
increased presence within the Chamber, and
various marketing opportunities for your business!**

Information sessions being held on
Monday, June 10 - 11:30 AM to 1 PM
Monday, June 17 - 8:30 to 10 AM

For more information or to register for a session, please contact Michele Barrett at
610.326.2900 or michele@tricountyareachamber.com.

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 May.

Able Masonry & Painting
480 Spruce St.
Pottstown, PA 19464
267.455.7904

www.ablemandp.com
Masonry Contractors

ABLE Masonry & Painting provides quality maintenance and renovation for residential and commercial properties in the tri-county area. Our goal is to create the timeless quality work you deserve. With decades of experience, ABLE Masonry & Painting offers a wide range of services within the masonry and painting industries.

All-Time Self Storage
110 Kline Rd.
Royersford, PA 19468
484.791.2060
www.alltimeselfstorage.com

Self-Storage Units

At All-Time Self Storage, our storage experts are devoted to making sure that all of your storage needs are fulfilled. From storage units to moving and packing supplies, we have everything you need at our locations. Stop by today to see why we are the answer to all your storage needs!

DASH Fitness Studio
211 E. High St.
Pottstown, PA 19464
610.220.2123
www.dash-fitness.com
Health Clubs / Fitness Centers / Gyms
DASH is a boutique fitness studio that elevates the group workout experience with great instructors and great programming to deliver great results. Smaller class sizes allow our caring and credentialed instructors to treat everyone like a VIP.

Dease's Auto & Cycles
51 South Adams St.
Pottstown, PA 19464
484.505.6703
Auto Repairs / Services, Motorcycle Sales / Service
Kiddie Academy of Phoenixville
10 Chrisevyn Ln.
Phoenixville, PA 19460
610.350.9317
www.kiddieacademy.com/phoenixville

Day Care Providers – Child, Schools / Colleges / Education
Kiddie Academy gives world-class care focused on filling your child's days with learning, exploration and fun. Our Life Essentials® educational curriculum is made to excite and enlighten the minds of children. Parents

agree — our program offers the crucial ingredients to prepare children for school and for life.

Kiddie Academy of Royersford
525 N. Lewis Rd.
Royersford, PA 19468
610.350.9317
www.kiddieacademy.com/royersford

Day Care Providers – Child, Schools / Colleges / Education
Kiddie Academy gives world-class care focused on filling your child's days with learning, exploration and fun. Our Life Essentials® educational curriculum is made to excite and enlighten the minds of children. Parents agree — our program offers the crucial ingredients to prepare children for school and for life.

KPIInterface
477 N. Lewis Rd.
Suite 210
Limerick, PA 19468
610.994.9800
www.kpiinterface.com
Computer Consultants / Support Services
KPIInterface helps clients utilize technology in a unique way to make their business more productive and profitable. We utilize a proprietary system of services and tools to identify the specific business challenges caused by technology, develop a strategic plan and roadmap, and implement solutions and best practices to solve those challenges.

The Landing of Collegeville
1421 S. Collegeville Rd.
Collegeville, PA 19426
484.854.1600
www.thelandingofcollegeville.com

Retirement Communities
The Landing of Collegeville offers personal care and memory care services in Collegeville, Pennsylvania. Our senior care services are holistic and person-centered, delivered in a community with a culture that has "a whole lotta heart". You will notice it from your first visit with us. Our residents and staff members live intentionally, living every day with a whole lotta purpose, fun, and heart. More than our motto, a whole lotta heart is the way we go through life. It's a promise to our residents, their families, and each other.

Rambo Home Inspections
1477 Sunset Dr.
Pottstown, PA 19464
610.389.8620

www.facebook.com/rambohomeinspections

Home Inspections / Real Estate uas/Drone photography, Radon Testing, Commercial Real Estate and Home inspections.
Rambo Home Inspections is the solution to all your home inspection needs. We take great pride in our extreme professionalism, timeliness, and superior customer service on every job. We make sure to develop a lasting relationship, so that the next time service is needed, there will be no question on who to call. Satisfaction guaranteed!

United Real Estate/ Rebecca Rambo
1477 Sunset Dr.
Pottstown, PA 19464
215.356.6813
www.ramborealestate1.com

Real Estate – Commercial / Industrial, Real Estate - Residential

Uptown Flavors LLC
16 S. High Keim St.
Pottstown, PA 19464
484.300.3716
Caterers / Banquet Services, Food Products – Specialty, Restaurants / Clubs

Valley Lock and Door Corporation
334 Washington St.
East Greenville, PA 18041
267.923.5759
www.valleylockand-door.com

Window / Door Contractors
Valley Lock & Door provides repairs, service work and installations in residential and commercial settings on garage doors and openers, entry doors and storm doors, along with providing locksmith services including lockouts.

You Evolving Now LLC
939 Baywood Ave.
Wernersville, PA 19565
610.406.1852
www.youevolvingnow.com

Public Speaking Consultants, Coaching – Business / Life
A life-enrichment company enhancing work/life harmony and leadership on-site for Employees, Teams, and Students; allowing an EVOLUTION in their 4 P's: as People, Partners, Parents, and Professionals!

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

40 YEARS

McDonald's – Pottstown

Sawchuk's Garage, Inc.

30 YEARS

Hickory Valley Golf Club

12 YEARS

H & H Systems, Inc.

Jacquet Mid Atlantic, Inc.

1 YEAR

Seedcopa

SOS Group Inc."

Are you Celebrating 25, 50, 75 Years?

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

Member Renewals

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

About All Floors

Amy's Upcycles, LLC

ARCpoint Labs of Limerick

Bally Spring Inn

Barry Isett & Associates, Inc.

Bause Catered Events

Blatt Construction

The Body-Borneman Companies

Boenning & Scattergood, Inc.

Carroll Engineering Corporation

Chester County Food Bank

Cincore Media

Community Health & Dental Care

C. Raymond Davis & Sons, Inc.

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

Fraser Advanced Information Systems

Fulton Bank

GNG All Holiday Decorators

KenCrest EmployNet

Moyer-Drabick & Associates, Ltd.

NAMI PA, Montgomery County

Patriot Environmental Management, LLC

PECO

Penn Foundation, Inc.

Pottstown Cluster of Religious Communities

RE/MAX Achievers Inc.

Rhoads Limousine Service, Inc.

Richard A. Zuber Realty

Schuylkill Holdings

Spring Ford Country Club

Tompkins Insurance

Translogistics, Inc.

Ultraflex Systems, Inc.

Valley Forge Tourism & Convention Board

West Pottsgrove Township

Wings of Victory Outreach Corporation

Wrigley's Business Products and Services

Yucha Medical Pain Management & Chiropractic Rehabilitation



TRICOUNTY AREA
CHAMBER OF COMMERCE

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!

MAKING A DIFFERENCE IS WHAT WE DO!

Chamber Chat



PODCAST GUIDE

UPCOMING GUESTS

- **June 4** - Len Gieseler of Evans, Hauseman & Richard, Inc.
- **June 11** - Dennis Gehman of Gehman Design Remodeling
- **June 18** - Terese Brittingham of Keller Williams Realty Group
- **June 25** - Gina Spease of Once Upon A Time Consignment Boutique

HOW DO I LISTEN?

1. Search for any of the following FREE podcast streaming apps below in your smartphone's app store and download the app
2. In the app, search "TriCounty Chamber Chat"
3. Listen and enjoy!



Anchor



Spotify



RadioPublic



Pocket Casts



Google Podcasts



Apple Podcasts



Breaker



Overcast

CAN I BE A PODCAST GUEST?

We welcome all Chamber Members to be featured on Chamber Chat! This is a great opportunity to create additional exposure for your business and share your story with others.

For all inquiries, please contact

podcast@tricountyareachamber.com



LEADERCAST 2019

On May 10, Members gathered at New Hanover United Methodist Church for a live simulcast of Leadercast: Leading Healthy Teams. This special conference, featuring nine leadership experts, gave Members the opportunity to master the art and science of developing and leading healthy teams in just one day.

Thank you to our sponsor for this event:



Lead Yourself
Sponsor:



Food for this event was courtesy of our Member, Bause Catered Events.

FRESHMEN FORUM

On April 23, U.S. Representatives Chrissy Houlahan and Madeleine Dean shared their time with Chamber Members to discuss committee/subcommittee assignments, caucuses and legislative priorities for 2019. Ken Johnson, executive director of the U.S. Chamber of Commerce and Sam Denisco, Vice President of the PA Chamber of Business & Industry also shared brief overviews of their 2019 priorities.



Thank you to all who dedicated their time to this special event, and thank you to Montgomery County Community College for serving as the TriCounty Chamber's Advocacy Sponsor and for hosting the event in the Innovation Hub space.



MAKING A DIFFERENCE IS WHAT WE DO!



Mark Your Calendars!

NETWORKING

Thurs., June 6

11:30 AM – 1:30 PM

Membership Luncheon: Leadership Tri-County

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

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

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

\$100 – Congratulate the Class of 2019 and promote your business. Includes a business card-sized advertisement in the Graduation program and lunch. \$74 is a tax-deductible donation to the Leadership Tri-County Scholarship Fund.

Sponsors: Pottstown Hospital Tower Health; The Victory Bank; Translogistics, Inc.

Mon., June 10

11:30 AM – 1 PM

Create Business Opportunities Through the Chamber

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

Attend this luncheon session to network with TCACC members in good standing and to learn more about creating business opportunities through the TriCounty Area Chamber of Commerce. Michele Barrett, Events & Marketing Director, Eileen Dautrich, President, and Jennifer O'Donnell, Director of Leadership Tri-County will provide an overview of the 2019-2020 program year and discuss opportunities for you to expand and improve your exposure through the Chamber. There will also be small group discussion and Q&A to help guide you in your marketing decisions. Please only choose one session to attend (6/10 or 6/17).

No Charge. Limited to 30 Members in Good Standing. Complimentary meal.

Tues., June 11

11:30 AM – 1 PM

Chamber Eats and Greet

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

Interact with both new and established Members at this special luncheon. Pitch your 30 second "commercial" about your business, learn about various programs, committees, and volunteer opportunities, and meet the Chamber staff.

No Charge; Members Only.

Mon., June 17

8:30 – 10 AM

Create Business Opportunities Through the Chamber

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

Attend this luncheon session to network with TCACC members in good standing and to learn more about creating business opportunities through the TriCounty Area Chamber of Commerce. Michele Barrett, Events & Marketing Director, Eileen Dautrich, President, and Jennifer O'Donnell, Director of Leadership Tri-County will provide an overview of the 2019-2020 program year and discuss opportunities for you to expand and improve your exposure through the Chamber. There will also be small group discussion and Q&A to help guide you in your marketing decisions. Please only choose one session to attend (6/10 or 6/17).

No Charge. Limited to 30 Members in Good Standing. Complimentary meal.

Thurs., June 20

11:30 AM – 1:30 PM

Pottstown Progress Luncheon

SunnyBrook Ballroom, 50 Sunnybrook Rd., Pottstown 19464

This special event will feature:

- Pioneers of the Good Life who chose Pottstown over the past decades
- Panel presentation reflecting on Pottstown's History and Progress
- Highlight of the future of Pottstown
- Expo showcasing Pottstown businesses

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

Presenting Sponsor: Pottstown Area Industrial Development, Inc.

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

Gold Sponsors: O'Donnell, Weiss & Mattei, P.C.; Traffic Planning and Design, Inc.; Tompkins VIST Bank

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

Additional Sponsorship Opportunities Available

Fri., June 21

8:30 – 10 AM

Refresh Friday: Messenger Bots for Business

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

Presented by Drew Griffin, Co-Founder and Developer of Delicious Marketing LLC. Attendees will discover an emerging technology that helps businesses to better connect and engage with current and potential customers. In short, automated bots have the potential to completely revolutionize the face of customer service, marketing and sales as we know it – and for the better.

No Charge; Members Only.

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.

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
FEATURING GUEST SPEAKER - JACK GULATI
Thursday, June 6, 2019
11:30 AM - 1:30 PM
SunnyBrook Ballroom
\$32 per Member
\$100 to be a Graduation Sponsor - Includes ticket and a business card sized ad in the Graduation program (\$74 is a tax-deductible donation to the Leadership Tri-County Scholarship Fund)





SPONSORED BY:



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

610.326.2900



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



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



ANNUAL DINNER 2019

Develop Your Winning Edge

The TriCounty Area Chamber of Commerce hosted its 2019 Annual Dinner on April 17 at RiverCrest Golf Club & Preserve, Phoenixville.

Members mingled and networked while enjoying delicious appetizers before dinner.

The Chamber presented several awards to recognize outstanding Members, and we congratulate the winners:



Start-Up Business:
**E.G. Pottstown, LLC –
Dan Glennon and
Stephen Everett**



Small Business: **Pottstown
United Brewing Company –
Adam and Erin Burke**



Community Based
Organization:
**GreenAllies –
Michael Lance**



Volunteer of The Year :
**Bill Vitiello of
The Victory Bank**

MAKING A DIFFERENCE IS WHAT WE DO!



Chamber Champion: **The Victory Bank**

Best Places to Work Recognition –

The following Members were recognized by Best Companies Group as some of the best places to work in Pennsylvania:

Diamond Credit Union
Gateway Ticketing Systems, Inc.
Sealstrip Corporation
Traffic Planning and Design, Inc.

Following the presentation of the awards, keynote speaker Shawn Harper shared his amazing story with attendees. A former NFL player and current author and business owner, Shawn overcame many obstacles and adversity to reach success. His story left attendees feeling encouraged and inspired.

After dinner, additional networking and a dessert buffet were enjoyed during the closing reception. The Chamber then selected the winners of the many raffle prizes generously donated by our Members.

Thank you to **Don Carrick, Studio 413**, for taking pictures during the event. To view additional pictures from the evening, please visit the Photo Gallery on the Chamber's website – tricityareachamber.com. *All photos on this page and the website are credit of Don Carrick.*

The Chamber would like to thank the sponsors, raffle prize donors, and attendees for making this event a success.

Shawn Harper



Thank you to our sponsors for this event:

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



PATRON SPONSORS

The Body-Borneman Companies
Citadel Federal Credit Union
Courtyard by Marriott Collegeville
Fraser Advanced Information Systems
Frederick Living
Global Advanced Metals
Greater Pottstown Tennis & Learning
The Hill School
Keller Williams Realty Group
Longstreth Sporting Goods, LLC
RiverCrest Golf Club & Preserve
Sealstrip Corporation
Traffic Planning and Design, Inc.
Valley Forge Tourism & Convention Board

Thank you to the companies who donated raffle prizes:

American Heritage Federal Credit Union
Attract, Engage, Inspire, LLC
Barbara Hayman Designs/Decorating Den Interiors
Beverly's Pastry Shop
CEDARVILLE Engineering Group, LLC
Colebrookdale Railroad Preservation Trust
Gracie's 21st Century Café & Catering
Greater Pottstown Tennis & Learning
Keller Williams Realty Group
Lisa's Ultimate Image
Longstreth Sporting Goods, LLC
O'Donnell, Weiss & Mattei, P.C.
Once Upon A Time Consignment Boutique
RiverCrest Golf Club & Preserve
Rolfing by Robert Toporek
Schultz Technology
Schuylkill River Greenways National Heritage Area
Sealstrip Corporation
Steel River Playhouse
Swamp Door Antiques & Curiosities, LLC
The Copperfield Inn at Lakeside
The Victory Bank
Translogistics, Inc.

MAKING A DIFFERENCE IS WHAT WE DO!

POTTSTOWN Progress

Luncheon



PRESENTED BY:
TRICOUNTY AREA
CHAMBER OF COMMERCE



I Pick POTTSTOWN!

Pioneers of the Good Life.

Thursday, June 20

11:30 AM to 1:30 PM

SunnyBrook Ballroom

50 Sunnybrook Rd., Pottstown, PA 19464

- Recognizing **PIONEERS OF THE GOOD LIFE** that picked Pottstown over the decades
- Panel presentation reflecting on Pottstown's **HISTORY** and **PROGRESS**
- Highlighting the **FUTURE**
- **SOPO** Showcasing Pottstown Businesses

SPONSORED BY:



CEG
CEDARVILLE



MONTGOMERY
COUNTY COMMUNITY COLLEGE



Pottstown Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.



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

E-CYCLING

On April 22, Members celebrated Earth Day by participating in E-Cycling. Made possible by **The Lewis Group** and Beacon Container Corp., this event allowed Members to safely discard of unwanted business equipment and electronics. A total of 10,742 lbs. of equipment and electronics were recycled!

Large office printers were among the many items accepted for recycling.

This event was a great way to dispose of old phones and miscellaneous electronics that can otherwise be difficult to get rid of.



Thank you to our sponsors:

lewis



MAKING A DIFFERENCE IS WHAT WE DO!

BUSINESS SPOTLIGHT

June's Business Card Exchange is at Diamond Credit Union. Learn more about them at the event on Tuesday, June 25 from 5 – 7 PM, located at 100 Diamond Way, Suite 101, Royersford, PA 19468.



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

That's younity.

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.

2018 - 2019 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Baran Schultz, CEO, Schultz Technology

CHAIR ELECT

Rich Newell, CEO, Pottstown Hospital Tower Health

TREASURER

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

IMMEDIATE PAST CHAIRMAN

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SOLICITOR

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Eileen Dautrich, President, TCACC

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Twila Fisher, The Hill School

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

Lee Levengood, Everything Printing

Rick Libra, Exelon

Lisa Lightcap, Tompkins VIST Bank

Eric Phillips, Dana Incorporated

Greg Richardson, Traffic Planning and Design, Inc.

Elaine Schaeffer, Schuylkill River Greenways National Heritage Area

Dr. William Shirk, Pottsgrove School District

Michael Stevens, BB&T

RIBBON CUTTING

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



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

For more details or to schedule your Ribbon Cutting, please contact Michele Barrett, Events & Marketing Director, at 610.326.2900 or michele@tricountyareachamber.com.

REFRESH FRIDAY

EMAIL MARKETING: HOW TO GET BETTER RESULTS



On May 24, Dawn Wivell of Dawn Wivell Writing Services shared helpful tips for businesses to improve their email marketing and achieve increased response and engagement. Thank you to everyone who attended!

Refresh

MAKING A DIFFERENCE IS WHAT WE DO!

Leadership A Day with Law Enforcement and First Responders

TRI-COUNTY



By Monique Johnson, Inside Sales Manager, Translogistics, Inc.

There are giraffes, tigers and lions out there is something I thought I'd never hear from the inside of prison walls. It was an intense Thursday morning as the Leadership Tri-County group traveled to Berks County Jail (1) located about 10 miles outside of the inner-city of Reading, Pennsylvania. When we arrived at the jail we stripped our belongings and headed into the staff room where we were greeted by Warden Janine L. Quigley, Captain Michael Castro and Special Operations Guard. We went over the jail's history and I was surprised with how many resources there are in place to help the population in jail overcome mental illnesses. A vast amount of the inmate population at BCJ struggles with mental health. The county judicial system is taking that into consideration and deterring possible inmates away from jail and into programs to help with their mental health instead of sending them directly to jail on their first offense if they are not a threat to themselves or to society. After the history lesson it was time to venture through the jail. Boy, did we get an up-close, in-depth tour! We learned quickly that if we hear a set of keys jingle, to hug the wall.



I didn't realize that we would be walking among the inmates collectively. After we made our way through the women's block and into the classroom, we then made our way into the "hole" which is a temporary solitary confinement wing for inmates who have displayed poor behavior. Nothing differentiated the prisoners from us at that moment, we were all confined together. This is the moment my colleagues and I concluded that we are just one mistake away from being in the same situation as the inmates.

Next stop, a class favorite, Lily's Grill for lunch! There are always interesting conversations happening around the table at Lily's Grill. Once lunch was over, we ironically J-walked over to the Borough of Pottstown Police Department (2) for a tour (Captain Long if you're reading, we are sorry!)



As we were engaging on the tour, the Police were detaining a prisoner in the holding cells. It was exciting to see where the Police stored evidence, finger-printed the potential inmates, and scoped out the different patrol vehicles. There were absolutely no dull moments in this session. Next up, was the SWAT range in Berks County (3).

We see shows like S.W.A.T. on TV but to be apart of a demonstration live and in-color is a completely different level of excitement! A day of thrill is exactly what this session entailed. There was no falling asleep for me! Once we arrived at the range we met the entire Chest-Mont Emergency Response Team and even the K9 Response dog Taz. The demonstration of a hostage situation began with a loud boom mimicking that of a grenade that cued the team to rescue the hostage, played by our own group mate, Jeanna. After the enactment we got to see the collection of gadgets they use during active pursuit



and had the opportunity to sit in the S.W.A.T. patrol vehicle that weighs over 65 tons. Try rolling down High Street in that thing! Finally, we made our way over to the Goodwill Steam Fire Company (4) for a presentation and a tour of the firehouse by Chief of EMS, Mike Campeggio and Firefighter Kevin. It was refreshing to see just how much the Goodwill Steam Fire company is involved in the community. Whether it's selling Mother's Day flowers, catering at schools or participating in local parades, the squad is always looking for avenues to raise awareness and funds for the house and to be a part of the community. That to me is what this entire program was about, diving deep in your community, figuring out what is already out there and bridging the gap between the corporate world and the local community. It is simply amazing to be apart of something much bigger than myself! I encourage anyone to be a part of this journey who has the passion and desire to step out of their comfort zones to do something great in the community.



JOIN THE CLASS OF 2020!

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

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

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WHY A LAWYER CAN'T JUST ANSWER A SIMPLE QUESTION



LEGAL PERSPECTIVES

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

I have been practicing law for over twenty-two years, and have fielded countless legal questions from clients and prospective clients. Our law office is well-established, with a good reputation, and people feel comfortable calling us with their legal concerns. Many believe that their questions can be answered quickly, for free, and over the phone. This belief is usually incorrect, for a number of reasons.

My actual clients understand that there are few quick answers. They know that I will take all the time they needed to properly understand their situation, and to frame a thorough answer. But they only know this from having worked with me before. The people who don't understand are the ones without a prior history of having worked with a thoughtful lawyer.

One would never expect a doctor to diagnose a rash over the phone, for free, and to prescribe medication for it, without ever having examined the patient. But people expect lawyers to do something similar, and perhaps much more complicated, all the time. In my experience, there is no such thing as a quick question.

If practicing law was easy, many more people would do it. They would not need our years of education and experience in order to give good legal advice. But the legal world doesn't work that way, which prospective clients find out quickly once they become actual clients and get the benefit of our advice. There

are too many potential scenarios, too many issues presented in a given factual situation, too many considerations of long-term strategy or "three-dimensional chess", and too many aspects of the law which don't make sense or are counter-intuitive to the layperson, for there to be any such thing as a quick question.

Asking a quick question and expecting a quick answer is an invitation to trouble. If I spend 30 seconds on the phone with someone, do not understand all the relevant facts, and end up giving a quick answer, but a wrong answer, how well have I performed as a lawyer? How will that person feel about having listened to my advice, only to find out later that it was wrong or did not work for the individual's particular situation? It is not a position in which I want to find myself, nor should the potential client. Besides, sometimes even experienced attorneys need to research the answer to a nuanced question – we are not walking encyclopedias with ready answers to every conceivable legal question.

(Continued on page 46)

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LEGAL PERSPECTIVES

(Continued from page 45)

My personal practice is concentrated in workers' compensation. I offer free consultations for workers' compensation cases. You would think I would want to get those consultations over with as quickly as possible, since I'm not getting paid for that time. But my initial consultations almost never end within an hour, and sometimes go closer to two hours. Why? Because I need to ask detailed questions on a wide range of topics in order to fully understand that prospective client's case, so that I can give the best advice possible. Spending less time means cutting corners, and cutting corners means missing essential facts which might become a surprise during litigation three months down the road.

For work other than injury cases, our attorneys, like most experienced lawyers, charge a consultation fee. This is a standard practice which reflects both the value of our professional time and the education, experience, and skill which we bring to the conference table. Lawyers know that people looking for free advice are not likely to want to pay the actual legal fees that would be involved in taking on their cases. If someone doesn't want to pay a consultation fee, why

would they want to pay for legal services once the case is underway?

Established lawyers do not take every case for every person who calls on the phone. Most lawyers want to work with clients who appreciate the advice they are receiving, and who are willing to pay a reasonable fee with the expectation that their legal matters will be handled expertly and efficiently. Good lawyers will not want to take people's money for the sake of making a buck, when those cases do not make financial sense to pursue or when the likelihood of success is minimal. Only a thorough consultation will give the experienced lawyer enough facts to tell if a case is worth pursuing or not. You will want a lawyer who can tell the difference. Be willing to pay for that expert advice up front so that you don't end up paying much more down the road.

Levi S. Wolf, Esquire is the managing attorney in the Pottstown law firm of Wolf, Baldwin & Associates, P.C., practicing mainly in Montgomery, Berks, and Chester Counties. He was a member of the inaugural class of attorneys who were certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. He can be reached at 610.-323.-7436, or by e-mail to LWolf@wolfbaldwin.com.

LOCAL FIRM HAS TWO ATTORNEYS NAMED TO LIST OF "SUPER LAWYERS" IN PENNSYLVANIA

Annual list compiles the top five percent of attorneys in the state

Wolf, Baldwin & Associates, P.C. in Pottstown, PA announces that two of their attorneys have been named to the list of top attorneys in Pennsylvania for 2019 as published by Super Lawyers magazine. Levi S. Wolf was named in the practice area of Workers' Compensation for the 5th consecutive year; Julie M. Marburger was named as a "Rising Star" in the area of Family Law for the 4th consecutive year.

Mr. Wolf was previously named as a "Rising Star" in the magazine in 2011 and 2012, which recognizes excellence in lawyers under age 40, and to the Super Lawyers list each year since 2014. In 2013,



Levi S. Wolf, Esquire

Mr. Wolf became one of the first attorneys in the state to be certified as a specialist in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court.

"It is an honor and a privilege to once again be named to the Super Lawyers list," said Mr. Wolf. "I am humbled to be so well thought of by my peers to have appeared on the list for seven years. I look forward to continuing to do my best to represent injured workers throughout Southeastern Pennsylvania."

(Continued on page 48)



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"SUPER LAWYERS" IN PENNSYLVANIA

(Continued from page 47)

Ms. Marburger joined the firm in 2015. She focuses her practice in the area of Family Law. "As an advocate for my clients, I work diligently at achieving goals while keeping in mind that this is a real family and a real life," said Ms. Marburger. "Balancing advocacy and reality is not an easy task in some cases, but in the end, it is the most important task. I believe inclusion in the 2019 Pennsylvania Rising Star list is a direct reflection of the care I put into my work. I am very grateful to be included for the fourth year in a row."



Julie J. Marburger, Esquire

Super Lawyers magazine uses a patented selection process of multiple phases to create their list of top attorneys in the state. The process starts with nominations by peers. These nominations are validated by third-party research across 12 categories. Candidates are then grouped into categories based on practice area and reviewed by those attorneys who received the

highest totals from each category. In the final selection, 5% of the state's attorneys are named to the Super Lawyers list, and 2.5% are selected to the Rising Stars list.

About Wolf, Baldwin & Associates, P.C.

The firm was founded in 1973 by Jack F. Wolf. Bruce Baldwin joined the firm in 1987. The firm currently employs 19 people.

Wolf, Baldwin & Associates, P.C., is a general practice law firm with offices in Pottstown, West Chester and Reading, Pennsylvania. Their lawyers handle a wide variety of legal issues, and represent individuals from all walks of life, as well as business clients large and small.

If you have questions regarding personal injury, workers' compensation or any of their other practice areas, contact an attorney at any of their convenient offices. Wolf, Baldwin & Associates, P.C., can be reached toll free at 866-967-8935 or through the online contact form at <https://www.wolfbaldwin.com/Contact.shtml>.

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Kelly Real Estate Celebrates 20 Years in Business

Tri-county area residents may have noticed some new signs in the neighborhood lately. At the end of last year, Kelly Real Estate unveiled a new logo. "After 20 years in business, we thought it was time for a distinctive new logo," says broker/owner Brian Kelly, "but we realize that the most important sign is the one that says SOLD. The company remains committed to helping each of our clients reach that goal."

In addition to helping home buyers and sellers for the last two decades, Brian Kelly has also been a part of Pottstown's recent downtown revitalization by successfully connecting sellers and investors. Having sold 20 commercial properties in the first three blocks of East High Street, Brian says, "I have a real good sense of who's buying and who's selling. I've been selling downtown for 20 years, and what I've noticed is a big shift in the motivation of the buyers coming in. Today buyers are seeing opportunity, and they are choosing to come to Pottstown looking to the future, as opposed to just getting in because it is affordable."

If your future plans include a move or investment in real estate, let a Kelly agent help you achieve your goals. Check out the company's website at



www.gokellyrealestate.com or Facebook page at www.facebook.com/kellyrealestateinc for details about current listings, testimonials from previous clients, agent bios, or helpful advice for homeowners or those in the market for a new property. Recent sales by Kelly Real Estate can be found on Instagram at [#anotherkellyrealestatelistsold](https://www.instagram.com/anotherkellyrealestatelistsold). The company can also be reached at 610.369.3600. For real estate results, go to Kelly Real Estate!



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7 LEGAL AND FINANCIAL STEPS TO CLOSING YOUR SMALL BUSINESS

(from <https://www.score.org/blog/7-legal-and-financial-steps-closing-your-small-business>)

By Nellie Akalp

For a variety of reasons, some small businesses permanently close their doors. Closing a company may be a difficult decision to make, and it can become even more challenging when a business owner does not take the proper steps.

Exiting a business involves more than just ceasing to advertise and ending sales of products and services. It also requires filing paperwork to officially dissolve your business with the state and taking care of other formalities. Failing to take care of those details could mean being on the hook for fees (and possibly fines) even when a business is not serving its customers anymore.

Here are the 7 Steps to Closing a Business

Step #1 — Dissolve Your Business Entity

Companies operating as an LLC or corporation must legally dissolve that business structure so that the state knows it's no longer in operation. This involves filing Articles of Dissolution with the Secretary of State office. Businesses with multiple owners will need to first hold a meeting with their business partners or Board of Directors to get a consensus vote on closing the business. Note that states rules may vary slightly,

so it's important to research what you need to do in the state where your business is registered.

Step #2 — Collect Money Owed to You and Sell Your Assets

As you pay suppliers and vendors what you owe them before you close your business, you will want to reach out to customers that owe you money. If you are having difficulty collecting, one option is to ensure you get some of what is owed is to sell your accounts receivable to a factor. A factor will compensate you for a portion of the money that has owed you, and then they assume ownership (and the task of collecting the money) of the receivables.

Selling your business assets and inventory can also generate cash for you before you close your company. Some ways to handle this are using sites like Craigslist or eBay, holding an auction, and personally reaching out to other business owners who might need what you're selling.

(Continued on page 52)



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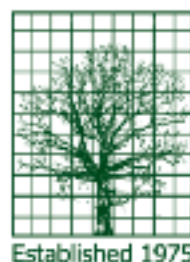
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CLOSING YOUR SMALL BUSINESS

(Continued from page 51)

Step #3 — Pay Your Outstanding Debts

Take care of outstanding bills from vendors and service providers to close out your accounts payable. If you are unable to pay what you owe, discuss your options with an attorney.

Step #4: File Final Payroll Taxes and Pay State Sales Tax

If you have employees, after you have paid them their final wages and salaries, submit your payroll forms as usual and pay your final payroll taxes. What if you are unable to pay what you owe in payroll taxes? Filing an "Offer in Compromise" (<https://www.irs.gov/forms-pubs/about-form-656>) might enable you to reduce the amount that you owe. Another option to consider is agreeing to pay your tax due in installments.

Also, submit your final state sales tax forms with the tax you have collected from your customers. Then, find out what your state tax agency requires you to do to officially close out your tax account.

Step #5 — Submit Your Final Income Tax Return

LLCs and corporations must check the "final return" box when filing their income tax forms. Corporations also need to report shareholder allocations (and losses) on Schedule K-1 (<https://www.irs.gov/pub/irs-pdf/f1065sk1.pdf>).

Heed the deadlines for submitting final tax documents:

- LLCs — By April 15 of the year after the business dissolved
- Corporations — Within two months and 15 days from when the business dissolved

Businesses that close must also close their Employer Identification Number account with the IRS (<https://www.irs.gov/businesses/small-businesses-self>

employed/canceling-an-ein-closing-your-account).

Step #6 — Cancel Business Licenses and Permits

If you have needed business licenses and permits from the federal, state, county, or local governments, notify them that your company has closed. That way, you will not be charged renewal fees or be on the hook for taxes after you are no longer doing business.

(Continued on page 54)

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O'DONNELL, WEISS & MATTEI, P.C. and JAMES R. FREEMAN LAW OFFICES Join Forces

The law firm of O'Donnell, Weiss & Mattei, P.C. (OWM), 41 E. High Street, Pottstown, PA, and 347 Bridge Street, Suite 200, Phoenixville, PA, recently announced that James R. Freeman, Esquire joined the Firm as of June 1st.

Attorney Freeman has been practicing law in Phoenixville, Chester County and surrounding areas for more than 40 years. Mr. Freeman focuses his practice on criminal defense and family law. He served as a Chester County prosecutor for 14 years, and during four of those years, was Chester County's first full-time district attorney. Mr. Freeman and his wife reside in Phoenixville.

Jim has decided to make this transition to provide a wider array of services and add significant depth to his practice areas. The members of OWM Law and James Freeman share the same values, and are confident this combination will provide an environment which will benefit clients and will allow the tradition of excellent service to continue. James R. Freeman Law Offices closed their office at 606 Main Street in Phoenixville on May 28, 2019. He will now be located in OWM's Phoenixville office, on the second floor of 347 Bridge Street, Suite 200.

The law firm of O'Donnell, Weiss & Mattei, P.C. (OWM Law) has been serv-

ing clients from the original office location in Pottstown, at 41 E. High Street, for more than 60 years. In January 2006, OWM Law established its second, 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 insurance agents, and routinely service both clients and lenders by conducting residential and commercial real estate settlements at the Phoenixville and Pottstown office locations.

The lawyers and staff of OWM Law look forward to serving this expanded client base, and welcome the clients of James Freeman. John A. Koury, Jr., Managing Partner of OWM Law states that "The addition of Jim Freeman expands the depth of our criminal and family law practices and enhances the services offered to our clients. It is a natural fit."

For more information, please contact James R. Freeman, Esquire at 610.917.9347, or call upon the lawyers and staff at OWM Law. Also, please visit www.owmlaw.com.



James R. Freeman, Esquire



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CLOSING YOUR SMALL BUSINESS

(Continued from page 52)

Step #7 — Distribute Assets to Partners or Shareholders

Businesses that have multiple owners and money or assets left over after paying all debts should distribute them among partners or shareholders. LLCs will divide assets according to each partner's share of the business. Corporations will allocate assets according to the shares owned by each shareholder.

Don't Miss a Thing — Get Help!

As you can see, closing a business comes with many responsibilities. To make sure you cover all the bases as you work through the process, I recommend reaching out to legal and accounting professionals who can provide expert guidance. Also, you might find that an online business document filing service will make submitting your dissolution paperwork and canceling licenses and permits less daunting.

For guidance on all other aspects of starting, growing or closing 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.

ABOUT THE AUTHOR:

Nellie Akalp, CEO of CorpNet, is a serial entrepreneur, small business advocate, speaker and author. Nellie has been named a Top 100 Small Business Influencer by Small Business Trends the last five years and CorpNet.com has been recognized on the Inc. 5000 list of fastest-growing privately held companies in America in 2015 and 2016.

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

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CHANGE IN THE WAY AMERICANS INTERPRET THE PAST



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

Change is random. One might say that one random event leads to another. Recently something happened that gave me pause, as the Philadelphia Flyers removed the statue of Kate Smith as part of an effort to respond to people outraged that she sang a song in 1931 which had racist lyrics.

Kate Smith was a big part of my childhood. I remember every time someone said, "God Bless America," I would always chime in "and Kate Smith." My World War II Disabled Veteran Uncle Frank taught me to say that when I was very young. He also taught me how to hit a baseball to right field where the worst kid always plays. So, to see her banned was a little too close for me not to experience some level of outrage.

My Uncle would tell me stories of her raising money by selling war bonds. She sold \$600 million in war bonds during a series of marathon broadcasts. She was given the Medal of Freedom by President Reagan. The President said, "The voice of Kate Smith is known and loved by millions of Americans, young and old. In war and peace, it has been an inspiration. Those simple but deeply moving words, 'God bless America,' have taken on added meaning for all of us because of the way Kate Smith sang them."

Drake University honored her for "outstanding contributions to radio and the people." She became a member of the Radio Hall of Fame in 1999. A Kate Smith U.S. commemorative stamp was issued based on a photograph of Smith taken in

the 1960s. She led a full life and was adored by the masses as a symbol of what was good and right about our country.

She did her part for the Flyers singing at the home opener in 1973, and by the time game 6 of the Stanley Cup Finals came about she had a 36-3-1 "Smith's Flyer Record" and she delivered on that night in May of 1974. In 1975 she delivered again by singing before a 4-1 game 7 victory. She ended up 100-29. So good that, 10 years later they gave her a statue.

My outrage turned quickly to questions on why this happened. Who could be behind something like this? I always think back to the fall of the Soviet Union and how they removed statues of people because they were no longer in power. There has been no revolution in America, but there has been a change in the lexicon. The politically correct way to speak and act.

I believe this is where political correctness runs afoul of my sensibilities. We are imposing a standard on a past era that likely is impossible for many to meet if you looked hard into someone's past.

(Continued on page 56)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 55)

Here is an incident of one of the most beloved figures of my time sang a song that was racially insensitive. Another one of my historical role models, Paul Robson also sang the same song. I don't see anyone trying to remove his statues. It was satire. Satire from one era becomes egregious racism in another.

Is this just about words or is this more of a systematic attempt to undermine America? One way to defeat the greatest republic and functioning democracy in the world is to attack the leaders. The first wave of "statue banning" was the civil war images in the South. It gets a little crazy when you look at that avenue because many of those statues were erected to remind people of the history of the area. If you apply it across a wide scale of the populous at that time you will find the many of the leaders of the time at one point owned slaves or were interpreted to be racist in some manner.

So, when those statues started coming down, I immediately started to wonder who would be next? We could get a big eraser out and ban many of the signers of the Declaration of Independence and the United States Constitution. At the time

slavery was legal, and was not even banned internationally until 1808.

As I mulled this over in my mind, I thought again about how did the banning of Kate Smith happen? The Flyers followed suit on what the New York Yankees had done. Eliminated Kate Smith from memory. They responded to complaints. Think about this... you have an obscure song that was done as a satire in the 1930s sung by Ms. Smith that bis suddenly a cause celeb.

(Continued on page 58)

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Pottstown Hospital Announces Opening of Pulmonary Rehabilitation

Pottstown Hospital is proud to introduce Pulmonary Rehabilitation, a comprehensive outpatient program to serve the needs of chronic lung disease patients in the greater Pottstown area. Pulmonary Rehabilitation seeks to slow down and minimize the progression of debilitating symptoms of lung disease by combining exercise with education, breathing retraining, nutritional counseling and psychosocial support.

People with conditions such as chronic obstructive pulmonary disease, asthma, chronic bronchitis, emphysema, bronchiectasis and cystic fibrosis may benefit from pulmonary rehabilitation; as well as those with pulmonary vascular disease, or environmental lung disease may benefit from the program.

Pottstown Hospital's outpatient Pulmonary Rehabilitation program is designed to improve the physical and emotional health, fitness and quality of life for patients with pulmonary conditions. The program's emphasis is on cardiopulmonary fitness, nutritional and behavioral counseling, and education. Respiratory Therapists support and encourage patients to achieve their personal goals.

The pulmonary rehabilitation team of doctors, dietitians, and respiratory therapists hold a variety of certifications in specialties such as respiratory therapy, clinical exercise, advanced cardiac life support, exercise test technology, and registered dietitian studies.

Each patient is under the care of the program's medical director, respiratory

therapist, and his or her own doctor. Regular progress reports are made available to the referring physician.

Maintenance exercise sessions, which are supervised by highly qualified ACLS (advanced cardiac life support) trained staff, are held several times per week for those who have completed their preliminary pulmonary rehabilitation program and wish to maintain their progress.

Pottstown Hospital's outpatient Pulmonary Rehabilitation program meets 2-3 times a week for 12-18 weeks, depending on insurance coverage. Each session uses education and exercise to help reduce respiratory symptoms, optimize capability of performing daily activities and address the psychological and physical aspects of everyday living with respiratory disease.

To enter the program, participants must have a referral from their primary physician. Most insurance companies cover the cost of this program. However, participants are encouraged to inquire about coverage with their personal insurance plan.

Pulmonary rehabilitation is located on the main floor of the hospital. Dedicated, free parking is available.

For more information, visit our website at Pottstown.Towerhealth.org or call 610.327/7429.



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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 56)

This does not happen normally. I believe it is an attack on America as an institution and as a country by those trying to reinterpret our democracy.

So, I researched who was the group complaining? As a public sports team you rely on ALL fans and try to avoid controversy, so no one boycotts your team or some similar action. Here there does not seem to be an antagonist visible... just a shadow. Am I alone in this? Am I seeing something here that simply does not add up logically?

In the wars of culture and politics you always find a group that will take credit for some action. In the hills of Afghanistan when they kill or kidnap an evil member of the oligarch or a random tourist, usually there is notice to who effectuated the action. In this instance no one seems to have taken credit for this action. That does not fit the profile. What that would mean is that many people unconnected to each other, researched an obscure song and complained to a sports team in New York. Not only is that scenario highly unlikely, it adds credence to my thinking.

The Yankees have been notified of a boycott in favor of Ms. Smith. I plan on advocating for Kate Smith in the future when someone says something bad about her, not only for my own well-being, but the memory of my Uncle Frank who made me a hitting star in little league and for America. God Bless America, and Kate Smith, RIP Uncle Frank I got your back.

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

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RED HORSE MOTORING CLUB

**An old building
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The Red Horse Motoring Club, a newly resurrected 20th century building, is calling your name for your next event, performance, exhibition, pop-up gallery, or collective get together. Just imagine toasting to your company's success and celebrating with up to 500 of your clients and colleagues while surrounded by rare vintage cars, antiques and authentic industrial glory!

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

After two years of searching, Steve and Chuck decided upon the historic Ludwick Motors building in Pottstown, Pennsylvania to



begin this endeavor. Originally opened in 1922, Ludwick Motor's proudly sustained nearly 80 years of history on 132 E 3rd Street.

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

Founding owner, Chuck Harders is an avid collector and dealer of all things petroliia and automobilia and keeps his vast collection displayed throughout the club. Chuck states, "Designing a space to properly show the bulk of my collection in one space has always been a



dream of mine. I just wanted these rare finds to be seen and appreciated by others who understand their history." The collection at Red Horse is massive, encompassing all original antiques dating from the early 1960s back to the dawn of the gas and auto industry. The collection features the full spectrum of automobilia, including early "visible" gas pumps, neon dealership signs, gas station signs, posters, giveaways... and even a 27-foot-long original

paper highway billboard for the Willys-Knight automobile! Any person, car enthusiast or not, could spend hours just enjoying the collection alone! As a member of The Red Horse Motoring Club, you gain full access to the entire building and collection, including a state-of-the-art audio system throughout and 15-foot outside movie screen.

(Continued on page 60)




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RED HORSE MOTORING CLUB

(Continued from page 59)

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

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

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

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

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

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



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REGIONAL CHAMBER ROUNDUP

Please see pages 35-44 for the TriCounty Area Chamber of Commerce news and information section.

PERKIOMEN VALLEY CHAMBER OF COMMERCE

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Welcome to the Perkiomen Valley Chamber of Commerce!

Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. 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



UPCOMING EVENTS

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 18, 2019 - PV WIN Girls' Night Out!

Join us for Girls' Night Out at Pinot's Palette for a fun networking event! You don't need any art experience – local artists will guide us step-by-step through painting stemless glasses. Food and drinks provided. BRING A FRIEND!!! Paint, sip, network! Visit www.PVChamber.net for registration and details. \$25/pp. Event time: 4:30pm – 6:30pm.

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

June 27, 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

July 23, 2019 – Annual Night Out at Reading Phils



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August 21, 2019 – Regional 5-Chamber Mixer

Member-Exclusive Event! Experience the opportunity to network with representatives of Perkiomen Valley, Spring Ford, Upper-Perkiomen Valley, Phoenixville Regional and Tri-County Chambers at the 5-Chamber Mixer! Free event; food and beverages sponsored by PJP and Tompkins VIST Bank. Chamber member-only event. PVCC members may register online or call PVCC at 610-489-6660.

Mixer will be held at Pope John Paul (PJP) High School, 181 Rittenhouse Road, Royersford.

Visit the Chamber website for complete list of upcoming events including PV Chamber Business Book Club, PV MEN, Business Roundtables, Mixers and more! www.PVchamber.net

Join the All-New PVCC Text Club!

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

WELCOME NEW MEMBERS

Open Wealth Network - Michael Henzes
www.openwealthnetwork.com

Platinum Hair Solutions - Melissa Julian
www.platinumhairsolutions.com

Homewood Suites Valley Forge - Barbara Ward
www.homewoodsuitesvalleyforge.com

The Village Cafe - Bill Baird
www.fairviewvillagechurch.com

Penn Jersey Environmental Consulting - Brad Musser
www.pennjerseyenv.com

Integrate for Good - Bev Weinberg
www.integrateforgood.org

BIG ANNOUNCEMENT – The PV Chamber Has A New Location!!!

PV Chamber office is now located at 521 W. Main Street, Suite 103, Trappe, PA. Our phone number remains the same 610-489-6660. 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.

We are planning a Ribbon Cutting/Open House this summer... details coming soon! We look forward to seeing you there!

Ask SCORE

SPRING CLEANING FOR YOUR SMALL BUSINESS

Small business owners have a multitude of responsibilities to tend to every day. Naturally, as they focus on what is most important in the moment, some tasks will either fall through the cracks or pile up. Over time, that can cause distraction and hurt a business's efficiency and effectiveness.

If you are discovering that what has left undone is thwarting your productivity, why not commit to fitting time into your April-May schedule to do a little "spring cleaning" for your business.

Here are several suggestions to help you give your business a breath of fresh air this spring. Most are small changes, but they can make a big difference in your ability to focus clearly:

- **Free up space on your computer's hard drive by deleting files/documents you no longer need.** Pay particular attention to your "downloads" folder. If you need to maintain files and documents within it, save them to other folders that are appropriate for them. But, be careful not to delete records that need to be retained.

- **Reduce clutter at your workstation by doing two things:**

Review the pile of business cards you have collected at networking events, and connect with those people on LinkedIn. Then dispose of the cards in the trash.

If you have vendors' brochures and the other marketing literature laying around for future reference, consider bookmarking their website addresses instead so you can learn more about them later—and then throw away the paper collateral.

- **Purge your email inbox and folders of messages you have already responded to or that are no longer relevant.**

- **Create a Word document or Excel spreadsheet to store all the blog topic ideas that have popped into your head.** That way you will have a central place where you can capture your creativity and pull topics from when you need them.

- **Consider backing up all of your files with an automated cloud-based file storage solution.** There is nothing like peace of mind to help improve focus.

(Continued on page 62)

Ask SCORE

(Continued from page 61)

Also, take a fresh look at your business plan and update anything that is no longer accurate or relevant. This may take more time than the other suggestions, but it is something every entrepreneur should do regularly in good times and bad. Likewise, review your marketing strategy to assess what is working and what is not.

A little spring-cleaning now can help you maintain focus on managing your business more effectively in all seasons. For more guidance on navigating the many demands of entrepreneurship, reach out to the SCORE TriCounty chapter to talk with mentors knowledgeable in all aspects of starting and growing a business.

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



“Being on the cover of the Route 422 Business Advisor has been a fantastic marketing opportunity for us! We have made some significant changes to our office, and we wanted fellow business owners and the rest of the community to know about our growing business. We have received numerous calls, emails, and texts from friends, family, patients and business acquaintances congratulating us on how much they enjoyed and appreciated the cover story! We are extremely pleased with the pictures and articles, and we look forward to our ongoing advertising with the Route 422 Business Advisor!”

— Dr. Rod Gabel, Yucha Medical
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REGIONAL CHAMBER ROUNDUP

Please see pages 35-44 for the TriCounty Area Chamber of Commerce news and information section.

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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

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

Wednesday, June 12 – Lunch and Learn

Human Resources: Everything you need to know in 2019
Spring Valley YMCA
19 W Linfield Rd, Royersford
11:30am – 1:00pm
Member \$25
Non-Member \$35

Thursday, June 20 – Shark Think Tank Business Owner Roundtable

Copperfield Inn at Lakeside
11:30am – 1:00pm
Member \$25
*Business Owners Only

Wednesday, August 21 – Five Chamber Mixer

Pope John Paul II High School
5:00pm – 7:00pm
Free for Members only

CHAMBER NOTES

REGISTER NOW for the Limerick Community Day on August 24th

Please contact the chamber at 610-489-7200 or email at info@springfordchamber.com

Want to host a mixer or workshop?

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

Do you need a head shot?

The Spring-Ford Chamber of Commerce and Pam Baumann Photography are teaming up to provide two days in July where you can stop in and get a Head Shot done for an affordable price! Dates will be as follows:

Keller Williams: 2:00pm – 7:00pm

Brewed Awakenings: 11:30am – 3:30pm

Sign up times and prices will be available at www.springfordchamber.com

The Spring-Ford Chamber Celebrates 27 Years!

Thank you to everyone who attended the 2019 Spring-Ford Chamber Annual Luncheon on Thursday, May 9th at the Copperfield Inn at Limerick. The day was a raving success with almost 150 in attendance. A special Thank you to Lauren Scherwin from Disney Institute who gave some amazing takeaways to our members regarding how to implement the Disney Approach to Customer Service.

Congratulations to our 2019 Chamber Award Winners:

- 1 Chamber Member of the Year: Suzette Siebert, Kelly Insurance Agency
- 2 Volunteer of the Year: Pam Baumann, Pam Baumann Photography
- 3 2019 Community Impact Award: Spring Valley YMCA
- 4 2019 Rising Star Award: Colby Davis, Davis Painting LLC

Thank you to Dr. David Goodin for welcoming everyone and presenting our 2019 awards.

Thank you to all of our Annual Luncheon sponsors: Platinum Sponsor: Magical Memory Planners; Book Giveaway Sponsor: Oehlert Brothers Inc.; Gold Sponsor: Pam Baumann Photography; and all of our table sponsors: Davis Painting, LLC, DS Pool Service, Kelly Insurance Agency, LeRoux School of Dance, Mary Kay Cosmetics, Minuteman Press, Royersford, Siana Carr O'Connor & Lynam, LLC

Spring Valley YMCA, Spring-Ford Area School District and TriCounty Area Federal Credit Union and Thank you to the Copperfield Inn at Limerick for hosting our amazing lunch.



REGIONAL CHAMBER ROUNDUP

Please see pages 35-44 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



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, June 4th, 6:00 PM @ Stable 12 Brewing

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

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

Ribbon Cutting: Reads & Co. Friday, June 7th, 6:30 PM, 234 Bridge Street, Phoenixville

Help us welcome an exciting new addition to Downtown Phoenixville... an independent book store! Cost: free

June Monthly Membership Luncheon – Tuesday, June 11th, 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.



Rockin & Reelin Summer Concert and Music Series - Saturday, June 8th, 4:00-10:00 @ Reeves Park

Outdoor concert by Big Daddy and The Fender Benders Band in the Bandshell! Afterward, join is for a showing of Space Jam (PG) on the baseball field. Movie starts at dusk! Come hang out, listen to some live music, shop local vendor stands, grab something to eat from a food truck, then grab your blankets and chairs and enjoy the movie! Cost: free

Networking @ 9 - Wednesday, June 19th, 9:00 am, Steel City Coffee House

Bring your business cards, grab some coffee, and do some networking! Cost: free

PHOENIXVILLE EVENTS



First Fridays in Downtown Phoenixville

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

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

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