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The real estate industry is booming. Whether you are buying or selling real estate, you have your pick of agents at every corner. So how does an agent stand out in a crowd of hundreds (more like thousands) of agents fighting to secure your listing? The team at Freestyle Real Estate in Gilbertsville, Pennsylvania, talks strategy and what makes them stand out in the fast-growing real estate industry.

"This day and age, it is all about technology. We wake up and fall asleep with our smartphones, iPads, Netflix accounts keeping us company, reminding us of the importance of being connected. It is easy to hide behind a screen, post over a dozen times a day, just to let people know how great you are and why people should pick you from the thousands of agents out there," says Ellie Trovato, Freestyle's Director of Communications. "We don't settle for that. We want to meet people, face-to-face, and develop relationships," she explains. Freestyle makes sure you are their top priority and focus. "When you work with any of our agents, that agent works with you from start to finish and beyond," says Freestyle's Broker and Owner, Suzanne Kunda. "We have a support team to help us, but we don't hand you off to them. You work strictly with your agent from day one—you're in it together," she explains.

A bonus is what Suzanne calls their "white glove service": a concierge service for clients seeking services. Freestyle Real Estate has a list of preferred, trusted vendors throughout Southeastern Pennsylvania who can help their clients. "Whether it is a mover, painter, inspector or home cleaner, Freestyle can reach out to their trusted vendors and schedule everything," says Ellie. "Buying and selling can be stressful. We want to take stress out of the equation by reaching out to our vendors and scheduling services at a date and time that is convenient for our client. They don't have to worry about calling around trying to find someone.



Suzanne Kunda and Ellie Trovato with John Ralston after an interview at PBR Productions in Perkasie, Pennsylvania.



Suzanne Kunda (middle), Sue Cusumano (top right), Rachel Hartline (middle right), Janice Kutt (bottom right), Kathy Merkel (bottom, middle), Ellie Trovato (middle left).



That's what we are here for," adds Suzanne. And clients love it— "Such a pleasure to work with," "amazing experience," "five stars" are a few of the headlines found among the pages of positive reviews for Freestyle Real Estate.

Freestyle Real Estate is a boutique real estate agency that packs a real punch, never skipping a beat. They also want to make sure they are educating and giving back to the community. In fact, they offer a series of webinars, seminars and events on topics ranging from steps to find your dream home to kick-starting your real estate investment portfolio. And that's not all. "We are launching a podcast, *The Real Deal with Freestyle Real Estate*, starting in early Fall. We'll answer real estate questions, share stories and provide tips for new homebuyers, sellers and investors. It's about keeping it real and honest, so people know what to expect," says Suzanne. For updated information on Freestyle Real Estate, upcoming events, and webinars, and the many services they offer their clients, visit their website at www.FreestyleRe.com.

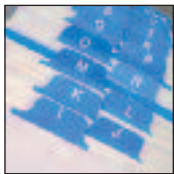


The Freestyle team all smiles at a recent team photo shoot.



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

Cover Story: *Montgomery County's Trading Post has become famous for one-of-a-kind, "live-edge" wood creations including bars, islands, mantels, shelves and farmhouse-style tables — for sale or for rent — finished or ready for DIY!*



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

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

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Dr. Patrick Borja
Chiropractor

Dr. Patrick Borja, owner and chiropractor at the Spine and Wellness Center of Exeter Township, graduated from West Chester University with a B.A. in Psychology. While there, he became certified as an Emergency Medical Technician and was nationally certified in Phlebotomy. He went on to chiropractic school in Atlanta, GA, at Life University, where he graduated cum laude in 1999.

He started his business in 2000 in Mount Penn in a 900-square-foot office with a single staff

member and his wife Lori. Today, the Spine and Wellness Center has grown to be the preeminent wellness center in southeastern Pa., encompassing over 22,000 square feet and employing 37 plus individuals. On March 4, 2015, Borja became the first Doctor of Chiropractic to attain Staff Privileges at a Berks county hospital. He is now finishing his final year of a fellowship program in spinal biomechanics and trauma. The Spine and Wellness Center specializes in injury care management.

The Spine and Wellness center started as mainly a chiropractic office, it now includes: massage therapy, acupuncture, nutritional counseling, pain management, family medicine, personal training, yoga, tai chi, emotional counseling, physical therapy and spa services.

Lori Borja, RN, MS, CNS, has always been involved in the business. About seven years ago she became more involved and headed up the weight loss program. Two years ago she started the clinical nutrition department.

Lori's interest in the field of nutrition has evolved over the years through her professional experiences and as the parent of three children. With a background as a registered nurse, Lori recognized the great need to prevent disease processes as well as treating them. She wanted to utilize her education and experience in an area that would promote health and wellness. The desire to promote healthy eating and lifestyle changes led her to continue her education in the field of nutrition. She obtained a Master's degree in Applied Clinical Nutrition from New York Chiropractic College. Lori is a Certified Nutrition Specialist, the gold standard for advanced nutrition professionals.

Lori offers nutritional support to individuals to optimize their health and for health concerns that may include aches and pains, fatigue, digestive health, thyroid issues, high cholesterol, high blood pressure, food intolerances, hormonal imbalances, weight loss and weight management.

The combination of Dr. Borja and Lori Borja's expertise with all the other health providers in the office makes Spine and Wellness Center the place to go for your pain, health and wellness needs.



Lori Borja, RN, MS, CNS
Nutrition Counselor



Spine and Wellness Center Providers:

Bottom row (l to r): Denise Helfer, MSW, LCSW; Dr. Patrick Borja Chiropractor; Lori Borja, RN, MS, CNS; Top row (l to r): Carol A. Roach CRNP, NP-C, MSN, CDE; Harold J. Einsig, MD, ATC, C; Dr. Tyler Rank, Chiropractor; Dr. Charles Bucklar, Chiropractor

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**Ed Dilello &
Johanna Gilmore**

There's something very appealing about the natural look and feel of authentic wood. Likewise, there's something very inviting, cozy, warm and attractive — about an office environment — or coffee house — or brew pub — adorned with custom-made natural wood or live edge desks, tables, counters or bar tops.

And for realtors, interior decorators, and commercial or residential builders, there's nothing like adding a few unique magical antique or rustic pieces to the décor to assure success in staging open houses and attracting prospective tenants.



Trading Post Depot, located at 16 East Bridge Street, Spring City, is open seven days-a-week: Monday - Wednesday, 12pm - 6pm; Thursday - Friday, 10am - 6pm; and Saturday - Sunday, 10am - 5pm.





PHOTO BY STYLISH IMAGES PHOTOGRAPHY

For all of these environments and professions, as well as for homeowners interested in acquiring unique farmhouse tables, custom furniture, and a vast array of antique items — either to purchase or simply to rent for special occasions — The Trading Post Depot at 16 East Bridge Street, Spring City, just across the river from Royersford in Montgomery County, magically marries old and new to make your environment uniquely amazing, combining charming rural aesthetic and classic elegance in one of a

kind furniture creations at home in the most refined spaces.

The Trading Post Depot is a veritable antique wonderland and treasure trove not to be missed, where you can browse through a fabulous selection of custom creations and eclectic home decor including architectural salvage, antiques, event rentals, live edge slabs, barn wood and magical found objects each with their own story.

Trading Post Depot's master craftsman, founder and owner Ed Dilello's

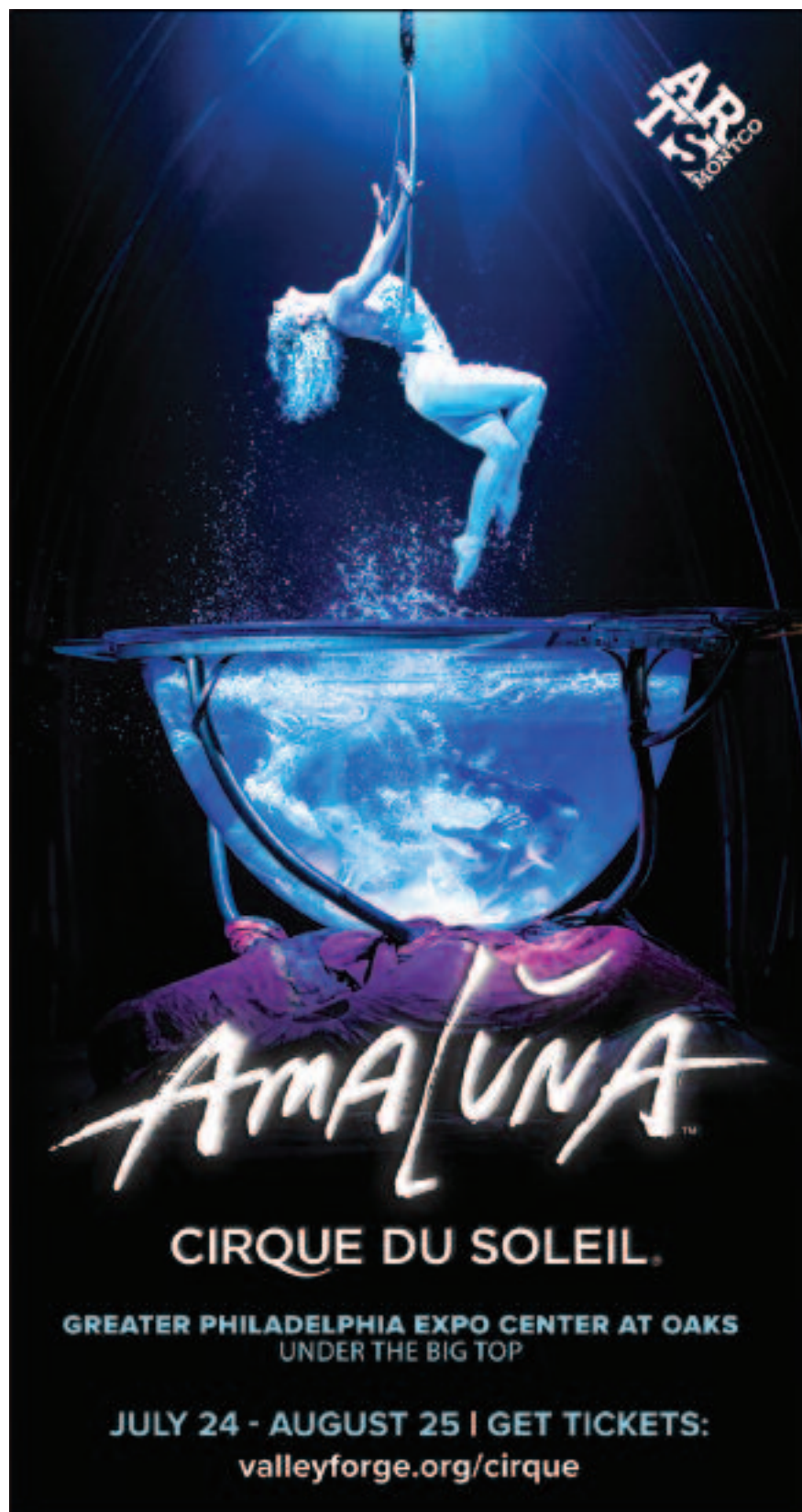
entrepreneurial success story is almost as unique as the antiques and wood craft creations he offers. Dilello took up the weekend hobby of buying and selling antiques in May 2004, and within a few months he was hooked, opening his own antiques shop in a 1,500 SF building at the former Moyer Lumber Yard in Schwenksville. "I decided to open up a shop and make a business out of it," Dilello said. "It was the right idea."

The combination of Dilello's natural skill at acquiring select antique items,

along with his outgoing friendly personality, led to rapid growth as his business expanded to eventually take over the entire 50,000 SF lumber yard building. Outgrowing that space, Dilello moved his business to its current Spring City location in 2015. "It was a good situation because at the time the building was for sale and the owners were very nice people and accommodated me with a buy/lease deal," Dilello explains.

(Continued on page 8)





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COVER STORY

(Continued from page 7)

"It's been very good." The business has continued to thrive and prosper at the Spring City location, and early this year, Johanna Gilmore was hired as an on-site manager to assist with providing excellent service to the increasingly steady flow of customers, as well as to handle administrative and digital marketing duties.

The antiques market has gone through a dramatic transformation since Dilello started his business in 2004. The advent of eBay and Internet sales, a spate of antiquing-related television shows, and the popularity of reproduction pieces all combined to make the industry much more competitive. "The antique market is not what it was 10-15 years ago," Dilello confirms, "but there's still a demand for the right piece for the right customer."

Dilello's keen eye for finding attractive and special pieces, his large on-site inventory, and his reputation have kept him ahead of his competition. Not one to rest on his laurels however, Dilello added woodworking to his skill set in recent years, becoming a master craftsman of unique wooden farmhouse tables, cus-

tom furniture, and live edge creations in the process!

"We started out with antiques, and along the way diversified more into woodworking," Dilello explains. "The request for farm tables and the live edge business started to increase and become more in demand, and now we are putting 80 percent of our efforts into tables and woodwork and live edge pieces, and 20 percent into antiques. But we still carry an extensive line of selective pieces of antique furniture and collectibles," he said.

Dilello's warm, friendly personality, along with the exceptional quality of his craftsmanship, has earned him a loyal following over the years, and many of his long-term customers from the Schwenksville location still stop in to browse or just visit, and send referrals, and as his reputation throughout the region continues to grow, so does his list of newer customers, many of whom have also become friends with Dilello.

"That's what makes this business we have here today unique and interesting," Dilello explains. "You develop friendships with customers and we still stay in touch. That's been important to me to do that. We're not just about the sale. We're



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about the friendship and following up with people. Customers come in as strangers and they leave as friends with smiles on their faces," he said. "That's the thing that has been so fantastic for the last 17 years — And it happens every day. I still remember people who came in to the Schwenksville shop, with babies, and now those babies have grown up and I am building tables for their weddings!"

"It's a very warm feeling when you walk in here," adds manager Johanna Gilmore. "It's a very old school feeling," she said, "and building relationships with people is very important to us. When people come in, even if they are looking for something we don't have, we'll try to direct them somewhere else where they might find it. It's nice to still see and experience that level of customer service."

LIVE EDGE CREATIONS

Dilello has developed and refined his craftsmanship over the years, and he continues to expand his capabilities. "If you can dream it, I can build it," he says. Thanks to Dilello's superb skills, the Trading Post Depot has become famous for one-of-a-kind, "live-edge" slab

creations including bars, islands, mantels, shelves and their very popular funky-farmhouse-style tables, with legs either reclaimed, repurposed or custom fabricated from wood or metal. Farmhouse tables come to life blending beautiful history with authentic functionality.

"Every piece is different from every other," Dilello explains. "It might be the table shape or legs or the set-up, or whatever the live edge might be, combining to make something different and unique every time."

To build his one-of-a-kind tables, Dilello selects from perfectly milled tops represented by a variety of beautiful species including mahogany, magnolia, maple and more, to fulfill custom orders and an inventory within the store. All wood is locally sourced from Southeastern Pennsylvania counties and acquired through a special relationship with a saw mill in Elverson, PA. The Trading Post Depot also inventories a large selection of live edge slabs for your own project. "I have a huge inventory of slab or live edge pieces," Dilello said. "All my wood is dried and cured and ready to go. It's a long process of three or four years before each piece can be available to use."

(Continued on page 10)

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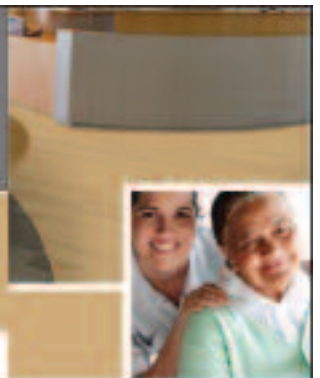
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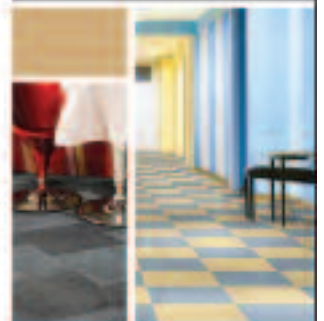
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COVER STORY

(Continued from page 9)

Dilello has built hundreds of custom furniture items combining found objects and new materials to create amazing, one-of-a-kind pieces you'll treasure. He begins each piece by getting to know the client, the client's style, and his or her objective to deliver an original creation that will become their environment's showpiece. "We go to the extreme to accommodate and to help their dream come true," he said. "We start from a raw piece of wood and we make something out of it. The creation is to convert it into the customer's idea of what they want. That's the challenge. At the end when you hear, 'This is beyond my expectations' that makes it well worth it to put the time and effort to create something," he said, adding, "That's happened many, many times."

Dilello's live edge creations are as much works of art as they are fine furniture pieces for your home, office, or place of business. Trading Post Depot is the region's premier crafter of original custom farmhouse tables, bars, mantelpieces, and more. Whether you're searching for the perfect historical-looking farmhouse table, or a conversation-starting live-edge creation, the Trading Post Depot is the last place you'll ever need to look.

HOME DECOR

The custom home features impossible to find treasures that instantly impart its unique personality while reflecting the lives of those who live there. The Trading Post Depot features the most unusual and unique finds to make your home truly special. The inventory of home decor objects at the Trading Post Depot changes frequently and they invite you to visit, to browse through their showrooms and to be inspired. They have hundreds of home decor items in stock and, if you're searching for something specific, it's likely they can help you find it!



RENTALS

Absolutely everything in the Trading Post Depot's inventory is available to rent and they have furnished objects of character and function for impressive weddings, grand openings, receptions, business meetings . . . virtually any function that requires a touch of character can be made more compelling with a visit to the Trading Post Depot.

"We rent any piece available in the shop for any event for all purposes," Dilello said, "for a weekend or a day. We've done many weddings, anniversaries, family gatherings, Mother's Day. The tables are great for Thanksgiving or Christmas dinners. They are available here for rent."

From wooden whiskey barrels, full bars to table and chairs for large groups, the options afforded by partnering with the Trading Post on your next event are almost limitless. The best way to proceed is to stop in and tell them about your event!

The Trading Post Depot, located at 16 East Bridge Street, Spring City, is open seven days-a-week: Monday - Wednesday, 12pm - 6pm; Thursday - Friday, 10am - 6pm; and Saturday - Sunday, 10am - 5pm. For additional information, please call 484.702.2460; email: tables@pennsylvania-tradingpost.com; and visit: www.PennsylvaniaTradingPost.com.

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Other Listings
Retail-Rt 100, flat, 23 acres at signalized intersection, public w&s-**for sale**.
Retail-Rt 422, flat, 27 acre tract at signalized intersection, public w&s-**for sale**.
Retail-2 retail lots close to Ben Franklin Hwy(poss industrial uses)-**for sale**.
Industrial-warehouse, assembly and garage bays close to Rt 422-**for lease**.
Industrial/office-4+acre improved lot includes public sewer edu's-**for sale**.
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Next up is our deli. This is their 3rd location. They also serve two charter schools as well as catering. They carry every salad you can think of, and Boars Head Meats for your sandwiches and wraps. **Flavors Deli** – 484-624-4742

Attention all vegans! We have a vegan/plant-based restaurant. Beyond burgers, Krab Kakes and Cauliflower wings to name a few items. Look for the adorable food truck in the back. **Seed and Soil** – 484-949-8821

How about a bagel and spreads? Yes—we have that too! This is their second location, the other one is in Royersford. They carry New York style bagels which means its boiled then baked and yes, it matters! Their spreads are all homemade too. **Barristers Bagels Co.** – 484-973-6675

Everyone asked when we were getting coffee! Not only do we have coffee... we have Jamaican coffee, cold brew coffee and frozen coffee! This is their first location, and they are so excited to be a part of the revitalization of Pottstown. They also carry the best homemade sticky buns and pastries as well as healthy smoothies. **Honey's Homebrewed Café** – 484-524-8112

Now for those cute shops. We have a flower shop that carries a fully sustainable garden tower. Coolest thing ever! Only takes up three feet of space. It waters itself and 'suns' itself. You have to see it! They also carry plants, flowers and cute little gifts. **Dani Bee Funky** – 610-308-7894

Our other shop owner repurposes furniture and little Knick knacks and creates something even cooler. If you like beachy, patriotic and rustic designs, stop here. **Buttercup Boutique** – 484-347-0631

Next up is custom décor. They carry cute wine glasses, pillows and custom signs. If you have a special event coming up, stop in or call to place a custom order with them. **T-Squared and Co** – 484-949-9599

Last but certainly not least is our amazing vodka bar! We specialize in infused vodka, which means we pour vodka over fruit or vegetables, let it sit for a while, until the vodka is infused and tastes, well.... Like juice! (Our regulars know it's true.) Pineapple, Black cherry, even pickle. You can have it as a martini or mixed into a drink. Either way, you'll love it! We also carry local beer and IPA's for when you want beer. **Kiki Vodka Bar** – 484-624-8591

Thanks for taking a tour with us. We have a lot more planned, but we can't share the details yet. Stop in and stay tuned. See you there!



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Montesano Café

Located in the New York Plaza building at 238 E. High Street in Pottstown, Montesano Café is owned by John Connell and Vincent Montesano. The pair attended the same culinary school — the Restaurant School of Philadelphia — where they struck up a friendship. Over the years, Connell and Montesano have worked together doing catering. “When Vincent sought me out for this project, I was excited about it,” Connell said. “Montesano’s is a great family name with a good reputation. We are definitely looking forward to being part of the rebuild of Pottstown. The food here will invigorate the street,” he said.

Vincent Montesano is part of Montesano Brothers Trattoria & Catering in Chester Springs.



Like that business, Connell said Pottstown’s Montesano Café features an extensive Italian café menu. The café opened last month in a “soft opening” with limited hours, he said, adding that feedback about the food and atmosphere has been good.

Connell said work on the café, which began in March of this year, has included painting the space and installing pallet walls, which Connell said gives a new

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“aura” to the café. “It was a little too corporate for me,” he said. “I wanted to warm it up a little bit and make it more of a cyber-café.”

The menu at Montesano Café features Panini’s, hot sandwiches, breakfast sandwiches, salads, and hoagies, and will feature Lamont Coffee of West Chester. Connell added that Montesano will also offer catering.

Connell said he is working on getting the appropriate licensing to serve beer and wine. “We’re in talks with some of the local breweries to see who we want to use,” he said.

Ultimately, Connell said he is looking to replicate the Pottstown model, once it is up and running. “We’re trying to put one of these in other towns — including West Chester and Phoenixville — we’re looking to expand, so we’re trying to make this model as streamlined as possible,” he said.

Hours for Montesano Café will be 9 a.m. to 7 p.m. Monday through Saturday, 9 a.m. to 3 p.m. on Sunday.

For additional information, please call 484.949.8397, and visit www.montesano brothers.com.

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TPD President Kevin Johnson Wins Advocacy Award

On Wednesday, June 19, 2019, the Transportation Management Association of Chester County (TMACC) named Kevin Johnson, PE the Advocacy Award winner during their Annual Membership Meeting and Awards Luncheon. This meeting is held annually for members and colleagues to celebrate TMACC's successes over the past year and honor their members who have gone above and beyond to "live" their mission. Specifically, the award for Advocacy is presented to an individual or group that displays institutional leadership working towards advancing TMACC's priorities, including improving air quality, congestion mitigation and improving access to transportation.

As the President of Traffic Planning and Design, Inc. (TPD), Mr. Johnson's areas of expertise are in transportation engineering and design, transportation planning, environmental analyses, and providing expert witness services for accident cases. Foundationally, he believes his duty as an engineer is to be involved in the public decision-making process in order to raise awareness of the need to address the rapidly decaying state of our transportation infrastructure. Over the past few years, Mr. Johnson worked tirelessly for the passage of Acts 88 and 89 in the Commonwealth of



Pennsylvania. He believes that as engineers, he and his peers are trained to identify and solve problems, so he has dedicated his career to educating the public and elected officials at the local, state and national levels on transportation issues and why increased funding is needed.

Mr. Johnson's efforts and leadership, in part, have also brought recent recognition to the firm; Greater Valley Forge Transportation Management Association (GVF) named TPD the Engineering Leadership

Award winner at their Annual Meeting on May 20, 2019. A representative from GVF said "as they celebrate their 30th anniversary as a firm, we are excited to honor TPD for their dedication as a leader in transportation engineering and design and for their continued support in advancing TDM [transportation demand management] throughout the region."

For more information on these events, please visit www.tmacc.org and www.gvtma.com.

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Rivster's On High

A new addition to the Pottstown scene, Rivster's on High, located at 250 East High Street in Pottstown, is owned by Tom Rivera. John Connell is a partner in the venture with Rivera. Rivster's menu features Nelson's ice cream, coffee, shakes, crepes, specialty cupcakes, pretzels and hot dogs. Rivera said his goal is to create a fun atmosphere where people will come in for the conversation as much as for the food. "I want people to say it is a fun place to go, and that the staff is amazing," he said.

Rivera has a business background as the general manager for Anytime Fitness at Coventry Mall. After two years, he felt it was time to start his own venture. "The timing couldn't have been any more perfect," he said, adding he is leasing the space on East High Street currently, but there may be a possibility down the road to purchase the building.

When it came to branding the new venture, Rivera didn't want the word "ice cream" in the business name. Rivster's features other offerings besides ice cream, and he also plans to market his coffee, a

unique blend for Rivster's being made by Triangle Roasters of Philadelphia.

To help settle on a business name, he polled his Facebook community. "I went on Facebook and asked, 'What should I name my shop?' Someone said, 'Rivster's on High.' It's a great name," he said, explaining that he has been known by the name Rivster since his time at the gym. Taking it a step further, the sign above the door and the logo for Rivster's both feature a smiling Rivera juggling his four main offerings. He said it was John Connell's idea to add Rivera's caricature to the sign.

Connell said he met Rivera before Anytime Fitness opened, and the pair "clicked." "In the first five minutes that I met him, I felt like he was my oldest friend," Connell said. Like Montesano Café, Rivera is looking to get the Pottstown location working well and then replicate it in Phoenixville. "We're trying to set them up so they can be franchised, basically," Connell added.

For additional information, please call 484.752.4751.

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PHOENIXVILLE TRAIN PROJECT CHANGES TRACKS



DOWNTOWN MARKETING & DEVELOPMENT By Barry Cassidy

The Borough of Phoenixville's access to passenger rail to Philadelphia ended through the dissolution of CONRAIL. The Mayor's Task Force for the Restoration of Passenger Rail Service to Phoenixville is spearheading the effort to restore service on the same rail line, now owned by Norfolk Southern.

The group seeks to utilize a value capture strategy by using new real estate developments in the communities that are transit proximate. Through the value capture strategy, the group would fund the project by capturing a portion of the new assessed value which will be designated for the rail project. The project is centering on eight properties in Phoenixville Borough and Schuylkill Township.

The program recently received con-

tact from Smart Growth America and Transportation America concerning their interest in the Phoenixville/Philadelphia Train Project. The project team went to Washington, DC, and met with them concerning the financing of the train project. Transportation America offered to help us fund our project through a set aside for small passenger rails for which SEPTA, as a transit agency, is not eligible to apply.

(Continued on page 18)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 17)

The group seeks to move forward with federal funding, some combination of three of these programs are available utilizing the Consolidated Rail Infrastructure and Safety Improvement Program (grant), Restoration and Enhancement Grants Program (operating) and the Railroad Rehabilitation & Improvement Financing (loan).

A total budget of \$175,557,435 could be funded with the Consolidated Rail Infrastructure and Safety Improvement Program grant of \$87.77 million and \$87.77 million with thirty-five-year term Railroad Rehabilitation & Improvement Financing. The Railroad Rehabilitation & Improvement Financing features a six-year wait period before payments begin.

The thirty-five-year Railroad Rehabilitation & Improvement Financing could finance the entire project, in total. The combination of the Railroad Rehabilitation & Improvement Financing and Consolidated Rail Infrastructure and Safety Improvement Program clearly fits the needs of the Phoenixville Project by providing a front end write down of costs,

coupled with a 35-year term for the remainder. The federal funding scheme would be the best option for the project rather than issuing bonds as the funding mechanism. The interest rate for a Railroad Rehabilitation & Improvement Financing is tied to the rate the federal government borrows.

The Restoration and Enhancement Grants Program could provide operating subsidy for the project in the three-year ramp-up period. The operating revenue cannot be determined until we have the ridership study from the Delaware Regional Planning Commission

At this point we need to secure the simulation from Norfolk Southern and derive consensus from the taxing bodies concerning the value capture to complete the project. We will begin public meetings in August and present our plan to all of the taxing entities.

There are eight properties that are in the plan for value capture, the most prominent being the Phoenix Steel Site and the Barto Pool development. Both have approved plans and would be capable of being considered quickly for the



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Initially we were going to seek a Transit Revitalization Investment District designation but it appears that the federal program is more in line with what we were seeking. I like to do much of my economic development with a balloon loan (Colonial Theatre, Phoenixville Foundry, Downingtown Fire Station). The Railroad Rehabilitation & Improvement Financing offers exactly that, as we will have six years to build the developments before they would need payments. I love a partial balloon with a longer lower (1 1/2% -2%) interest payback,

This payback mechanism could be a Neighborhood Improvement District to make improvements or providing expanded services within any neighborhood improvement districts established. Services include improving transportation-related expenses.

So, it appears that it is doable and as long as the political will is there, it can be accomplished in not more than four years. We are buying rolling stock which is eighty percent of the budget.

I view this project in geo-spatial political context. Phoenixville/Schuylkill real estate market will be on steroids with the value increases associated with the introduction of rail service. The area will become the dominant investment/living destination in the area and people owning real estate will flourish.

It appears that the general Phoenixville/Schuylkill area will have a sudden appreciation in the value of the real estate. When we were studying the concept of value capture, we found that Chester County has frozen taxes at the 1996 level. This means if you sell your house the taxes will remain at the same level as when you bought it. So, someone buying a \$300,000 house will pay taxes on maybe \$40,000 that was the value in 1996. That is why your school taxes are so high.

This means that the average home owner in this area will get a significant bump in the values of their houses without having to pay more taxes. The people win! This becomes a publicly generated private equity transfer. It is like a Robin Hood program.

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

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IS YOUR WEBSITE WORKING HARD FOR YOU, OR HARDLY WORKING?



By Alan Robezzoli, Member, Small Business Resource Association

When it comes to marketing, it's disappointing that so many small businesses have failed to create an attractive, persuasive, hard-working website that delivers new leads and sales on a regular basis! So many websites are out-of-date and doing more harm than good.

Why is that? Here are two common misconceptions. Do they sound familiar?

#1: The cost is too high

Really? Smart business owners think in terms of return on investment instead of cost alone. If the return from new leads and sales exceeds the cost then price is irrelevant. That said, the cost to create an attractive, hardworking, custom website has dropped considerably over the years. That's because web design technologies have

greatly improved, speeding the development process. Have you obtained pricing from an agency who works with much larger companies than yours? Some agencies won't touch projects under \$25,000 or even \$50,000. Others are happy to tackle projects in the \$5,000 - \$10,000 range. Whoever you decide to work with, be sure to get actual samples of their work, and contact their clients to ensure you will receive value for your investment.

(Continued on page 24)



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Is Your WEBSITE WORKING HARD FOR You, OR HARDLY WORKING?

(Continued from page 23)

#2: I don't know where to begin – the process seems daunting

Yes, it would be daunting if you and your staff had to supply every detail about your business and write every line of text and provide all the images and graphics. However, you can slash the time and cost if your agency follows a process like this:

- Gather info about your company from all available resources, including your company website, sales literature, and other readily-available information.
- Create a list of your top 3-5 competitors (in terms of their online presence) who most closely match your products or services. Include competitors outside of your service area – find the best websites to use as inspiration.
- Identify what you like and don't like about their websites.
- Gather all the digital data to include on your new site: logo, photos, graphic elements, etc.
- Identify where to use stock photography, or hire a photographer to take new photos that meet the standards for your new site.

- Identify information to be added.
- Perform keyword research on each product and service to use for search engine optimization.
- Create a final list of the pages for the new site, and an outline of the content for each.
- Create/approve a rough draft of the page text for the Home page and your key service or product category pages.
- Create/approve the design of the Home page.

Once that is done the rest can move quickly. Your budget will influence how many rounds (hours) of refinement will be included in your project scope, and the level of sophistication of the final design.

By following this process we've delivered many beautiful, hard-working websites to our clients, usually in 3-6 weeks, most of which cost \$4k-\$8k. Best of all, the websites pay for themselves many times over. So, what's your excuse?

Alan Robezzoli is President of Power Marketing International, LLC, a digital marketing agency with offices in Reading, Allentown and Malvern. Find them at www.PowerMarketingInternational.com. Visit the Design Gallery on their Web Design page for samples of their work.

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Ask SCORE

Opportunities Abound for Sharpening Your Small Business Skills

Very few people begin the process of building a small business with a full knowledge of all the skills required for success. Fortunately, the range of small business-oriented learning opportunities and training programs has never been broader for veteran and novice entrepreneurs alike.

The single most popular program in America is probably SBA Small Business Training Network/E-Business Institute. For details on the Small Business Training Network free online courses, go to www.sba.gov and click "Training" under the site's Services section.

The Tools section of www.sba.gov gives you access to an extensive library of articles, podcasts, and Web chats on various small business issues.

Local SBA-sponsored training events are offered nationwide. Simply go the Local Resources section of www.sba.gov and click your state on the Web

site map for a calendar listing dates and event details in your area. You can also sign up for free newsletters issued by your state SBA office.

In addition, dozens of top colleges and universities offer business training courses you can take online or in more traditional classroom environments. Most require a fee, and some may have educational prerequisites. Advisors at the individual schools will help you identify one or more courses that are best suited to your needs.

To learn more about training opportunities your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 610.327.2673 for the Pottstown SCORE chapter, or find a counselor online at www.pottstownscore.org.

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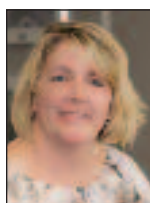


The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is 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.



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“Volunteer” – def: freely offer to do something



PRESIDENT'S MESSAGE

In last month's President's Message, one of the highlights mentioned was the re-branding of the former WOW program.

The new program is called REACH and we are very excited for this new program to launch in October.

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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Eileen Dautrich, President,
eileen@tricityareachamber.com

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michele@tricityareachamber.com

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Member Support Director,
melissa@tricityareachamber.com

**TRICOUNTY AREA CHAMBER OF
COMMERCE FOUNDATION, INC.**

Jennifer O'Donnell, IOM, Leadership Tri-County
Director, jennifer@tricityareachamber.com



EMPOWERING AND CONNECTING WOMEN.

Thank You!

We want to recognize and thank the following list of women that **VOLUNTEERED** their time over the last 6 months to develop a full year of REACH programming:

- Jenna Armato
- April Barkasi
- Twila Fisher
- Carina Hatfield
- Lisa Kanla
- Misty Laboy
- Diane Lauer
- Peggy Lee-Clark
- Lisa Lightcap
- Maureen Mason
- Paula Mayewski
- Wendy Moyer-Drabick
- Elaine Schaefer
- Marie Shires
- Gina Spease
- Cyndi Trombley
- Ellie Trovato

We **REACH** to take the hand of someone
who needs us to help pull them up...

We **REACH** out and share our time,
talents, and gifts with others...

We **REACH** for our goals, our next success...

We want to **REACH** that point that we are
proud of accomplishing!

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 July.

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www.americasbestvalueinn.com/bestv.cfm?idp=1875

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James Swahl

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Real Estate Investment

I am personally invested in the revitalization of the historic downtown district of Pottstown. In 2012, I moved my home and family onto High Street in Pottstown on the hopes of a genuine rebirth of this grand old town. Let the games begin.

PCA Corrugated & Display LLC

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5 Ways Your Customers Win with You as a Chamber Member

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

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

CHAMBER MEMBERSHIP ANNIVERSARIES

(ACCORDING TO TCACC RECORDS)

Happy Anniversary to the following Members:

41+ YEARS

Boenning & Scattergood, Inc.

Evans, Hauseman & Richard, Inc.

Hollenbach Construction, Inc.

Houck & Gofus Funeral Home, Inc.

Pottstown School District

Schumacher & Benner Funeral Home & Crematory

15 YEARS

Independence Blue Cross

Steel River Playhouse

Keystone Villa at Douglassville

5 YEARS

Colebrookdale Railroad Preservation Trust

1 YEAR

AR Workshop Gilbertsville

Franklin Flooring, Inc.

Benxchange

Member Renewals

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

Artemis Design, Inc.

Avante Apartments

Berks Fire Water Restorations, Inc.

Coventry Corners

Downtown Deign LLC

Falco and Associates, Inc.

Janet Flack - EXP Realty, LLC

Judson A. Smith Co.

Klein Transportation

Marion & Black, LLC

Marshall Geoscience, Inc.

Martin Stone Quarries, Inc.

Mauger Energy

McCormick Chiropractic

Mom's House, Inc. of Greater Philadelphia

Occupational Health - Pottstown Hospital Tower Health

Pennmark Management Co., Inc.

Reading Site Contractors

Realty One Group Restore

Reinhart & Co., CPA's

Sawchuk's Garage, Inc.

SOS Group Inc.

Splitting Edge Axe Throwing

Superior Cleaning Solutions, LLC

TriCounty Active Adult Center

Wells, Hoffman, Holloway & Medvesky, LLP

Are you Celebrating 25, 50, 75 Years?

If your Chamber Member company is celebrating a significant anniversary then the Chamber needs to know! The Chamber strives to recognize their

Members for their success. Contact

Michele Barrett at 610.326.2900 or
michele@tricityareachamber.com



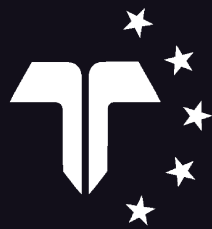
TRICOUNTY AREA
CHAMBER OF COMMERCE

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!



MARK YOUR CALENDARS!

NETWORKING

Fri., Aug. 16

8:30 – 10 AM

Refresh Friday: PA New Hire Reporting Program

TCACC Conference Room, 152 E. High Street, Pottstown, PA 19464

Presented by Dennis Marsh of the PA Department of Labor and Industry. The bulk of presentation will demonstrate why, how and where business owners must report their new hire data, to be in compliance with state and federal law. The key fact to understand is that this **new hire reporting is mandatory** under state and federal law. All employers, regardless of their size, industry, occupation, ownership status, etc. are required to report their new hires to the Program, within 20 days of the Hire Date of the newly hired employee. The Program provides numerous ways for employers to report their new hire data timely, securely and accurately to the Commonwealth. These methods will be explained in detail at this meeting.

Members Only; No Charge.

Wed., Aug. 21

5 PM – 7 PM

Five Chamber Mixer

Pope John Paul II High School, 181 Rittenhouse Rd., Royersford, PA 19468

The memberships of the following five Chambers of Commerce are coming together for a night of networking! Come out and meet many new professionals in the area, create connections, and grow your network.

TriCounty Area

Perkiomen Valley

Phoenixville Regional

Spring Ford

Upper Perkiomen Valley

Attendees MUST be a Member of one of the five Chambers of Commerce above; No Charge.

Sponsored by: Pope John Paul II High School; Tompkins VIST Bank

Mon., Sept. 9

10:30 AM – 6:30 PM

Annual Chamber Golf Outing and Clam Bake

Reading Country Club, 5311 Perkiomen Ave., Reading, PA 19606

It's that time of year to get your golf clubs out and come play a round with your colleagues! Join us at the Reading Country Club for our Annual Chamber Golf Outing. Registration will begin at 10:30 AM and lunch will be provided! Be ready for a shotgun start at noon and then finish with an amazing clam bake from Moyer's Catering.

\$155 per Member Golfer; \$600 per Member Foursome

Sponsorship Opportunities Available

Thurs., Sept. 12

7 AM – 9 AM

Membership Breakfast: Community Health Needs Assessment

Location TBD

The Pottstown Area Health & Wellness Foundation will give a brief introduction of the Community Health Needs Assessment followed by the Public Health Management Corporation (PHMC) who will deliver the results.

Sponsored by: TriCounty Community Network; Yucha Hearing Aids

Tues., Sept. 24

4 PM – 6 PM

Business Card Exchange

Yucha Medical Pain Management & Chiropractic Rehabilitation, 435 West Cedarville Rd., Pottstown, PA 19465

Call Michele Barrett, Events & Member Engagement Director for more information or to sponsor an event.
610.326.2900



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



Annual GOLF OUTING and CLAMBAKE

MONDAY, SEPTEMBER 9

READING COUNTRY CLUB

5311 PERKIOMEN AVE, READING, PA 19606

*Get your clubs and your colleagues
and come play a round of golf!*

Registration begins at 10:30 AM

SHOTGUN START AT NOON!

Don't like golf?
You can still purchase tickets for
the Clambake dinner only!

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Presenting Sponsor:

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

POTTSTOWN PROGRESS LUNCHEON

Event recap:

- EXPO showcasing Pottstown Businesses
- Award presentation to recognize the Pioneers of Progress that have picked Pottstown over the decades and facilitated its growth
- Special recognition of the Storb family
- Panel presentation reflecting on Pottstown's history and progress, featuring:
 - Jay Bown of Pottstown Industrial Complex
 - Dan Glennon of E.G. Pottstown, LLC
 - Peggy Lee-Clark of PAID, Inc.

Pottstown Legacy Pioneer:
The Storb Family

Pioneers of Progress Award Winners:

1910s: Dana Incorporated
 1920s: Smale's Printery
 1930s: Evans, Hauseman & Richard, Inc.
 1950s: O'Donnell, Weiss & Mattei, P.C.
 1960s: P. Richard Frantz, A.I.A., Architect
 1970s: CODY Systems
 1980s: Bause Catered Events
 1980s: Pottstown Industrial Complex
 1990s: Precision Polymer Products, Inc.

First Wave of Next Generation Pioneer:
VideoRay



Presented By:



Thank you to our Platinum Sponsors of this event:



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 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.

About All Floors
 519 Ben Franklin Hwy. West,
 Birdsboro, PA 19508
 610.385.7847
www.aboutallfloors.com

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

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MAKING A DIFFERENCE IS WHAT WE DO!



Many great professional women came out to this event and showed support of the new program. We look forward to how they will all contribute to and grow from REACH in the coming program year!

Redesigning WOW Reveal & Launch Luncheon



On June 26, over 50 professional women joined us for a rooftop deck catered luncheon for the celebration of the rebranding of WOW (Women of the Workforce). We were very excited to reveal and launch REACH: Empowering and Connecting Women. This program will offer many opportunities for women professionals to learn, connect, and grow as leaders. Thank you to everyone who attended!

The new-and-improved logo of REACH, created by Linda Jacobs of Downtown Design LLC.

*We reach to take the hand of someone who needs us to help pull them up...
We reach out and share our time, talents, and gifts with others...
We reach for our goals, our next success -
we want to **REACH** that point that we are proud of accomplishing!*



Beautiful weather made our rooftop deck the perfect setting for this event.



EMPOWERING AND CONNECTING WOMEN.

Our Women's Program has been rebranded!

2019-2020 PROGRAM YEAR

OCTOBER 9, 2019

CUTILLO'S RESTAURANT

Strategies for Effective Networking
feat. Adrean Turner, Coach Adrean
Learn a proactive approach to networking that helps you meet your goals

DECEMBER 10, 2019

THE BLUE ELEPHANT

Opportunity Circles

Access new resources and push through roadblocks - featuring facilitated networking

FEBRUARY 12, 2020

WESTERN MONTGOMERY CAREER & TECHNICAL SCHOOL

Finding Harmony

feat. Jenna Armato, Attract Engage Inspire, LLC
How to create work-life balance

APRIL 1, 2020

BROOKSIDE COUNTRY CLUB

A Growth Mindset

Build confidence, overcome fear, and fail forward

JUNE 10, 2020

SUNNYBROOK BALLROOM

REACH Half-Day Conference

Gain a clear understanding of the impact of your leadership abilities and how you can emanate confidence, authenticity, and professionalism

**Interested in how you can sponsor REACH?
Contact Michele Barrett at 610.326.2900.**

MAKING A DIFFERENCE IS WHAT WE DO!

JUNE BUSINESS CARD EXCHANGE



Diamond Credit Union

Thank you to Diamond Credit Union for providing their great space for our Members to network and create connections.



REFRESH FRIDAY

Refresh

At this show-and-tell style Refresh Friday on July 19, each Member had five minutes to present their business to other attendees. PCTV also attended the event and filmed the presentations, giving each Member the option to turn their presentation into a "commercial" for their own use. Thank you to everyone who attended this unique event!



Join us for the next Refresh Friday:
"PA New Hire Reporting Program"
Fri., Aug. 16

Presented by Dennis Marsh of the PA Department of Labor and Industry.
Members Only; No Charge.
See page 35 for details



We would like to thank our Member **Barry Isett & Associates** for refreshing the Chamber's rooftop deck! They did a wonderful job of cleaning the deck and reviving our planters. We look forward to using this beautiful space in the future!



2019 - 2020 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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Connect with other young professionals in the tri-county region

Strengthen your presence in the business community

Develop your professional skills

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Leadership

T R I - C O U N T Y



**MAKE A DIFFERENCE.
BE A LEADER.
MAKE AN IMPACT.
FOLLOW US ON LINKEDIN!**



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PROVIDED BY:**



SAVE THE DATE!

Leadercast



THURSDAY, MAY 7

**STAY TUNED FOR
MORE DETAILS!**



For more information on LEYP,
Leadership Tri-County, or
Leadercast, please contact

Jennifer O'Donnell
IOM, Director
Leadership Tri-County

jennifer@tricountyareachamber.com
610.326.2900

MAKE AN IMPACT – BE A LEADER – MAKE A DIFFERENCE

ROUTE 422 BUSINESS ADVISOR



DINING GUIDE

**DINE-IN • TAKE OUT
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Speck's Drive-In

Speck's Drive-In, located at 3969 Ridge Pike in Collegeville, was recognized by Perkiomen Valley Chamber of Commerce last year as "Small Business of the Year." Speck's is a family owned restaurant that has served the community for over 50 years, employing many local youths, and teaching them through example the importance to serve and support their community and charities.

Speck's won the Broaster Company "Golden Chicken Award" a few years ago. This award is presented annually by the company to a select operator that consistently produce a top-quality product and show exemplary merchandising skills.

In 1953, Stanley B. Landis, aka Speck, started the original Speck's Drive-In on Ridge Pike in Limerick, based on the idea of "Pipin' Hot Sandwiches" and good, affordable fast food. The home-grown business was a big success in the small community, long before the fast-food franchise bonanza that defines the American landscape today.

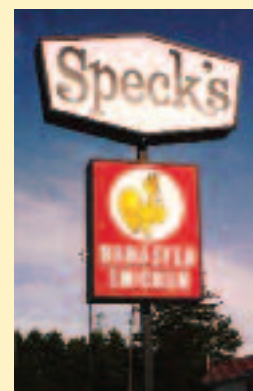
Several years later, The Big Pixie, located at Ridge and Germantown Pikes, suffered a fire. Speck acquired the proper-

ty and began operating at dual locations. The Limerick location changed hands many times over the years, with the last change in 1997 which included the name. This was a welcome change to the rest of the Speck's legacy, as the two locations had diverged in both style and menu.

The Collegeville location has remained in the family and many of Speck's children and their spouses are involved in various aspects of the operations. The restaurant is still renowned for its sandwiches, but the Broasted®

Chicken and homemade coleslaw are the primary draw. We pride ourselves on serving a delicious, fast, affordable meal and being a fun place to work too. Many generations of local teens have started their working experiences here, and many of them become regular customers with their children following on as employees.

Today, Speck's is a Collegeville landmark and often the first stop for people returning to the area. We invite you to stop by and try some today! "Chicken at its finest!" For additional information, please call 610.489.2110 and visit www.speckschicken.com.



CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE.

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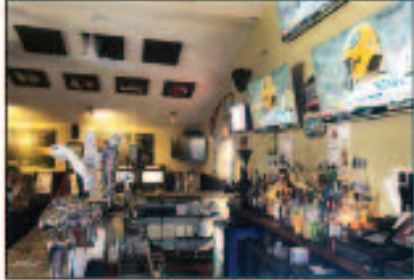
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 Thursday: \$8 Fish & Chips 5:00-9:00
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ROUTE 422 BUSINESS ADVISOR GOLF GUIDE

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

Arrowhead Golf Club

A mature challenging public golf course with 27 meticulously maintained holes nestled in a serene wooded setting

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100 Carts Available for Shotgun Start Outings

Carts Do Not Have to Stay on Cart Path! (weather permitting)

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Riding Carts \$10.00 per person

Pro Shop • Snack Bar • Rental Clubs

5 minutes from Route 422 & 662N Intersection

For Tee Times Call (610) 582-4258

Swim or relax in the tranquility of our private Pools and Pool bar. The Pools at Bellewood Country Club is a social gathering place for families throughout the summer. The Club features three heated swimming pools, splash park, an outdoor covered restaurant/bar pavilion, and fire pit. The Pool Bar and Restaurant hosts regular summer social events for members and guests, including but not limited to live music, beer tasting, themed dinner events, pool parties, dive-in movies, and late-night swimming throughout the season. Whether relaxing by the pool or enjoying dinner and music, the Pools at Bellewood Country Club will provide hours of enjoyment for friends and family during the summer season.

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

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.

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.



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- House — 5 rounds of golf • Pool
- Swim Membership — Family • Couple • Individual Dining

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TALES FROM THE TRENCHES: FAMILY LAW EDITION

**** Any resemblance to actual persons, living or dead, or actual events is purely coincidental.**



LEGAL PERSPECTIVES

By Julie J. Marburger, Esquire, Wolf, Baldwin & Associates, P.C.

Before I begin what I can only imagine will be the most entertaining item you will read all day, I must fully disclose that this idea was inspired by the previous articles of Jessica R. Grater, Esquire and Andrew J. Monastra, Esquire, both of whom have written a "Tales from Trenches" article on their respective practice areas. However, I assure you the practice areas of real estate and wills and estates have nothing on family law.

There have been quite a few times in my career where it has been difficult to keep a straight face when clients have made requests of goals they would like to achieve in their cases. Over the years, you end up hearing the same request over and over again and you develop responses. People love to hear horror stories so here are some I'd like to share:

"I want the lamp... or blanket... or toothbrush holder."

Splitting personal property is something the court will generally not get involved in. The parties will usually have to work out the issues resolving the personal property between themselves. My personal practice philosophy is not to spend my client's money getting involved in matters which do not make economic sense to get involved in. It doesn't make sense to pay me for multiple hours work to fight over something that you can probably spend less money to replace.

Obviously, this doesn't apply to sentimental items, like family heirlooms or specialty items. If it isn't THE LEG LAMP from A Christmas Story, you probably don't want to pay me (or any other attorney) to fight over it. Just go buy a new one.

"I want \$5,000 for the brand new television."

This deals with personal property, again. The value the Court will assign to personal property is not the amount you PAID for it. It is the current market value. So the big screen television you bought last week for \$5,000? The value of that is going to be essentially the Craigslist value. You may get \$500 for it in a marital valuation. I refer back to my above statement. Do you want to waste your money fighting over a piece of property that isn't going to have a high value at the end of the day? Just go buy a new one.

(Continued on page 38)

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LEGAL PERSPECTIVES

(Continued from page 37)

"So and So spent all of this money during marriage on I don't know what and I want every cent accounted for and paid back."

This one comes up a lot in a time when most couples carry a large heft of credit card debt. One party has no clue how the other party has managed to spend so much money with nothing to show for it. The rule of thumb for this is: money in during a marriage, money out during a marriage – no one is going back to review it, unless you are claiming it wasn't spent on marital expenses. I assure you, after doing my fair share of pouring over massive amounts of credit card and bank statements, 95 percent of all people are not racking up debt on things that aren't marital debt.

The exception to this is if the debt is not incurred on marital expense. And sorry, but your wife's excessive shoe habit or your husband's need to have every single power tool that Home Depot sells? Marital debts. That being said, if

your lovely significant other took, say, their paramour (the Court's choice word for sidepiece, girlfriend/boyfriend, essentially anyone but a spouse) or six of his/her buddies to Vegas and racked up a bunch of debt on less savory life choices – that is not a marital debt.

Once you have discerned that your one true love spent the money on non-marital expenses, we would need to do a forensic accounting to determine just how generous he/she was with the marital money. And here comes the cha-ching \$\$\$\$\$. Forensic accounting isn't cheap. You are paying an expert at an accounting/financial firm to review all of your statements for usually many, many years back. Once the statements are reviewed they will compile a report with exactly how much cash Schnookums spent. Generally, we will then have to argue this in court, as most people don't usually say, "You're right, honey. I made some stupid choices. Let me make it right." Especially not in a divorce.

(Continued on page 40)



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10 Stats on Local SEO and What Small Business Owners Need to Know



By Freddy Vasquez,
FXV Digital Design

Every minute there is someone searching for a local service. With some SEO stats, you can help maximize

your online presence.

Maybe it's for a new boutique, a dentist office, or a pressure washer. If you're a local business, how can you increase your online presence ahead of your competition? When you're searching online, what grabs your attention? What are your keywords? This is where SEO comes in.

It is urgent for all local business owners to maximize their SEO. SEO stands for Search Engine Optimization, and rules the way Google picks up information. Here are 10 facts to consider while optimizing local searches to help gain more traffic on sites, help increase your presence, and create more revenue.

1. 97% of people learn more about a local company online than anywhere else.

2. Mobile devices will influence more than 1.4 Trillion in local sales by 2021.

3. "Near me" or "Close by" searches are up 900% over the last two years.

4. 78% of location-based mobile searches result in an offline purchase.

5. Location-based coupons on mobile can lead to 9916% increase in incremental mobile revenue. (No, this is not a typo)

6. 92% searchers will pick businesses that are located on the first local search page.

7. Four in five consumers use search engines to find local information.

8. Search result information will send 70% of consumers to a physical store.

9. 72% of computer or tablet users and 67% of smartphone users want ads that are customized to their city or zip code.

10. 88% of searches for local business on a mobile device either call or visit the business within 24 hours.

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ATTORNEYS-AT-LAW

LEGAL PERSPECTIVES

(Continued from page 38)

"I want to daily custody exchanges... of our pet hamster."

Okay, okay. I have never actually had anyone say this specific line to me. But I have had people fight over custody of the dog. Interestingly enough, no one has ever fought over a cat... As a dog lover myself, I understand the emotional connection with your pet. But unfortunately, this is not a custody issue. The Court will treat this as a personal property issue. So it will be handled in the divorce matter. And let me just tell you the reaction you are going to get if you are in Court fighting over a pet. It's not going to be great.

I could go on for days about the crazy things people say when they are going through a divorce or custody case. I left the custody case stories out because it is very rare that anything in a custody case is light enough to joke about. My goal is to always recognize that my cases aren't just cases. They involve real people and have real consequences. I also know that sometimes people lose sight of their end goals in a divorce when they don't have an attorney that can help them keep their eye on the prize.

My practice style is to navigate clients through this difficult time without any



PHOTO BY TIM YANCEY AT MORGUEFILE.COM

additional heartache and without spending all of their money (unless, that is, someone wants to take me to Vegas!). Always vet your family law attorney to make sure that person's practice style matches your goals. And make sure he or she is actually a family law practitioner. Many attorneys dabble in family law and can end up costing you lots of extra money and headache. Choose wisely so you can get through a divorce or custody case as smoothly as possible.

Julie J. Marburger, Esquire, is an attorney at the law firm of Wolf, Baldwin & Associates, P.C.. She practices in the firm's Reading, Pottstown and West Chester offices. In 2014, she received the Select Lawyer award for her practice in Family Law. In 2016, 2017, and 2018, she was named as a "Rising Star" by Super Lawyers Magazine in the area of Family Law. She may be reached by telephone at 610-374-2400 or by e-mail to jmarburger@wolfbaldwin.com.

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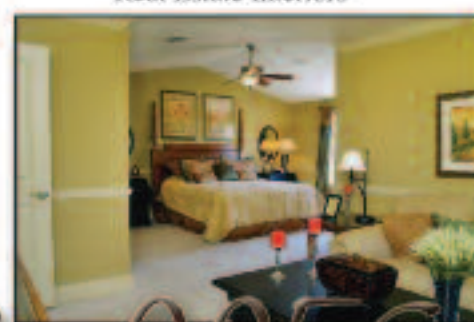
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HOW HACKABLE IS YOUR PASSWORD?

THE REAL COST OF DATA BREACHES.



TECH TIPS

By Kelly McNeil, TechBldrs, Inc.

Data breaches are getting worse and happening more frequently, and our password habits aren't helping. Financial information, healthcare, education — no matter how secure the system, nothing is truly safe. What's been happening while you're still logging into Netflix with your old "flyEaglesfly123" password? We're so glad you asked.

Data breaches are happening more often.

It's only August, and there have already been 14 major data breaches in 2019 — on track to eclipse 2018's record year (1 billion records, up from 179 million in 2017). And it's not just small companies being hit: Facebook, Amazon, Google, and Apple have all experienced data breaches. Some notable hacks close to home include Baltimore City (5/7/2019), Philadelphia Courts (5/21/2019), and LabCorp (6/4/2019).

What does this mean in real numbers?

In January of this year, 2.3 billion accounts were found in the Dark Web, their information visible to all. With 4.3 billion people classified as "internet users" by the International Telecommunications Union. 4.3 billion vs. 3.2 billion — if you do the math, do you feel confident in trusting your security to those odds?

Data breaches are getting worse.

More people are online than ever, and more people means more devastating results when a breach occurs. 31 percent of data breach victims later experience identity theft, with a reported \$905 million in

total fraud losses in 2017 in the US alone. It's too expensive to ignore online account security.

Bad password habits are here to stay.

If "123456" if your password, you're not alone — and that's not a good thing. The UK's National Cyber Security Centre analyzed passwords belonging to accounts worldwide that have been breached and found that 23.2 million accounts used this simple-to-crack password. In fact, 40 percent of users still use weak passwords. That's a lot of people who are easy targets for hackers.

The more online accounts you have, the more vulnerable you are.

73 percent of users have the same password for multiple sites, and 33 percent have the same password for all of them. Meaning if you're affected by one data breach, it's possible that a hacker could gain access to every portion of your online life. If you knew there was a chance that a robber had a key to your home, would you change your locks, or would you keep them the same?

(Continued on page 46)

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TECH TIPS

(Continued from page 45)

But I use a Password Manager. Isn't that safe?

Guess what they found in the 2.3 billion stolen accounts? Lots of long complex passwords. Password managers give you a false sense of security that no one's going to figure it out, but given enough time, a computer can crack any password. And, if you don't change a complex password regularly, you're a sitting duck.

So how can you minimize this risk?

There's only one way, and that is to follow these rules:

- Create a separate password for all your accounts that is 10 or more characters long. When one site gets breached, if you have separate passwords, hackers won't have access to your other accounts.
- Remember all your passwords. Password managers are great for generating passwords, but not changing them. And we often find they lull users into a false sense of security.
- Change your passwords at least once every year. This is the ONLY way to keep your accounts safe.

But can you remember several dozens of passwords without writing it down?

See our "Hackproof Password" method (visit our blog at www.TechBldrs.com/blog to find it!) to generate secure passwords.

Still worried? Call us at 610.937.0900 for a free cybersecurity assessment for your business, visit our website to learn more about the current cybersecurity landscape, and follow us at [www.Facebook.com/TechBldrsInc](https://www.facebook.com/TechBldrsInc) for the latest security news.



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MARKETING YOUR LOCAL BUSINESS ON SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

Even local businesses can reap the benefits of maintaining a social media presence. If you haven't, now's the time.

Here are a few facts: 78% of the US population has a social media profile and 97% percent of consumers aged 18 to 34 read online reviews. Just to bring this local, there is a Facebook group, called 422 Families, where people regularly ask for recommendations about local businesses. That group has over 7,700 members.

It's essential to have your address, phone number, hours, and website included in your profile. Always keep this information up to date! You probably spent money on branding, so use it. Your branding should be evident on your banner and profile picture. Lastly, is your user name consistent across platforms? You can find me on Facebook and Instagram @MintzerSolutions.

Now, you need to leverage your page. Making a product donation to an event? Take a picture if it, make a post, and tag

the charity. You can caption it, "Can't wait to see who wins our gift basket at the XYZ auction next week!" I maintain a Facebook page for an organization. We took pictures of all the sponsor banners and made a post tagging each business thanking them for their sponsorship.

You can grow your page by putting up a sign at your business with your social media information and a hashtag for your business. Ask customers to like your page and share pictures of your amazing products. Offer a drawing for a prize to the people that posted in a month. You could also give a prize to the 1,000th follower. Let's grow your page!

For further information, please contact Theresa Mintzer at 484.624.8341; email: bytheresamarie@outlook.com; and visit: MintzerSolutions.com.

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TOMPKINS VIST BANK ANNOUNCES ENHANCED COVERAGE IN THE TRICOUNTY AREA

Tompkins VIST Bank recently announced that it has made staff changes in the TriCounty area to enhance coverage in the market and increase business development.



Lisa Lightcap
New Commercial Lending Relationship Manager

Lisa Lightcap, of Pottstown, has joined the bank as the vice president of Commercial Banking and Relationship Manager serving the TriCounty area. Lightcap is responsible for providing conventional and SBA loans and other personalized banking solutions to business customers in the Pottstown and TriCounty areas.

Lightcap has 30 years of experience in the banking industry. She previously was employed by Victory Bank.

Lightcap is an active member of her

Pottstown community where she serves as a board member of non-profit organizations. She is on the board for the TriCounty Area Chamber of Commerce, Foundation for Pottstown Education, Pottstown Rotary Club, Pottstown Area Industrial Development, and the Pottstown GoFourth.



Joe Cavallo
Region-wide Business Developer

Tompkins VIST Bank announced that Joe Cavallo, of Allentown, was made the assistant vice president Business Developer of the TriCounty area. His new responsibilities include growing business relationships.

Cavallo was a part of Tompkins VIST Bank for the last three years working as the manager of the Pottstown branch.

(Continued on page 50)

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REGIONAL CHAMBER ROUNDUP

Please see pages 27-32 for the TriCounty Area Chamber of Commerce news and information section.

PERKIOMEN VALLEY CHAMBER OF COMMERCE

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

• info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!

For 60 years the Chamber has been the recognized voice & advocate for the business community. 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, Trappe, Schwenksville, Upper Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks.

For more information contact Executive Director, Renee Blomstrom, 610-489-6660, renee@PVchamber.net. Visit www.PVchamber.net to view membership directory.

Don't miss Chamber events, member news, special offers and more... Like us on Facebook @PerkValleyChamber and email info@PVchamber.net to receive weekly e-news!

UPCOMING EVENTS

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

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. Pre-registration required! Call PVCC at 610-489-6660 no later than August 12.

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

August 28, 2019 - New Member Orientation sponsored by Maillie

Wednesday, August 29, 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

September 5, 2019 - Annual Kick-Off Sales Event Mixer at Salter's

Visit the new showroom at Salter's Fireplace, Patio and Grill! PV Chamber members and guests are invited to a business card exchange in the stunning showroom. Network, enjoy culinary delights prepared on featured grills and preview Salter's Kick-Off Sales Event, which opens to the public on September 6th and 7th!

RSVP 610-489-6660.

Salter's Fireplace, Patio and Grill, 3076 W. Ridge Pike, Eagleville.

4:00 – 6:00pm

FEATURED EVENT October 9, 2019 – ANNUAL FALL BUSINESS EXPO AT PFIZER



The PV Chamber Annual Fall Business Expo at Pfizer will be held on **Wednesday, October 9, 2019**. This 3-hour event is an opportunity to showcase YOUR business to fellow PV Chamber members and employees at Pfizer, Collegeville as well as network with PV Chamber member business representatives. **Register early...this event sells-out every year!** Admission to the event is restricted to pre-registered exhibitors and Pfizer employees (not open to public). Call the Chamber for details – 610-489-6660 or email renee@pvchamber.net.

Exhibitor table \$200 (\$35 additional cost for electric).
Online coupon magazine advertisement \$50 (business card size with offer) \$175 (full page).
Pfizer Business Expo Details & Registration:
<https://perkiomenvalleychamber.org/event/pfi-zer-business-expo-2-2/>

SAVE THE DATES:

October 11, 2019 – Annual Mixer at The Victory Bank, 5-7pm

December 11, 2019 – Annual Holiday Mixer at Spring Ford Country Club, 5-7pm

WELCOME OUR NEW MEMBERS:

Abramson Senior Care
Llona Ebbert
www.abramsoncenter.org

Bartlett Blinds, LLC
Ryan Bartlett
www.bartlettblinds.us

Nirvana Float, LLC
Lovinder Gill
www.nirvanafloat.com

Dogtopia of Limerick
Kristina Taylor
www.dogtopica.com/limerick

**Ophthalmology
Physicians & Surgeons, PC**
Michele Bria
www.eyeoops.com

Visit www.PVchamber.net
to view the
membership directory.

POST EVENT HIGHLIGHTS



PHOTO COURTESY OF SCILLIA PHOTOGRAPHY

State Sen. Bob Mensch, center, blue tie, presented Chairman Kip Bilo and Executive Director Renee Blomstrom with a Certificate of Recognition to commemorate the Grand Opening.

Perkiomen Valley Chamber opens new offices in Trappe!

Perkiomen Valley Chamber of Commerce is pleased to announce the official ribbon cutting ceremony and grand opening celebration of their new office at 521 West Main Street, Suite 103, Trappe, PA 19426 (former Print Copy Design Solution office), which took place on July 18, 2019.

PV Chamber Board and Ambassadors were joined by PA State Senator Bob Mensch, Trappe Mayor Matthew Wismer, Trappe Borough Manager Tamara Twardowski, Collegeville Mayor Aidsand Wright-Riggins and Schwenksville Mayor Joe Giunta for the ceremonial ribbon cutting ceremony. Senator Mensch presented Chairman Kip Bilo and Executive Director Renee Blomstrom with a Certificate of Recognition to commemorate the Grand Opening.

The ribbon cutting preceded an Open House Celebration with over 100 members and community leaders in attendance. Guests toured the facility, which includes a spacious conference room/training center featuring audio-visual equipment and multi-purpose furniture to offer versatile room layouts such as 24-seat classroom-style and board room designs. Adjacent to the

training center is a kitchen with additional tables and space for gatherings. Accommodations on the first floor include an ADA bathroom, a Member Welcome Center and collaborative staff office.

The Chamber will continue to provide the same exceptional services to its members, while offering new programs. "I'm very excited about our new location. The large conference room and training center will offer added benefit to home-based business members and members with limited office space", remarked Executive Director Renee Blomstrom. An illuminated PV Chamber sign was donated and installed by PV Chamber member Print Copy Design Solutions. "During the search for a new site, remaining on Main Street was important to us, and the new location and stunning sign provide great visibility for the Chamber."

The Open House was catered by Pink Moose Café (Royersford). Board Directors served beverages and Rita's Water Ice to help cool guests from the summer heat. Raffle prizes and giveaways added to the excitement of the event.

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TOMPKINS VIST BANK

(Continued from page 48)

He previously worked for the National Penn Bank, where he served customers in the Pottstown area. Cavallo enjoyed being able to serve his Pottstown community.



Caroline Buto
Manager of Oaks and
Pottstown Branches

Tompkins VIST Bank announced that Caroline Buto is now the manager of the Pottstown Branch.

Caroline will run both the Pottstown and Oaks branches. In her positions, she is responsible for managing the staff, growing relationships with area consumers and small businesses, and supporting the needs of the local community.

A resident of Pottstown, Buto has more than a decade of experience in financial services. She has managed the Oaks Branch Office for almost three years. In her previous work she was a community banking officer at Royal Bank, where she rose to the position of bank manager. She holds a bachelor of the arts degree from a college in Switzerland.

Buto is very active in the community, with an emphasis on programs for children, she has volunteered with Cradles to Crayons and Alex's Lemonade Stand.

TOMPKINS VIST Bank

About Tompkins VIST Bank: Tompkins VIST Bank, a subsidiary of Tompkins Financial Corporation, is a locally headquartered community bank with 19 branches serving southeastern Pennsylvania. Now celebrating its 110th year of operation, the bank offers personalized service, local decision-making and a broad range of services for consumers and businesses. These include cash management, commercial loans, and an online business loan application process. Insurance and wealth management services are provided through the Pennsylvania offices of Tompkins Insurance and Tompkins Financial Advisors. Whether you prefer branch or remote mobile banking, we provide the breadth of services and local decision-making to make what's possible a reality. Locally Focused. A World of Possibilities. More information available at: www.vistbank.com; www.facebook.com/TompkinsVIST-Bank; <https://www.linkedin.com/company/vist-financial-corp>.

REGIONAL CHAMBER ROUNDUP

Please see pages 27-32 for the TriCounty Area Chamber of Commerce news and information section.

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

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



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

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

UPCOMING EVENTS

RSVP for all events online at
www.springfordchamber.com

Thursday, August 15 — Shark Think Tank

Copperfield Inn at Lakeside
11:30am – 1:00pm

*Business Owner Members only

Wednesday, August 21 — Five Chamber Mixer

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

Saturday, August 24 — Limerick Community Day

Manderach Park, 4:00pm – 7:00pm
• Business Expo • Food Truck Festival • First Respondent's Expo • RAM Nation/Spring-Ford School District • Family Movie Night at Dusk

Thursday, September 12 — Chamber Luncheon

Cutillo's Restaurant, 11:30am – 1:00pm
*Speaker Topic: Township and County
Speakers: Dan Kerr, Limerick Township Manager
And David Zellers, Montgomery County Dept. of Commerce
\$25 Members - \$35.00 Non-Members

Tuesday, September 17 — Chamber Mixer

TriCounty Federal Credit Union
5:00pm – 7:00pm
Free for Members \$10.00 Non-Members

Thursday, September 25 — Shark Think Tank

Copperfield Inn at Lakeside
11:30am – 1:00pm
*Business Owner Members only

Thursday, September 26th — Chamber Member Appreciation Night

6:00pm – 9:00pm
Free for Chamber Members Only

Limerick Community Day 2019

The Spring-Ford Chamber of Commerce and the Limerick Township Parks and Recreation are teaming up once again to provide our community with a fun filled afternoon of family activities. Limerick Community Day will be held on Saturday, August 24th at 4pm at the Limerick Township Park. Festivities include a performance by the Spring-Ford Area High School Band, the presence of the Spring-Ford Area School District RAM Nation team sports, an expo of local emergency respondents, a local business expo; featuring a dedicated kids expo area, a food truck festival and the evening will be wrapped up with a movie under the stars.

Sponsors for this amazing event include Exelon, Limerick Township Parks and Recreation, Spring-Ford Chamber of Commerce, Tompkins VIST Bank, Patriot Pest Solutions, Oehlert Bros. Heating and Cooling, B101 Radio, The Railroad Bar and Grill, Motivational Marketing and American Heritage.

CHAMBER NOTES

- The Chamber is looking for members to participate in the following committees: Women In Networking, Special Events, Finance and Award Nominations. If you are interested, please contact the Chamber office
- The Chamber offers advertising opportunities on our website, event postcard and our email blasts. If you are interested in any advertising opportunities, please contact the chamber office.
- 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

REGIONAL CHAMBER ROUNDUP

Please see pages 27-32 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, August 6th 6:00 PM @ Root Down Brewing, Phoenixville

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: Chorus Photography, Friday, August 2nd 6:30 PM, 10 N Main Street, Phoenixville

Help us welcome BP & Michele of Chorus to the Downtown Business Community!

Cost: free

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

Outdoor concert by Go Commando in the Bandshell! Afterward, join us for a showing of Little Giants (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

Five-Chamber Mixer — Wednesday, August 21st Pope John Paul II High School at 4:30 PM

Join the Phoenixville, Spring-Ford, Perkiomen Valley, Upper Perkiomen Valley, and Tri-County chambers of commerce for a great night of mixing, mingling, refreshments, and a chance to learn about the Chambers. Thank you to event sponsor Tompkins Vist!

Cost: Free, for members of these respective chambers only

SAVE THE DATE!

Roaring 20s Charity Gala — Saturday, November 23rd

Rivercrest Golf Club & Preserve

The Chamber is closing out its 90th year in style with a Roaring 20s Charity Gala to raise money for one lucky local non-profit organization. Dress in your 20s best and celebrate with us in our Speakeasy at Rivercrest, and stay for an awesome afterparty.

Tickets are \$125. Please visit www.phoenixvillechamber.org for information

Phoenixville Events

First Fridays in Downtown Phoenixville – 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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www.phoenixvillefirst.org/rockin-reelin

JUNE 8TH
Concert: Big Daddy & The Fender Benders
Movie: Space Jam (PG)

JULY 20TH
Concert: Elle & The John Doe Band
Movie: Spiderman: Into the Spiderverse (PG)

AUGUST 10TH
Concert: Go Commando
Movie: Little Giants (PG)

SEPTEMBER 14TH
In Partnership With: PHOENIXVILLE JAYCEES
Concert: Chico's Vibe
Movie: Dumbo [2019] (PG)



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