

ROUTE 422 Business Advisor

FEBRUARY 2020

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



PREMIER PAYROLL SERVICES, INC.

***Celebrating
20 Successful Years
as a Family Owned and
Operated Small Business***

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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE 422BIZMAG.COM

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



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

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

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

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

Occupational Health

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

ERIC SCHULTZ ENVIRONMENTALLY FRIENDLY REMODELING



“Finding a quality contractor you can trust can be very challenging. I was referred to Eric through a mutual friend and Eric quickly earned our trust. His work was exceptional, and he was always very clear and open about sharing his expertise and suggestions. I’ve used Eric for projects as small as an entry door in my basement to a complete kitchen remodel and 700 SF addition. I’d highly recommend Eric for your next project, big or small.”

– Joe Kozub, Vice President of Strategic Accounts, CORPORATE VISIONS



Eric Schultz Environmentally-Friendly Remodeling is your experienced, reliable and cost-effective remodeling and building solution based in Reading, PA. Our services include:

- **Custom Decks** – Add an outdoor living space to your backyard. We can customize your deck to complement your home while working within your budget. Enjoy a deck in your backyard that’s perfect for entertaining the whole block.

- **Kitchen Renovations** – Imagine this: The new kitchen upgrades you’ve been dreaming about for years are within your budget. It’s true. It really is that simple to start building your dream kitchen. Install country white cabinets, sleek marble countertops and dark hardwood floors. Or upgrade to a modern stainless-steel kitchen complete with all new appliances and an 8-burner stove.

- **Bathroom Renovations** – When was the last time you pampered yourself at home? If you can’t remember, it may be because your bathroom isn’t the inviting, luxurious space you’d like it to be. Upgrade your cramped and dated master bathroom with floor to ceiling tiles in your shower or tub. Or add new marble countertops to your vanity. We can even install heated tile flooring to add a luxurious touch.

- **Historic Home Restorations** – If you own a home with history, you need a team of historical restoration contractors who know what they’re doing. The contractors at Eric Schultz Environmentally-Friendly Remodeling have extensive hands-on experience renovating historic homes. Rely on our team to help you maintain the character of your structure while adding modern features.

If you want to improve the functionality and value of your home, call the home remodeling contractors at Eric Schultz Environmentally-Friendly to schedule a consultation.

WE RECYCLE ALL OUR MATERIALS!

Please call 484.955.6020 to learn more about our environmentally friendly remodeling service, and visit: remodelingberkscounty.com

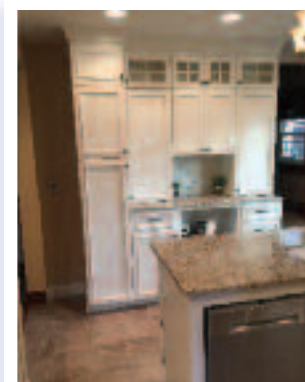




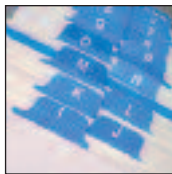
PHOTO BY STYLISH IMAGES

Cover Story: Celebrating its 20th Anniversary this year, locally-owned Premier Payroll Services provides Payroll, Time & Attendance, PTO Tracking, Employee Self Service and HRIS solutions with outstanding personal customer service and is backed by a national service provider.



15-17

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



26-28

Browse the Marketplace to grow your business, network, and keep your money local.

Visit 422bizmag.com for...

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

Contents

- 19 | Social Media Tips**
A Video Strategy For Social Media
- 20 | Focus On Senior Living Facilities**
- 21 | Small Business Resource Association**
Five Things Salespeople Must Have
- 22 | Focus On Successful Engineering Firms**
- 26 | Ask SCORE**
Email Marketing Rules Every Small Business Owner Needs To Know
- 29 | Workforce Performance & Development**
DNR A Three-Year-Old Onboarding Program
- 34 | Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 35 | TriCounty Area Chamber Of Commerce**
News & Events
- 42 | Route 422 Business Advisor Dining Guide**
- 45 | Downtown Marketing & Development**
Spatial Separation As A Way of Maintaining Housing Value
- 49 | Legal Perspectives**
Calculation Of Partial Disability In PA Workers' Compensation
- 52 | Tech Tips**
Secure Passwords: A Resolution You Can Keep
- 59 | Regional Chamber Round-Up**
Greater Reading / Perkiomen Valley / Phoenixville / Spring-Ford

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

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

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com

LUDGATE ENGINEERING ENGINEERING for LAND DEVELOPMENT

LUDGATE ENGINEERING has provided civil engineering for land development since the company was founded by Bob Ludgate Sr. in 1976. Although rules and regulations have changed, the planning process still deals with the several impacts imposed by almost all development plans. While the site civil engineer provides plans to identify and offset or mitigate impacts, the Engineer must do so in a way that does not impede the essential functions the site shall provide, nor shall the plan compromise the Architect's vision of the development.

Each site plan deals with the impacts of traffic management and parking layout. Managing stormwater for drainage and flood prevention often governs the design. Bringing sewer, water, and other utilities to the site can present difficult problems for the Engineer to solve.

Some Recent Projects Include:

JACQUET MANUFACTURING BUILDING

Jacquet is an aluminum processing company located near the Lewis Road/Limerick exit of Route 422. They wanted to relocate from Pottstown to a new facility. They have a particular operations layout that needed to be followed. The site plan was prepared in order to facilitate this operations layout. This required considerable earthwork and associated site work. The project was "fast tracked" in order for Jacquet to get their new facility ready before the lease on their previous site expired.

PHYSICIANS CARE SURGERY CENTER

This project is located adjacent to the Phy Care Hospital and Rothman Institute MOB. This project complimented this health care campus. This building is located near the Lewis Road/Limerick exit of Route 422. The site design incorporated this new building into the campus as well as allowing for a two-floor / two-entrance layout. The Surgery Center is located on the lower floor, and separate Physician Offices are located on the second floor (each with separate at grade entrances). The site designed needed to allow for the grade changes needed for the access points, as the two main entrances, from opposite sides of the building, was accomplished by the two-level grading plan.

FIRST ENERGY



FIRST ENERGY TRANSMISSION BUILDING

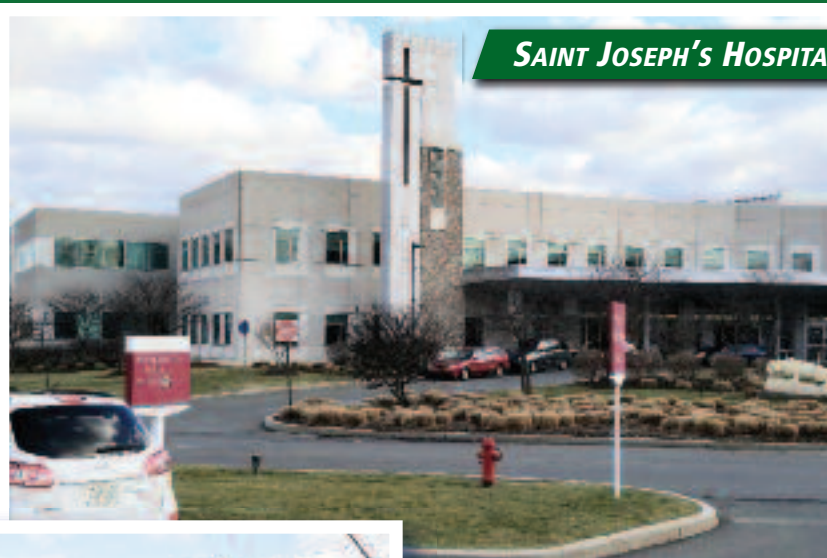
The building site at the GPU/Met Ed campus along Route 61 in Berks County "took" one of Met Ed's former parking lots plus some adjoining land Met Ed purchased to add to the project site.

This development required three parking plans. First the existing lot was surveyed as well as a nearby location for a new lot to replace the one being taken. Second was the plan for the new lot.

Third was the plan for parking on the Transmission Building lot.

This building requires a high level of security and operates 24/7. Hence the perimeter fencing and all required utilities had to be secure at all times. Third this site was in an area of past flooding, requiring much special attention to stormwater management engineering, especially for the new parking lot.

SAINT JOSEPH'S HOSPITAL



SAINT JOSEPH'S HOSPITAL

Located on Route 183 near Reading Airport posed two particularly difficult impacts to resolve. Direct access to a four-lane highway was not possible so a stretch of two lane Route 183 had to be reconstructed. Convenient surface parking for over 3000 cars had to be built.

The site geology was sinkhole-prone Karst. Still stormwater management that did not adversely impact the various neighbors down-slope of the site had to be engineered. Twice new sinkholes appeared during construction of stormwater detention basins. New solutions had to be designed "on the fly" to both close the sinkholes and mitigate any increase in site run-off.

COMMITTED TO YOUR SUCCESS

Ludgate serves developers, contractors, landscapers, realtors and homebuilders, institutions, and redevelopment authorities for residential, commercial, institutional and industrial projects. Our Engineers are driven to find realistic, cost-effective solutions for your projects to realize success.

JACQUET MANUFACTURING



PHYSICIANS CARE SURGERY CENTER



**LUDGATE
ENGINEERING
CORPORATION**

10 Vanguard Drive, Suite 90,
Reading, PA 19606
610.404.7330
www.ludgate-eng.com

PREMIER PAYROLL SERVICES, INC.



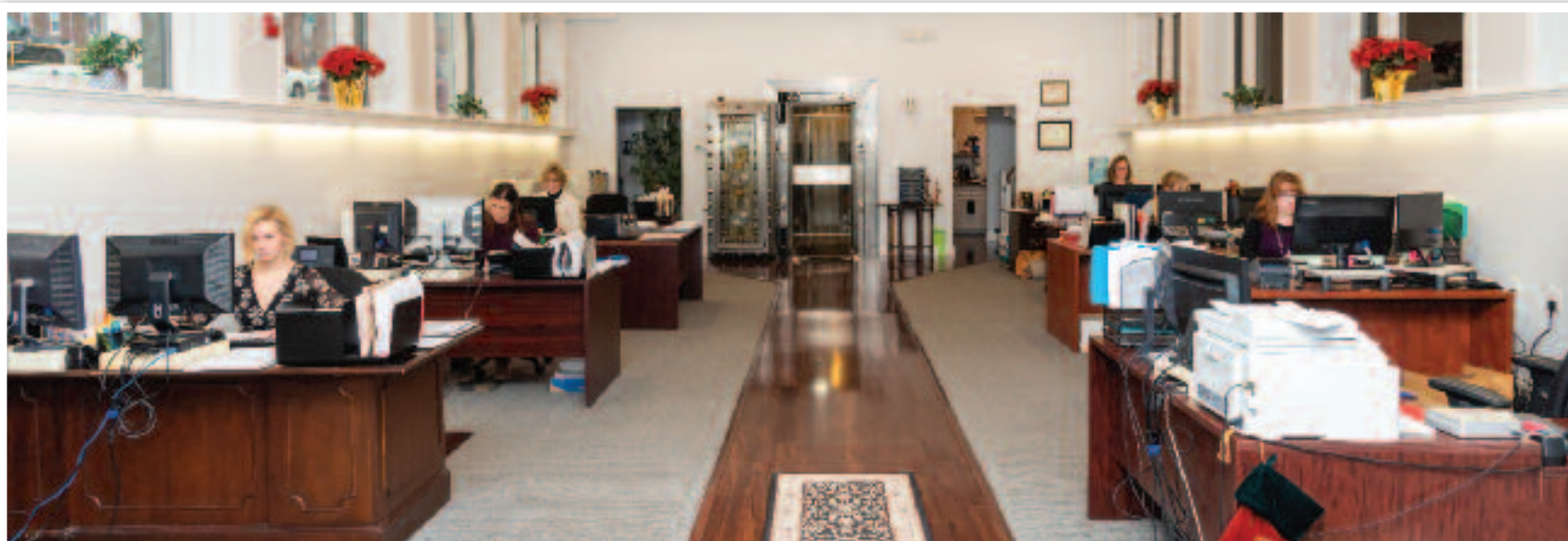
Sarah March Coveney, William D. March, Dianne March

Celebrating 20 Successful Years as a Family Owned and Operated Small Business

In 2000, CPA William D. March made a strategic decision to offer payroll services to his accounting clients. He had no idea it would evolve into a thriving family business in its own right — but that is exactly what happened.

Celebrating its 20th Anniversary this year, Premier Payroll Services, Inc (PPS) was initially created as a matter of convenience for Bill's accounting clients who were either doing payroll themselves or encountering inadequate customer service with their national payroll provider. Bill's wife Dianne, who has an MBA in computer science, joined the company to set up the operations end of the business for a systematic approach to accurately and efficiently process payrolls.

The couple started the business with a selected client base of 15. "The main thing was to help my clients get organized," Bill March adds. "Most clients were doing a lot of manual record keeping for payroll and it was just problematic. Bringing it in-house and processing their payrolls helped them get organized, and made their lives much easier," he said.



We have always been lucky to have the staff we have to help make Premier what it is today.

PHOTOS BY STYLISH IMAGES



Whether you have one or one thousand employees, PPS provides services and programs that meet your needs and save time and money.

Despite PPS's impressive growth, the company has remained a small family business, where employees are considered a part of the family.

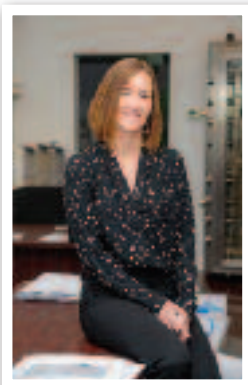
As the fledgling company's reputation for excellence in customer service spread, PPS took on a life of its own with a rapidly growing client base that required additional staff. "I don't think at the time we started the company we envisioned where we would be today but it really is not surprising given the dedication of our outstanding staff," explains Dianne. Today, Premier Payroll Services' client base has grown to over 800, but the values they founded the company on in 2000 remain the same:

- Provide accurate pay-rolls in a timely manner
- Treat every client the same, regardless of size
- No voice prompts — phones are always answered by a live person!

A *Magna Cum Laude* Accounting graduate of Widener University, CPA Bill March began his career working for a public accounting firm providing tax advice to businesses large and small. Despite his rise to partner, his entrepreneurial ambition drove him to start his own accounting practice and later a successful foam fabrication company, which he sold five years later. Those experiences gave March the perspective to understand the multitude of jobs a small business owner must complete — from hiring to firing and sales to production. Bill's unique background and entrepreneurial spirit allow

him to understand what it takes to run a small business, an invaluable trait in the payroll industry.

Whether it was applying the latest technology, training clients and staff, or creating printed and digital marketing material, Dianne's background in Marketing (*cum laude* Business Administration - Villanova University) and MBA in Computer Science (*cum laude* - Temple University) enabled her to wear several 'hats' in those early years.



Bill and Dianne's daughter, Sarah March Coveney, CPA, officially joined the 'family' business in September 2007, after working for two years at a large public accounting firm. She specialized in their Healthcare division which exposed her to the multi-faceted aspects of personal and corporate taxes and corporate audit, as well as developed her skills of interacting with clients and multiple levels of manage-

ment. Sarah's background enables her to be involved in all aspects of Premier — from Taxes to Operations to Marketing.

"I always said I was not going to do what my dad does," Sarah says ironically. "After graduating with an Accounting degree from Lehigh University (in 3 ½ years!) and working in public accounting for a couple of years, my dad asked if I wanted to work at Premier to see what that was like.

(Continued on page 8)



Premier Payroll Services, Inc. is located at 290 Main Street, Royersford, PA 19468.



The historic building originally belonged to the prominent National Bank of Royersford.

SERVING YOUR COMMERCIAL REAL ESTATE NEEDS!

APARTMENT DEVELOPMENT OPPORTUNITY



This 11,550 +/- SF former office space has zoning approval for conversion to 13 apartments. The building at 400 Main Street in Red Hill will be divided into two condominium units. One unit will consist of the current branch bank and is NOT included in this sale. The other condo unit will include all other space on the first, second and third floors (with the exception of the first-floor lobby and restrooms). The layout includes four one bedroom/ one bath units; eight two bedroom/ one bath units and one two bedroom/ den/ two-bathroom unit. This is a perfect opportunity for a builder/ developer to complete a great residential rental project in the heart of the Upper Perkiomen Valley. Potential monthly income of \$13,920. Preliminary plans and drawings available.

FOR INFO CALL ED BROOKS



Look at all of our listings at
www.BrodeAndBrooks.com

215-679-4200

Printing and Signs Simplified!



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



610.929.1200 • BerksDigital.com



**NEED A LAST MINUTE
GOURMET GIFT?**

**BRIDGE STREET
Chocolates**

Call 610-935-8100 to order!

158 Bridge Street • Phoenixville, PA
bridgestreetchocolates.com

Serving the community since 2010!



COVER STORY

(Continued from page 7)

I figured I had nothing to lose and I've been here ever since! I know how hard my mom and dad have worked, and what they have sacrificed to grow this business, and how all of us, staff included, have embraced the rapidly changing technology in the world of payroll". She added, "It's amazing to look back to when I started as a kid in high school stuffing W-2s in envelopes to where we are now with the paperless environment! We have all managed to create more efficiencies for our clients and for ourselves, so that we can continue to grow and be successful. We cannot wait to see what changes the next 20 years bring!"

Today, Premier Payroll Services is an established growing business with an eye toward the future. Their target market is small businesses with 20 or fewer employees. Their largest client has more than 400 employees and their smallest client has one, with an average client size of 15 employees. Premier Payroll Services is part of a national network of payroll providers using software developed and maintained by iSolved. With more than four million employees nationwide using iSolved, it is one of the fastest growing human capital management (HCM)

systems on the market today, and was recognized as one of the "Top 10 Payroll Solution Providers" by HR Tech Outlook (a trade magazine whose focus is bringing customers the latest trends based on the top technologies and solution providers). This platform is designed to handle the rapidly changing landscape of Payroll and HR that can no longer be treated separately.

"The payroll industry has changed a lot in the last few years," Sarah March Coveney, CPA explains. "It's no longer just payroll. It's called Human Capital Management (HCM) which integrates Payroll with Employee Self Service, Time & Attendance, HRIS and Benefits in a very user-friendly web-based module. It is a balance of finding what your clients' needs are and tailoring your services to those needs. We are not going to sell additional services that our clients do not really need. While we are capable of it, we only want to provide what they actually need, and offer very cost-effective fees. The industry continues to evolve with other types of services they can tack on, like 401Ks, insurance, and so on.

(Continued on page 10)

There's nothing like the
warmth and comfort of

Home.

At TriCounty Home Health and Hospice, it's all about helping people. If you're recovering from illness, injury, a medical procedure, or managing a chronic illness this winter season, we can help.



**TriCounty
HOME HEALTH
& HOSPICE**

13 Armand Hammer Boulevard,
Suite 201
Pottstown, PA 19464

Call us today to learn more.

855.237.0195

Your Next Medical Office Should Be Here!

**Join Your Fellow Health Care Professionals
At Sunnybrook Village Business Campus –
Just 1/2 Mile From Pottstown Hospital.**

BETTER LOCATION!

- Just off Route 422, minutes from Routes 29 & 100
- Located on High Street at a signalized intersection
- PART bus stop on site

BETTER SPACE!

- First floor offices from 900 to 3,000 sq.ft.
- Individual suite entrances with 24/7 ADA access
- Modern, open floorplans for maximum flexibility and efficiency
- Suites ready for occupancy or customized to your needs
- Tenant controlled heating/cooling

BETTER AMENITIES!

- Award-winning business campus with 100,000 sq. ft. of offices, stores and restaurants
- Day care, park and walking trail on site
- Building and suite signage
- Abundant free front-door parking



2151 E. High Street (Ridge Pike) at
Heritage Drive, Lower Pottsgrove, PA 19464

**SUNNYBROOK
VILLAGE**
BUSINESS CAMPUS

Contact Matt Katzen at 215-416-2671 or mkatzen@leasinginfo.biz



HIGH STREET TERMINAL

300 E. High St. Pottstown, PA 19464










High St. Steaks - NOW OPEN!

KANGS SUSHI (Coming Soon!)

Breakfast, Lunch, Dinner, Catering - We have it all.

 [highstreetterminal](#)
 [@highstreetterminal](#)

Plan Your Parties With Us!

Rent the back area for your parties or events!

hst300high@gmail.com ~ 484-752-4780



EVERYTHING PRINTING

828A Route 100 N • Cornerstone Plaza • Bechtelsville

Digital Print & Copy Center

- Postcards & Brochures
- Signs & Banners
- Posters & Fliers
- Fulfillment
- Mailing

(610) 367-7444 • EverythingPrinting.com

COVER STORY

(Continued from page 8)

We are of the mindset that we want to stay in our 'lane' and handle payroll to the best of our abilities. If clients need additional resources or services beyond the HCM system, we refer them to trusted third parties with no commission or referral fee involved. It's purely about serving our clients' needs."

The business was originally headquartered in a single office on Route 113 in Phoenixville. As staff were added to accommodate growth, they went from one room to five rooms, and eventually outgrew the building. The search for new space began in 2009.

"The business had started to take on a life of its own," explains Dianne. "We knew it was going to continue to grow and we would need additional staff and more space. With Sarah's commitment and our definite belief in her ability to eventually run Premier and take it to the next level, it made sense to invest in a building to accommodate that growth," she said.

"We looked for two years to buy a building but we could not find anything that made any sense," Bill said. Their patience paid off in 2011 when the prominent Bank of Royersford building (built in 1928) located at 290 Main Street became available, as the previous owner had outgrown that space. "We loved the building," Dianne said. "At first we thought it was going to be turnkey, but once we got into it, we decided to completely gut it," she said. The building features a large open floor plan on the first level with a large walk-in bank vault, and offices on the second floor and lower level. According to Bill, "The building had good 'bones' so we knew we purchased something we could work with. But over the next 5 months we had to redo everything from windows to heating/air conditioning, plumbing, floors, ceiling, bathrooms and kitchen." He added that the borough officials were "incredibly supportive" throughout the process. "Mike Leonard, the borough

manager, couldn't have been better."

Despite Premier Payroll Services' impressive growth and success over the past 20 years, the company has remained, at its core, a small family business, where valued employees are considered a part of the family.

"When we look back, we feel very blessed with the staff we have had over the years," Dianne explains. "We have had three employees with over 15 years of service. We are a family. Our success is absolutely the result of their efforts. In return, it is very satisfying to us that we were able to help them grow beyond what they may have thought they were capable of, giving them the opportunity to increase their knowledge, responsibilities and wages." she said.

Sarah adds, "We have always been lucky to have the staff we have to help make Premier what it is today. We have very loyal employees who take personal responsibility for what goes on. Two of our employees earned their Fundamental Payroll Specialist Certificate this past year. We don't require them to take those exams, but they wanted to, which shows their dedication."

(Continued on page 12)

Easy.



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

COMPLETE SUPPORT FOR YOUR SMALL BUSINESS

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



EXPRESSDATASYS.COM | 610.495.7166

BusinessAdvisor

Promote your business in the Route 422 Business Advisor!

Call (610) 323-6253



422bizmag.com

CONNECT WITH EXPERIENCE

Leading-edge cardiovascular care close to home.

When it comes to your heart health, there's no better feeling than connecting to an experienced team of cardiologists and surgeons, right in your community. From diagnostic procedures to minimally invasive cardiothoracic and vascular surgery, you can be confident the most advanced cardiac care lives right where you live.

Connect to a heart-healthy life
at [TowerHealth.org/Cardiology](https://www.towerhealth.org/Cardiology).

Phoenixville Hospital
Pottstown Hospital



TOWER HEALTH

Advancing Health. Transforming Lives.



"They helped us
grow our business."

RJ Electric, Business Member since 2016

**When local businesses succeed,
our community thrives.**

Diamond's local Business Services Team
can get you going, and **growing**, with:

- Business Checking
- Business Loans & Credit
- Business Growth Accounts

All with...

- Local decision-making
- Flexible loan terms
- Competitive interest rates
- Prompt customer service
- Mobile/Online Banking

That's **younity.**



610-326-5490, Ext 2123

diamondcu.org/business/services

Equal Housing Opportunity. | Federally insured by NCUA



REFERENCES
AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

30+ Years of
Service!

**A Complete Janitorial Service for
Commercial & Office Accounts**

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



FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com

COVER STORY

(Continued from page 10)

Looking ahead, Premier Payroll Services will continue to change with the technology and ultimately, Sarah says, "We always want to provide our clients with a prompt response and solutions to their questions so customers can: submit their payroll easily / make sure their employees are paid correctly and on time / and get back to focusing on the business of *their* business!"

tion / Sick / PTO based on your rules. Employees view PTO balances online eliminating the need for manually tracking PTO!

Time & Attendance systems also provide Supervisors with PTO calendar by day/month/year to see who is already scheduled off before approving any request, offer flexible programming to track Overtime, Rounding Rules, Flex Lunches and much more. Reports are available in real time, showing missed punches so they can be corrected immediately.

SERVICES

Whether a client has one or one thousand employees, Premier Payroll Services provides services and programs that are customizable to their needs – allowing them to save time and focus on their core business.

Premier Payroll Services provides a powerful web-based payroll solution, plus integrated Employee Self Service, Time & Attendance, and HRIS and Benefits modules to streamline payroll operations while enhancing flexibility, security, and control. Hundreds of companies have trusted their payroll and tax filing to Premier Payroll Services because of their experienced staff, excellent customer service and competitive pricing.

Time & Attendance

Time is important yet many organizations have not automated timekeeping. And despite its importance, most companies do not realize how much money they waste on suboptimal timekeeping. Premier's Time and Attendance program is fully integrated with their payroll system, iSolved. This means no more exporting, importing, or duplicate data entry. All time-tracking needs are managed from one place.

Time & Attendance systems reduce labor costs up to five percent and improve the accuracy and efficiency of payroll calculations, all while ensuring ACA compliance. Hours automatically flow to Time Entry Grid after admin/managerial approval on web-based module – no more keying data. Time & Attendance systems accrue Vaca-

HRIS and HR SUPPORT CENTER

By bringing the essential functions of Payroll and HR together, Premier's HR module in iSolved simplifies people management with HRIS (Human Resource Information System). All critical functions are in one database - and fully integrated with payroll.

From onboarding to HR management, the HR module is easy for both employer AND employee— since new hires and current employees can easily submit, sign, and view information electronically. The paperless onboarding system reduces inefficiencies with the hiring process – notifying appropriate personnel in a timely manner and taking new employees through all of the necessary steps, tasks, and forms that are part of a company orientation.

When it comes to everything a payroll service should be... accurate, reliable, flexible, affordable, and personable — Premier Payroll Services, Inc. checks all the boxes. This combination of characteristics has proven to be a formula for success, as the company celebrates its 20th Anniversary in 2020, and looks forward to continued growth and success for years to come!

Premier Payroll Services, Inc.
is located at **290 Main Street,**
Royersford, PA 19468.

For additional information,
please call 610.917.2281; email:
sales@premiernow.com; and
visit www.premiernow.com.

Eric Schultz
REMODELING

484-955-6020
eric@remodeling.com
remodelingberkscounty.com

Are you ready
to get started?
Schedule a consultation
for your remodel Today!

**Get The
Kitchen
of Your
Dreams!**

WE SPECIALIZE IN

- Kitchen Remodels
- Bathroom Remodels
- Decks
- Historical Restoration Remodels

**Increasing the
value of
your home!**

While improving your quality of life.

ERIC SCHULTZ ENVIRONMENTALLY-FRIENDLY REMODELING - Reading, PA 19610

Why Employers Should Care About their Employee's Commutes

In the State of the American Commute 2019 report, 62 percent of people surveyed stated that they have not applied for certain jobs because of the commute to the location and 85 percent of U.S. professionals say they would take a pay cut for a shorter commute.

Commute times have consistently increased over the last decade due to people driving alone on our roadways. To attract and retain employees, employers need to focus on finding ways to address commuting pains.

By viewing the commute as not just an employee pain but as a competitive advantage, employers can recruit talented employees and hold on to their current ones. GVF, a not-for-profit organization partners with local employers to improve employee commutes through Transportation Demand Management (TDM) strategies. TDM strategies promote alternatives to driving alone like vanpooling, carpooling, public transit, biking, walking or working from home. Initiatives like incorporating work from home programs, setting up carpooling systems and educating employees on commuter resources available to them reduces congestion, improves the environment and quality of life for all, which ultimately will result in less turnover of employees.

422 MY WAY.COM

Employers (and employees) are encouraged to log onto 422 My Way to find these valuable resources so employees can be educated on alternatives to avoid sitting in traffic and arriving to work stressed!

Employees who live and/or work along the 422 Corridor are encouraged to visit www.422myway.com to find relevant resources, as well as "take a pledge" to try an alternative option to driving alone. Those who take the pledge can earn prizes along the way. Also, follow the campaign on social media by liking us on Instagram and Facebook at @US422Corridor and following us on Twitter at @US422Corridor.

If you would like to learn more, contact GVF at info@gvftma.com or 610.354.8899.

References: Scoop (2019) The State of the American Commute: An Analysis of 2019 Commuter Trends and Perceptions. Retrieved from <https://enterprise.takescoop.com/soac>

PLEDGE TODAY!



Take the pledge to give an alternative a try, share your pictures and be entered to win a



PRIZE!

422 MY WAY.COM

WINTER

#MAKEITMONTCO

\$350 VALUE
2019/2020
HOTEL PACKAGE

"Are we there yet?"

LESS TIME GETTING THERE,
MORE TIME GETTING TOGETHER.

With more than **\$350 in discounts** to 60+ hotels, attractions, restaurants, and breweries, Montgomery County, PA is the **getaway without the hassle.**

BOOK YOUR MAKEITMONTCO WINTER PACKAGE TODAY
MAKEITMONTCO.COM

NOTED: END OF MEDIA WALL

NEW EVENT ANNOUNCEMENT

TOURISM TALKS

Join us for a panel discussion featuring Montgomery County Commissioners **Valerie A. Arkoosh, MD, MPH (Chair)**, **Kenneth E. Lawrence, Jr. (Vice Chair)** and **Joseph C. Gale (Commissioner)**.

on: Thursday, February 27
time: 4-7 p.m.
at: The Vernee at the Valley Forge Casino Resort
1001 1st Ave. King of Prussia, PA 19151
www: valleyforge.org/RSVP

Montgomery Bar Association Welcomes New Leaders

Bar Association's Annual Business Meeting Luncheon marks the installment of Pottstown's first Montgomery Bar Association and honors attorneys, community leaders and local heroes.

On Friday, January 10, 2020, the Montgomery Bar Association (MBA) held its Annual Business Luncheon Meeting at Blue Bell Country Club in Blue Bell, PA. Nearly 300 local dignitaries, legal professionals and community leaders attended the event which included the election of the MBA's officers for 2020, an awards presentation to honor area attorneys and judges, as well as the installation of its new president, **Patrick J. Kurtas, Esq.**, with the ceremonial passing of the gavel.

Patrick J. Kurtas, Esq. is a partner with the firm of Prince and Kurtas. Mr. Kurtas graduated from Ursinus College in 1999 with a degree in Political Science. He thereafter attended both Villanova University School of Law and Villanova College of Commerce and Finance earning a Juris Doctorate as well as a Masters in Business Administration in 2002. Kurtas opened his own law practice, Kurtas Law, in 2003, and thereafter merged forces with the oldest law firm in the Pottstown area, Prince and Prince, in 2006, to create Prince and Kurtas.

During his inauguration speech, Mr. Kurtas acknowledged Mr. Gifford, his fellow officers, and past presidents of the bar association for their support, inspiration and guidance. Mr. Kurtas also shared stories from his upbringing in Chester County, where his first job was working on a farm at 14 years old. It was during this time that Mr. Kurtas first aspired to become a lawyer, the true profession of the farm's owner and Mr. Kurtas' first professional mentor, John Frazier Hunt. The first MBA President from Pottstown, Mr. Kurtas also acknowledged the guidance of his law partner, Paul Prince, and praised the work of his fellow Pottstown attorneys.

Mr. Kurtas also implored those in attendance to stay involved in the bar association, and to encourage their colleagues to do so as well. He praised the many benefits of membership and the important initiatives and programs offered by the bar association, especially its diversity efforts, leadership programs, and many CLE offerings.

Mr. Kurtas concluded his speech by crediting his current position to the love and support of his incredible family, especially his mother Alice, brother Peter, Jr., sister Alyson, and his father Peter, who unfortunately passed in September.

For the 2020 Bar Year, **Jacqueline M. Reynolds, Esq.** will serve as President-Elect, **Sarinia M. Feinman, Esq.** will serve as Vice President, **Justin A. Bayer, Esq.** will serve as Treasurer and **Lisa A. Shearman, Esq.** will serve as Secretary.

Also of Note: **Justin A. Bayer, Esq.**, of Kane, Pugh, Knoell, Troy & Kramer, LLP in Norristown will also serve as President of the MBA's Trial Lawyers Section, **Joseph A. McNelis, III, Esq.** of Fox Rothschild, LLP in Blue Bell was named Chair of the MBA's Young Lawyers Section, **Gerald L. Shoemaker, Jr., Esq.**, of Hangley Aronchick Segal Pudlin & Schiller in Norristown was named Chair of the MBA's Family Law Section, and **Obadiah G. English, Esq.**, of Mannion Prior, LLP in King of Prussia, will continue as Chair of the MBA's Probate and Tax Section.

In addition to new leadership being appointed, the following awards were distributed:



2019 MBA President Gregory R. Gifford, Esq. (right) passes the gavel to 2020 President Patrick J. Kurtas, Esq. (left)

About The Montgomery Bar Association

Established in 1885 to professionalize the county's practice of law, the Montgomery Bar Association (MBA) is one of our nation's oldest and most respected bar associations, representing over 2,100 legal professionals in Montgomery County, Pennsylvania. Now, as then, the MBA exists to uphold legal and ethical standards in our legal community. As the third largest Bar in Pennsylvania, the MBA has a longstanding tradition of service to its membership and the community. For members, the MBA offers an important arena for networking, professional development and education. For the community, the MBA serves as a legal resource offering education, legal assistance and funds and resources for individuals and agencies in need. The Association is actively engaged in public service through community outreach, free educational events offered throughout the year, programs like the Montgomery Child Advocacy Project, the Mock Trial Competitions for high-school students, and more. For more information on the Montgomery Bar Association, visit www.montgomerybar.org.

2020 ANNUAL BUSINESS LUNCHEON AWARDS

The Honorable Horace A. Davenport Diversity Award

Recipient: **Jimmy Chong, Esq.**

About the Award: Named for the first African-American judge in Montgomery County, the Honorable Horace A. Davenport Diversity Award is given to an individual or organization who has championed diversity within the Montgomery County legal community.



Above: Lansdale attorney Jimmy C. Chong (left) receives the Inaugural Hon. Horace A. Davenport Diversity Award from 2019 MBA President Gregory R. Gifford, Esq. (right).

The Honorable Milton O. Moss Public Service Award

Recipient: **Dr. Valerie A. Arkoosh, Chair, Montgomery County Commissioners**

About the Award: Since the beginning of the Bar Foundation in 1987, the Bar Foundation has honored Judge Moss by presenting the award to a Montgomery County resident who has provided exceptional service in support of the justice system.



Above: Dr. Valerie A. Arkoosh (right) receives the Hon. Milton O. Moss Award.

The Honorable Louis D. Stefan Law Enforcement Award (two recipients)

Recipients: **Whitpain Township PD Detective Beth Sanborn, DPA and MC Warden Julio M. Algarin**

About the Award: Since the beginning of the Bar Foundation in 1987, the Bar Foundation has honored Judge Moss by presenting the award to a Montgomery County resident who has provided exceptional service in support of the justice system.



Above: Det. Beth Sanborn (left) Montgomery County Warden Julio M. Algarin (right) receive the Hon. Louis D. Stefan Award from Montgomery Bar Foundation President Carl N. Weiner, Esq. (center).

Montgomery Bar Association Young Lawyers Section Award

Recipient: **Michael J. Lyon, Esq.**



Above: 2019 Chair of the Young Lawyers Section Michael J. Lyon, Esq. (left) receives the Young Lawyers Section Award from 2019 Vice-Chair Joseph A. McNelis, III, Esq. (right).

Montgomery Bar Association President's Award

Recipient: **Jessica Gambone, Montgomery County Law Reporter Desktop Publisher**
(no photo available / unable to attend)

Montgomery Bar Association Committee of the Year Award

Recipient: **MBA Solo & Small Firm Practice Committee**

Right: 2019 MBA Solo & Small Firm Practice Committee Leadership. Pictured from left to right are: Emeritus Chair C. Dale McClain, Esq., and Committee Co-Chairs Cary B. Hall, Esq., Kenneth P. Milner, Esq., Leno P. Thomas, Esq., and Joanna M. Furia, Esq.





ROUTE 422 BUSINESS TAX PLANNING AND PREPARATION SERVICES GUIDE

Tax planning and preparation is an ongoing, year 'round process. As the April 15 tax filing deadline approaches, now is a good time to think about the value of professional tax planning and preparation services. To that end, we asked several leading tax planning/preparation firms to share their approach to providing these essential services to businesses.

Small Business Tax Return Tips & Pitfalls



By Anthony Mazzo; A. Mazzo Accounting Services

It's a brand new year and the beginning of tax season. Yippee!!

While some are already knee-deep in their taxes, others, including small business owners, are in the midst of their tax preparations. If you are one to file your own taxes, here are a few tips to keep you from falling into the most common pitfalls when filing your return.

Missed deductions. The most common pitfall. Let's start with small deductions and work our way up. Those office coffees, cab fares, petty cash expenses and client lunches and things often paid with small amounts of cash, can add up rather quickly and ARE deductible. Save your receipts for these and

other small business expenses and you'll be surprised how much you can claim.

Mileage deductions. This can often be confusing for business owners. It is a deductible driving expense if you travel from your office to a business related meeting or

event. Same if you have a home office for which you claim a tax deduction and travel from there to see a customer or client. However, if you're an employee of a business and travel from your home to your office, this is a personal expense and is non-deductible.

Health Care Insurance. Small business owners and sole proprietors often forget to deduct the cost of health care insurance, a legitimate business expense and therefore a legitimate deduction. Since many small business owners are paying in excess of \$1,000/month for health insurance, missing this tax deduction can be extremely costly.

(Continued on page 16)

Tax Time Got You Stressed?

We Can Help.

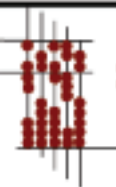
- Business & Individual Tax Preparation & Planning
- Business Accounting Services
- Payroll Services
- Start-up Consulting

A.MAZZO
ACCOUNTING SERVICES

AMazzoAccounting.com
901 Fern Avenue Kenhorst PA 19607

610-775-9216

ROUTE 422 BUSINESS TAX PLANNING AND PREPARATION SERVICES GUIDE



SN&A
CPAs

Call us today to schedule an appointment!
(610) 367-9372

- Income Tax Return Preparation
- Payroll Preparation
- Financial Statement Preparation
- Estate Planning
- Tax Planning
- Bookkeeping Services
- Financial Planning
- Management Consulting

Sheila Nester & Associates, P.C.
dba Larry E. Hoffa & Company
300 East Philadelphia Avenue, Boyertown, PA 19512
www.larryhoffaandcoca.com

422bizmag.com

ROUTE 422 Business Advisor
Visit us online to view valuable supplemental content – it's FREE!



422bizmag.com

ROUTE 422 Business Advisor

PROMOTE YOUR BUSINESS IN THE ROUTE 422 BUSINESS ADVISOR!
CALL (610) 323-6253



(Continued from page 15)

Retirement Plans. Depending on your retirement plan, your contributions can be deductible. Since there are many different plans with many different rules, tax preparers many times do not take full advantage of this benefit by maximizing the deduction. In this instance, the advice of a tax professional is highly recommended.

Property Ownership. This can be a little tricky as to what constitutes 'repairs and maintenance' versus 'improvement' to your property. The cost of repairs or restorations to a deteriorating part of your building is a tax deductible expense, while an improvement, such as a new addition to your property is not.

Perhaps the most important piece to remember when you're filing your return is to not mix personal and business expenses. For example, remember to keep your business driving mileage separate from your personal mileage as this will avoid confusion and save a lot of time when trying to identify which is which at tax time.

If you're at all hesitant about filing your own tax return, you may want to consider hiring a tax professional. Peace of mind may well be worth it and the cost may be less than you think. Ask your accountant if tax preparation services may be included in a package of other business services you may already be paying for.

Spring Into Tax Day

By Sheila Nester,
Sheila Nester & Associates, P.C.

Don't think of April 15th as a day of sorrow, an awful day, or a demanding stressful task in that of attacking your dreadful tax return preparation. Think of it as a few moments closer to the warm sunny days of spring and welcome the pretty blooms and sweet smells that permeate the air. Preparing is half the battle when it comes to reconciling income and taxes at year end; so just as you prepare the soil for a beautiful flower or vegetable garden, be prepared throughout the year for what the results of this day may bring.

Major tax law changes hit every taxpayer for the 2018 tax filing year. The effects of the changes brought both negative and positive outcomes. In preparing for the 2019 filing season, changes should have been made in order to lessen the tax burden or even the adverse. Some of the changes should have been visiting the HR department to adjust the current filing status for payroll purposes, increasing contributions to retirement programs for a higher pre-tax deduction, or at the very least if no other

options exist, make those estimated quarterly tax payments to lessen the liability to be paid by April 15th.

Get busy gathering documents and making lists to be prepared for tax appointments or for self-prepared returns. Work hard to accumulate every document and don't leave any applicable deduction untaken. The days are cold, and the nights are colder, so sit by the fire and get organized. The deadline will feel less like a deadline if you are prepared and aware.

If the thoughts overwhelm you, we are happy to help. Our staff is well trained to handle any and all of your tax preparation needs and questions you may have. Call 610.367.9372 to set up your tax appointment!



Need Help for a Business

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

Call on SCORE TriCounty

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

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





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

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

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

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



Behind Exciting Long-Term Business Growth is a Boring Bookkeeper...



By Beth Breslow, Breslow's Bookkeeping Business

The end of the year is a busy time for many reasons. Holidays, travel plans, and family visits consume most of our days starting in November through January 1. But as a small business owner, there is even more you have to handle at the end of the year.

Right now is the time of year when your business really needs your attention, especially in regards to accounting. Doing so not only helps you close out the current year on a high note, but it also sets you up for starting off the next year on the right foot.

Is your business on par with the following accounting tasks?

• **Monthly bank, credit card and loan reconciliations** — For the year-end, it is important to make sure what you show on your financial statements matches up with your bank and credit card accounts and your year-end statements.

• **Reconcile your accounts receivable and accounts payable** — There is a tendency to forget to collect on your invoices if you do not use invoicing software. Without a good collection system like Quickbooks, you may be missing out on money you are owed.

• **Gather and Organize Your Receipts** — It is important to gather and organize your business-related receipts.

A shoebox full of receipts is the last thing your CPA wants to see. There are many apps available to download, which will simplify this.

• **Check Payroll** — A few common areas to watch out if you're worried about end of year accounting are withholding taxes for fringe benefits, deferred compensation, and end of year bonuses.

• **Collect W-9s** — Did you use vendors this year? If so, you will have to collect W-9 forms for some of them. The W-9 form can be used as a paper trail for the IRS to track your expenses.

For every vendor that you have spent \$600 or more for services, you are required by law to issue and complete a 1099 form. The 1099 must be filled out and sent to the IRS by January 31st.

• **Take Physical Inventory** — For some of you, there is no need to take physical inventory. For others, getting an accurate account of your inventory is important. You will want to match it with your end of year balance sheet. It will also be helpful for your bookkeeper, especially to know how much you have spent on inventory throughout the year and its current value.

If the above-mentioned tasks are a foreign language to you, or if you know that there is not enough time in the day to tackle this checklist, call Breslow's Bookkeeping Business at 215.272.5217 today; email: bethbreslow@gmail.com; and visit: www.breslowbookkeeping.com.

Bookkeeping, Accounting & Controller Services...



...so you can juggle one less priority!

Benefits of Outsourced Accounting

- Save time, money, and stress
- Scalable to grow with your business or non-profit
- Accurate, timely and reliable financial information
- Financial expertise without the cost of a full-time employee
- Better data for sound business decisions

RUHL & Associates, LLC
BOOKKEEPING • ACCOUNTING • CONTROLLER SERVICES

ruhlassoc.com | (610) 685-0791 | info@ruhlassoc.com
Serving small businesses & non-profits since 2001

Ruhl & Associates LLC

Business owners wear many hats and can find it stressful to juggle all of the priorities and demands of their organizations. At Ruhl & Associates LLC, we believe in taking the stress out of accounting so that business owners can focus on their core business objectives. Outsourced accounting services can save a business time, money and the worry of managing an accounting department.

Accurate financial information is essential to the long-term success of any business, large or small. The most basic need is a clean set of books and records so your CPA can prepare a tax return efficiently and without costly "clean up" work at year end. This cost can be minor, however compared to the cost of bad business decisions based on unreliable financial information.

As a company grows, a business owner needs more than just a clean set of records to meet the compliance requirements of the IRS, board of directors or their banker. Properly designed accounting and reporting systems should provide information that is critical to making sound and strategic business decisions.

An outsourced controller can provide the analytical data that is crucial for making confident decisions and improving bottom-line profitability. This may involve areas such as job cost accounting, cash flow forecasting, inventory control, analyzing overhead and labor burden costs, and financial forecasting and budgeting. Outsourcing provides business owners an alternative to hiring a full-time accountant or controller until it is necessary.

Ruhl & Associates LLC has been providing bookkeeping, accounting and controller support to business owners and non-profits since 2001. Our mission is to provide reliable and relevant accounting information at the lowest possible cost. Our clients have the information they need to make good business decisions without the stress of managing full-time accountants.

Please visit our website www.ruhlassoc.com, call 610.678.0791 or email us at info@ruhlassoc.com to find out how Ruhl & Associates LLC can serve your bookkeeping, accounting or controller needs.



Karlene's Konsulting
Karlene A. Novotny
Professional Accountant/Owner

Specializing in Tax Preparation, Accounting and Bookkeeping Services

560 Baptist Church Road, Spring City, PA 19475
610-745-2350
k_konsulting@comcast.net



Before **After**



FLOORS FOR YOUR BUSINESS

610-495-9200



We specialize in commercial flooring solutions, value-added services and specialized maintenance.

Franklin Flooring is a family-owned and operated interior renovation service provider that brings three generations of experience to the table.

www.franklinflooring.net

COMMERCIAL FLOORING B2B

211 COMMERCE CT STE 106, POTTSTOWN, PA 19464



www.michaelsclassiclimo.com

610.929.4919



Arrive in Style!

Well-maintained, chauffeur-driven luxury vehicles for any occasion.

41 North Centre Avenue
PO Box 208 Route 61,
Leesport, PA 19533
PUC-A-6410449



Riverfront Federal Credit Union Purchases Office Building to House Operations

Riverfront Federal Credit Union (Riverfront) recently announced the purchase of a new office building located at 2609 Keiser Blvd., in Wyomissing, PA 19610. The three-level, 34,000 square-foot building will provide the space needed to continue the success Riverfront has developed over the last 71 years. In addition, it will allow the organization to continue the expansion of the much-needed operations division to support continued growth going forward. The facility will house a 'state of the art' retail branch which will be designed to provide services in a way that everyone will feel comfortable doing their everyday banking, from traditional teller transactions to self-service kiosks. Over the past six years, the new direction started by CEO Tim McLeod has been validated with membership growth recorded through the year ended 2019 at 10.3 percent. More importantly, these new members, along with existing members, helped to grow the credit union's assets considerably at 12.7 percent during the same period.

While the retail branch will be the heart of the new location, the new facility will offer a variety of advantages to the staff, members and also the community. Adjacent to the retail branch, Riverfront is planning to incorporate a full-service café that will be open to the public. "We

believe that the café will serve as a benefit to members and staff alike and at the same time it will provide the opportunity for another locally owned business to grow and prosper," said McLeod.

Aside from the retail space, the lower level will provide a community area that not only provides for the staff's continued professional development, but also offers a comfortable space to host credit union educational seminars and staff training. Additionally, the space will be made available to the community for meetings and training events. The upper level will have the square footage needed for all credit union staff to provide operational support at one location. This will be a great advantage in that it will further streamline the operation and reduce operating costs.

The acquisition of the new building officially closed on Friday, January 3, 2020. D&B Elite has been selected as the principal contractor for the remodel construction.

Founded in 1948 as RDG Reading Federal Credit Union, Riverfront Federal Credit Union is a member-owned financial cooperative open to anyone who lives, works, worships or attends school in Berks County, Pennsylvania or is a legal entity doing business in Berks County. Riverfront FCU's primary objectives are to improve the financial position of each member and make a difference in their neighborhood.



Jessica J. Burger, ChFC®, CFDA® 111 East Uwchlan Avenue
Financial Advisor
Exton, PA 19341
DIR: 484-348-6270
FAX: 610-458-7907
CELL: 570-294-1803
jburger@financialguide.com

A VIDEO STRATEGY FOR SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

It's 2020 and the importance of video content is not going away. It's favored by all the algorithms and people will stop their scroll to watch it. Now is the time to make a plan to regularly incorporate video into your social media strategy. It's pretty easy and you can do it right from your phone.

Make a video introducing customers to your business or services. Upload it on Facebook as a post. Then pin it to the top of your feed so that it is the first thing someone sees if they land on your page. When you upload it, have Facebook create captions but edit them to make sure they are correct. A lot of people scroll through without listening to the sound and it helps with accessibility.

There are apps that will allow you to edit, change the size, and add titles to your videos. You can use ImgPlay to change the size of the video so that you can use it for Instagram. You can use InShot to add stickers, music, and text. There are apps that make videos from your pictures.

There's so much you can do. Have fun and play around.

You can also go live on your Facebook page. Choose a day every week and people will know to look for it. All of these videos can be transcribed using Rev.com or Temi.com. and made into newsletters or blog posts.

The more that you use video as part of your content plan, the more visible you will become. Plus, it's a better way for customers to learn about you and your business so they will know, like, and trust you.

For further information, please contact Theresa Mintzer at 484.686.2995; email: bytheresamarie@outlook.com; and visit: MintzerSolutions.com.

Move in before the dog days of winter.

Winter isn't so tough to weather when you live at The Landing of Collegeville. In fact, it's doggone nice. Move in and all your needs will be taken care of. Soon you'll be having hot cocoa in front of a warm fire with some new friends.

Add a holiday movie and some popcorn and you can say "Take that!" to Jack Frost and Old Man Winter.

Call (484)854-1600 to schedule your complimentary lunch and tour. And come see just how much fun winter can truly be.



THE LANDING OF COLLEGEVILLE

Senior Living & Memory Care

1621 South Collegeville Rd | Collegeville, PA 19426
www.TheLandingOfCollegeville.com

Need a Small Business Loan? Look for the Local Touch.

It's easy to be tempted by the convenience of applying for loans online. But it may not always be what's best for you. According to recent reports in the *Wall Street Journal*, many online lenders charge jaw-dropping interest rates and fees because they're less regulated than traditional financial institutions. What's more, they have no vested interest in your community.

At Riverfront Federal Credit Union, we're just the opposite. We're local and available to meet with you in person. We have the most competitive rates around. And we're a part of your community. Go with Riverfront. Your community credit union. To find out more, call Kritina McCoy, Riverfront's Business Development Representative, at 484-345-4171.

Riverfront

FEDERAL CREDIT UNION

800-451-3477 RiverfrontFCU.org



NMLS ID #488114

FOCUS ON SENIOR LIVING FACILITIES

Sacred Heart Villa Retirement Community

Located on 20 scenic acres in Muhlenberg, Pennsylvania, the grounds of Sacred Heart Villa Retirement Community are filled with beautiful tree lined walking paths, gazebos, and wildlife. Known for our 5 C's, Care, Compassion, Comfort, Camaraderie, and Cuisine, at Sacred Heart Villa we are dedicated to the care and well-being of our residents. Our mission is to provide compassionate physical, emotional, and spiritual care to enhance the quality of life for each person.

Offering Independent and Personal Care as well as Respite stays, our residents can live comfortably and enjoy a life without chores or responsibilities. With our vast selection of private rooms, suites, and apartments we have options to suit all needs and budgets for both individuals and couples. We are pleased to offer an extensive list of amenities for our residents and their families. Some of these amenities include but are not limited to: 24-hour professional licensed staff, in-house physicians, podiatrists, physical, and occupational therapists, medication management, home cooked meals, housekeeping services, concierge transportation to and from doctor appointments, emergency response system, individual thermostats, beauty salon, daily activities and outings on our wheelchair accessible bus, daily Mass, plus much more!

From trips to Roadside America and Shady Maple to chair Zumba and bingo, our Activities Department has something to fill every resident's agenda. At Sacred Heart Villa there is no need to give up all of the standard outings like weekly

shopping trips and country rides, lunch out at restaurants, ice cream runs, going to the bank, picnicking, and even catching a movie. We also enjoy doing many other fun things such as going to the casino, taking in a show at the Sight and Sound Theater, going for a ride on the Colebrookdale Railroad, attending a local high school musical, indulging in your sweet tooth at Hershey's Chocolate World, and so many more!

Residents, families, and guests will agree that our home cooked meals are another thing that sets us apart from other retirement communities. Not only do we prepare our meals from scratch daily, but the menu changes seasonally to take advantage of things like fresh fruits and vegetables. Our menu is resident driven to give each and every resident their favorite meals and desserts. Parties are also a big deal where food is concerned at Sacred

Heart Villa. From the traditional holiday meals, picnic lunches, and a traveling snack cart at 3:00pm to themed dinners, carnivals, and many other yummy events. Taste buds will never be disappointed when dining at Sacred Heart Villa.

We know that each resident comes with his or her own set of needs. For some, those needs are as simple as companionship, a church service or a few kind words each day. For others, it is assistance with their daily living activities such as housekeeping, laundry, showering and more. Our trained and caring staff is here 24 hours a day to take care of the many differing needs of our residents with patience, kindness and, above all, compassion. Our integrated wellness design tailors each care plan to our residents individually. This allows couples to not be separated from their spouses and residents to not have to move from their current room to another if their level of care changes. The security and the peace of mind this brings is one of the many benefits that set us apart from other retirement communities.

At Sacred Heart Villa...

Home is where the Heart is...



New Room Options Available
Starting at \$2,450 at Sacred Heart Villa!

Located in Muhlenberg, Sacred Heart Villa offers a full range of services from Independent to enhanced Personal Care.

Call to join us for a tour and come see our newly available room options starting at \$2,450 today!

610.929.5751
www.sacredheartvillapa.org

 **Sacred Heart Villa**
Retirement Community

ElderCareDirection.com

 **ELDER CARE DIRECTION**

A Complete Solution for Senior Care Planning

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





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

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





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

Call 267-368-4201 for a FREE CONSULTATION

FIVE THINGS SALESPEOPLE MUST HAVE



By John Whitehall, Sandler Training by Strategic Sales Training Solutions; SBRA Member

While there are several factors that contribute to success in the sales arena, there are five things you must have to maximize your potential and the results you achieve.

You must have a system — a process for identifying, qualifying, and developing selling opportunities. Pursuing anyone who expresses a casual interest in your product or service is a poor investment of your time and energy. Even pursuing only those who have a real interest but not the wherewithal to buy it, or the ability to decide to buy it, is a poor investment of resources. To obtain the greatest return on that investment, you must be able to systematically qualify opportunities quickly using appropriate measurable criteria.

You must have skill — to implement your system. And, the most valuable skill is the ability to communicate: to get your point across — succinctly and meaningfully — using language appropriate to the situation; to ask meaningful questions that keep the conversation focused on topics es-

sential to qualify the opportunity; and, to listen... really listen to not only understand the content of what the other person is saying, but the intent of their words, as well.

You must have belief — in yourself, in your company, and in your product or service. Because you can do no more than what you believe you can do, you must believe in your ability to tackle the job at hand and succeed to whatever level your skill and tenacity will take you. You must believe in your company's intention to treat its customers fairly and fulfill its obligations to them. And, you must believe in the ability of your product or service to deliver to the customer the results promised.



You must have the desire to improve — even if you are at the top of your game. There's a saying in the aviation world — A good pilot is always learning. The same concept is true in the sales world — A good salesperson is always learning... to be more efficient and effective: identifying, qualifying, and developing opportunities; representing his or her company; and serving customers.

You must have a 100 percent commitment — to doing the very best job you can, and to providing the best possible service to your customers, your colleagues, and others who depend on you. The size of your paycheck does not measure your personal value, but rather by the quality of service you provide to others. When you are committed to providing the best service, you can help all the people you touch benefit.

John Whitehall can be reached at:
john.whitehall@sandler.com; 610-223-4346;
johnwhitehall.sandler.com.

Pottstown ROLLER MILLS Inc.

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

- ICE MELTING PRODUCTS
- ICE & SNOW SALT BAGS & BULK
- LAWN AND GARDEN LIME
- WATER SOFTENER SALT
- WE FILL PROPANE
- PURINA FEEDS FOR ALL TYPES OF ANIMALS
- TRIPLE CROWN FEED
- LARGE SELECTION OF WILD BIRD FEED, BIRD FEEDERS & BIRD HOUSES
- WOOD PELLET & BRICK FUEL
- PREMIUM ANTHRACITE COAL



Purina Mills, Inc.
® Triple Crown

Do You Have 20/20 Vision for Your Business in 2020?

We Can Help. Join Today!

Workshops · Insurance Savings · Networking · Employee Retention · Sales Growth

Podcasts **IT'S HERE. On iTunes**

Small Business Resource Association
Redefining the Future of Small Business

Mastermind Groups

814.808.7272
2395 Lancaster Pike Shillington
SBRAssociation.org

FOCUS ON SUCCESSFUL ENGINEERING FIRMS

CELEBRATING NATIONAL ENGINEER'S WEEK - FEBRUARY 16-22

McCarthy Engineering Associates Inc.

McCarthy Engineering Associates, Inc., with offices in Wyomissing and Boyertown, is proud to be celebrating our 20-year anniversary as a multidisciplinary engineering, consulting, planning, and environmental services firm. We provide services to industrial, commercial, health care, educational, governmental, and residential clients throughout the Northeast United States. The firm's capabilities range from civil engineering, land development, structural design, water resource management, surveying and mapping to mechanical engineering, plumbing design, electrical engineering, and fire protection design.

Owner Jim McCarthy incorporated the business in June 2000 with a vision to create a different kind of engineering firm; now McCarthy combines the latest technologies, the most knowledgeable associates and out-of-the-box problem solving to complete client projects. Mc-

Carthy offers its clients a professional team that includes engineers, surveyors and designers, many of whom have more than 30 years of individual experience in their areas of expertise.

This knowledge has directly resulted in highly satisfied clients and hundreds of successful projects. Our strength is found in our team members' knowledge and desire to provide timely and high-quality service; this is the strong foundation upon which the company is built. The high ratio of repeat business can be attributed to our philosophy of doing things right the first time on time! If completing your upcoming project on budget and on time is a priority, McCarthy Engineering is your design partner.

McCarthy Engineering Associates, Inc. is headquartered at 555 Van Reed Road, Wyomissing, PA 19610; Phone: 610.373.8001; Web: www.mccarthy-engineering.com.

Full-Service Provider of Transmission and Distribution Engineering and Design

RENEWABLE ENERGY – Wind and Solar studies, utility integrations, balance of plant

SUBSTATION – Concept Design and Studies, Electrical/Physical, Civil/Structural, Protection & Control, Gas Insulated Substations, Project Management, Procurement, Construction Management

TRANSMISSION and DISTRIBUTION – Line Ratings, Reconductoring, Route Selection, Condition Assessment, Civil Design, Overhead and Underground Distribution, Structural Analysis, Construction Layout, Environmental Services, Power Outage Planning, Permitting Services



SUBSTATION ENGINEERING
COMPANY

www.subengco.com

6 Commerce Drive
Reading, PA 19607

For more information
reach out to John Klein at
jaklein@subengco.com



Substation Engineering Company

Substation Engineering Company (SECo) is a full-service provider of engineering and design service for electric utility high voltage substation, transmission and distribution projects.

With our main office located in Reading, we strive to be the engineer of choice for our local utilities as well as other utilities located in the Northeast and Mid-Atlantic Regions. Our capabilities extend from Conceptual Design and studies to

In-Service Delivery on projects for Substations, Gas Insulated Substation (GIS), Transmission, Distribution and Renewables ranging from 4kV-500kV.

Our very experienced staff provides excellent value for the complicated projects. We emphasize safety, partnership and teamwork to facilitate the best service for our customers.

For additional information please call 610.603.5445.



CELEBRATING OUR
20TH ANNIVERSARY

CENTRALIZE RESPONSIBILITY & ACCOUNTABILITY

CIVIL-SITE | MECHANICAL-HVAC | ELECTRICAL

WATER RESOURCE | PLUMBING | ENVIRONMENTAL

GOVERNMENT & MUNICIPAL | LAND SURVEYING

START YOUR PROJECT TODAY!

LOCATIONS IN BOYERTOWN & WYOMISSING
WWW.MCCARTHY-ENGINEERING.COM
610.373.8001



**LUDGATE
ENGINEERING
CORPORATION**

ENGINEERS • SURVEYORS • LAND PLANNERS

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

The First Call is Always to All County and Associates

- Civil Engineering
- Sewage System Designs
- Property Surveys
- Environmental Permitting
- Land Development Plans
- Feasibility Studies
- Flood Elevation Certificates
- Subdivision Plans
- Sewage System Inspections



www.all-county-assoc.com

Helping you make better informed decisions.
Experience • Knowledge • Innovation

2019
**SURVEYOR/
ENGINEER**
OF THE
YEAR AWARD FOR THE
TRI COUNTY
AREA

RE/MAX **PREFERRED**
OF READING **VENDOR**

Call Andrew Kearney
610-469-3830

Serving Berks Bucks, Chester, Delaware
& Montgomery Counties Since 1992



**EARTH
ENGINEERING
INCORPORATED**

Geotechnical Engineers & Geologists

*We've Got
The 422
Region
Covered!*



- Subsurface Investigations
- Geotechnical Design & Analysis
- Stormwater Infiltration Testing
- Carbonate Site Assessments
- Construction Inspection and Testing
- Clean Fill Testing
- Laboratory Soils Testing
- Environmental Site Assessments and Remediation

www.earthengineering.com

Corporate Headquarters: 610-277-0660

Lehigh Valley: 610-967-4540

Central PA: 717-697-6701

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

Aftan Engineering, LLC

Are your operations running flawlessly? If not, we can help. Aftan Engineering, LLC has been providing custom solutions to manufacturing problems since 1996. The company provides custom automation and ergonomic solutions to help companies improve process cycle times, improve product yields, make jobs safer for their employees, and reduce workers' compensation insurance costs. The company also provides Lean Six Sigma consulting service, driving continuous and breakthrough improvements in yield, cycle time, customer satisfaction, cost and numerous other corporate key performance indicators. 3D printing and additive manufacturing is available for rapid prototyping, jigs, fixtures, models and small volume production.

Another focus area for Aftan Engineering is environmental assessment and management. Aftan Engineering provides Life Cycle Assessment (LCA) and Environmental Footprint analysis to



support companies in comparing design options for environmental impact, documenting environmental performance for marketing and company reports, and providing evidence of life cycle thinking for ISO 14001 compliance. For companies interested in pursuing ISO 14001:2015 certification, Aftan provides support for implementation of an environmental management system and preparation for audits to the standard. Water line leak detection is available for locating a broken or cracked pipe even under concrete or asphalt, thereby reducing the necessary excavation, speeding repair, and minimizing cost.

Our mission is to help companies of all sizes and industries achieve sustainable solutions through economic, environmental and social improvements. When you are ready for breakthrough improvements in your operation, call 610.914.1356 or visit www.aftansustainability.com.



**AFTAN
ENGINEERING**

Environmental Footprint/LCA/LCC

ISO 14001 Implementation

Lean Six Sigma Process Improvements

Custom Ergonomic Solutions

610-914-1356

www.aftansustainability.com

FOCUS ON SUCCESSFUL ENGINEERING FIRMS

CELEBRATING NATIONAL ENGINEER'S WEEK - FEBRUARY 16-22



Tier 1 Utility Design, Inc.

Tier 1 Utility Design, Inc. is a woman owned full-service Engineering and Design firm owned by Jeanne Klein. The company was established in 2015 and since 2016 has been providing engineering, design, and construction management support for Transmission and Distribution projects for electric utilities.

Our mission is to be the choice provider for Electric Utilities for Design Engineering Services by meeting and exceeding the needs of our customers. We strive for continual improvement in our production to our clients. This is accomplished through our team mentoring approach. We emphasize safety, collaboration and value-added engineering to facilitate the best quality for our customers.

Our dedicated staff utilize the latest technology and software providing services on Conceptual, Basic and Detailed Engineering packages for Utility and Developer Clients. Our capabilities range from brownfield or greenfield substation projects, overhead and underground transmission and distribution as well as support for Renewable Energy Systems.

For additional information, please call Jeanne Klein at 610.603.5445, email: jklein@t1utilitydesign.com; and visit www.t1utilitydesign.com.

Creative Health Services Renovations Designed by P. Richard Frantz, AIA

Creative Health Services is Pottstown's community behavioral health center helping more than 6000 children, adults and families improve their lives every year. The recently completed construction renovations on an existing steel building located at 71 Robinson Street in Pottstown has made the new ELTSR a reality. Creative Health has adapted the former Palladino Roofing Company shop and office building into a residence for twelve individuals in recovery. The project, designed by P. Richard Frantz, A.I.A., longtime Pottstown architect, transformed the existing building comprised of 8400 square feet into a facility now housing offices, living areas, activity spaces, residential bedrooms, a laundry area, dining room and kitchen. A small cottage was constructed on the site to house four additional residents.

The site transformation from a large paved parking and service area to a beautifully landscaped courtyard with a gazebo, basketball half court, plantings, and hard-scaped walkways is breathtaking. Dr. Andrew Trentacoste, Creative Health's CEO and Clinical Director said the ELTSR was designed to provide a warm and friendly atmosphere for the residents and staff. "Good design is critical to successful outcomes. Because of this we were able to a beautiful and innovative residential treatment facility," he added.

A railroad motif is central to the design as the Colebrookdale Railroad runs along the eastern property line. Railroad memorabilia and train photographs decorate the interior including a large "O" gauge model



railroad layout in the upper floor office area. Two trains travel through a village complete with models of the current Creative Health office building at 11 Robinson Street and the former High Street Town Toy building, which served as Creative Health's home for several years. As the train exits the platform layout and travels through a portal into the two-story high activity room, it loops and crosses an eight-foot-wide steel arched bridge and returns to the platform through another portal. A system of tunable LED lighting installed throughout the building allows for color and intensity adjustment of the lights to create different "mood environments" for the residents.

Aiding in the design and construction of the project engineers providing professional design services were Pottstown consultants Thomas L. Zeigler, P.E., structural engineer; IVD Engineering, plumbing, HVAC, and electrical systems engineers; and Bursich Associates, site engineers. Hollenbach Construction, Inc., Boyertown was the General Contractor. Gehring Mechanical, Inc., Boyertown installed the plumbing, HVAC, and electrical systems. Hollenbach constructed the original building in 1986.

The Creative Health staff meets with people at their many campuses, in schools, homes and community settings. Our services are designed to help people overcome

Diversity in Engineering

Certified Woman Owned Business dedicated to providing exceptional service to the Transmission and Distribution Utility Industry

Full-Service Transmission and Distribution Engineering Company providing quality engineering, design, drafting and construction management services to Electric Utilities and Renewable Developers. We are dedicated to providing safe, quality and cost-effective services to each project we deliver.



www.t1utilitydesign.com

6 Commerce Drive, Suite 200
Reading, PA 19607

For more information
reach out to Jeanne Klein at
jklein@t1utilitydesign.com



Carroll Engineering Corporation

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



Corporate Office: 948 Easton Road, Warrington, PA 18676 - 215.343.5700

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

101 Lindenwood Drive
Suite 225
Mahan, PA 19355
484.875.3075

105 Raider Boulevard
Suite 206
Hillsborough, NJ 08844
908.874.7500

www.carrollengineering.com



Do **YOU** have **GRIT** ?
JOIN OUR TEAM!

americancrane.com/jobs

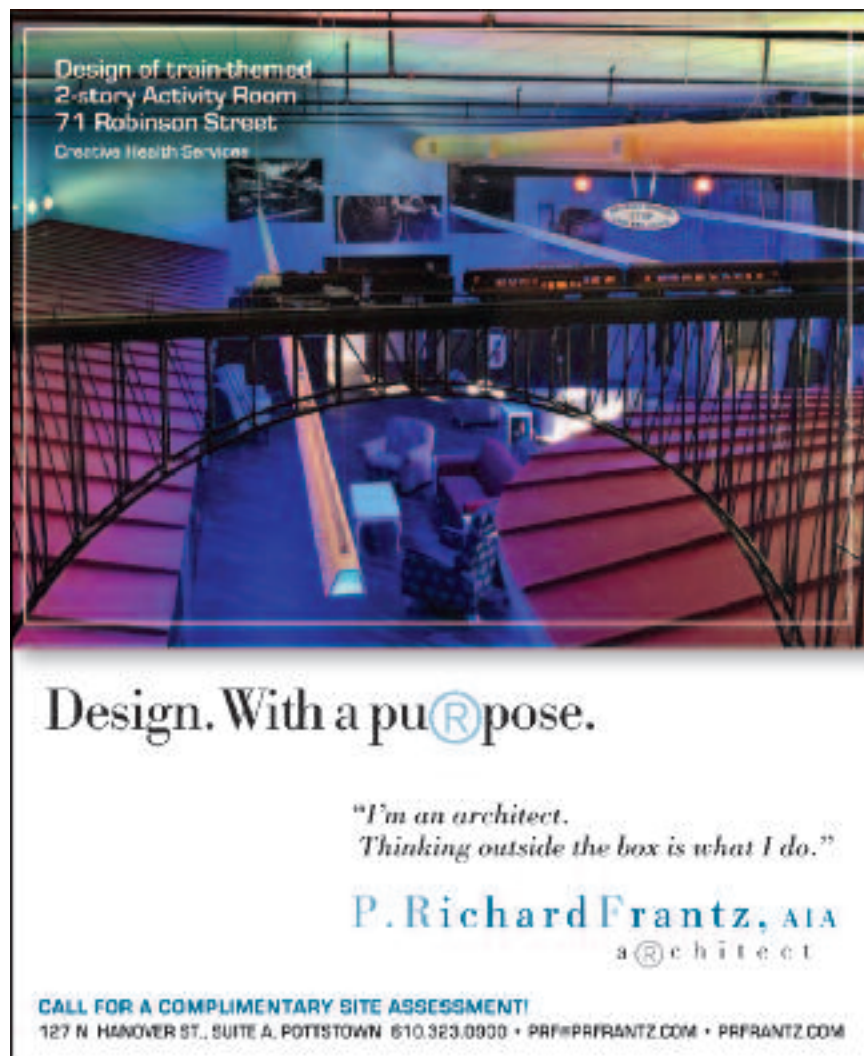
GRIT MATTERS | ACECO American CRANE & EQUIPMENT CORPORATION

531 Old Swede Road | Douglassville, PA 19518 | 877-877-6778

the adverse experiences that impact their lives. <https://creativehs.org/>

Repeated exposure to one or more adverse experiences can negatively impact brain development, cognitive and neural function, and relationship formation. Trauma awareness is foundational to our services as they help those suffering from depression, anxiety, Substance Use Disorders (SUDs), Opioid Use Disorder (OUDs), Co-Occurring Disorders (CODs), bi-polar disorder and schizophrenia, and any behavioral health issue in between.

Creative Health's services include some of the following: Counseling/Mental Health Outpatient Program, Family Based Services and a Family Center in Collegeville, Career Services Center, Intensive Outpatient Program, Drug & Alcohol Services, Montgomery County Case Management for Children and Adults, Peer Support, Integrated Health Initiative, Tobacco Cessation, Domestic Violence Prevention & Intervention, Anger Management, Police Liaison and Long Term Structured Residence (LTSR) and the new Enhanced Long Term Structured Residence (ELTSR).

Design of train-themed
2-story Activity Room
71 Robinson Street
Creative Health Services

Design. With a pu®pose.

*"I'm an architect.
Thinking outside the box is what I do."*

P. Richard Frantz, AIA
a®rchitect

CALL FOR A COMPLIMENTARY SITE ASSESSMENT!
127 N. HANOVER ST., SUITE A, POTTSTOWN 610.323.0900 • PRF@PRFRANTZ.COM • PRFRANTZ.COM

Ask SCORE

EMAIL MARKETING RULES EVERY SMALL BUSINESS OWNER NEEDS TO KNOW

According to the Direct Marketing Association, the typical ROI (return on investment) for email marketing is about 4,300 percent. With that kind of effectiveness, it's definitely a marketing activity worth considering for your small business. But before you blast out your first message, you need to know the rules. There are laws to protect people from unwanted email solicitation — you need to abide by the CAN-SPAM Act, the Federal Trade Commission's Compliance Guide for Business website at <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>.

According to the FTC, the CAN-SPAM Act covers all commercial messages, which the law defines as 'any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service, including email that promotes content on commercial websites. The law makes no exception for business-to-business email. That means all email — for example, a message to former customers announcing a new product line — must comply with the law.

If you fail to comply, you might find yourself paying a lofty fine. Each individual email in violation of the rules could penalize you up to \$41,484.

Here are the FTC's main requirements to keep in mind every time you create and launch an email marketing campaign:

- Do not try to disguise who is initiating the message by using false or misleading information in the "To," "From," and "Reply To" fields. Routing information (such as the domain name in the originator's email address) must also be accurate so recipients know who is sending them the message.
- Do not use subject lines that are deceptive. You can be creative with subject lines to make them interesting, but do not attempt to trick readers into opening your email by making them think the contents will be something other than what it is.
- Make sure that people know what

you are sending is an advertisement or a promotion if that is what it is. In other words, don't use a subject line like, "An Update On Your Account" or something similar that would lead recipients to believe you're sharing information relevant to their accounts when instead you're promoting a new product line.

- Provide your physical postal address (street address, P.O. Box, or mailbox through a commercial mail service that follows U.S. Postal Service regulations.
- Let recipients know how they can stop receiving future emails from you. Include a direct and clear explanation of how they can opt out of your email list, and give them a return email address or another easy electronic way (like an unsubscribe link) to inform you that they don't want to receive any more email messages from you.
- Act on opt-out requests as quickly as possible — you have 10 business days to honor recipients' wishes.
- Make sure others doing marketing on your behalf are complying with the law. If you contract another company to manage your email marketing, you both bear legal responsibility for complying with the law.

Those points cover the main requirements of the CAN-SPAM Act, and we recommend you read Federal Trade Commission's Compliance Guide for Business website for more details to make sure your small business follows the rules.

For additional guidance and insight about marketing and other aspects of starting and growing a small business, contact the SCORE TriCounty.

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



BUSINESS MARKETPLACE

GARDEN CENTER/NURSERY

PUGHTOWN AGWAY

819 Pughtown Road & Rt. 100, Spring City, PA 19475
Located 1/4 mile south of Routes 23 & 100

610-469-9238 Open 8 to 6 M-F, Sat. 8 to 4, Sun. 10 to 3
Garden Center (610-469-6888) open every day including Sunday

- Legends, Triple Crown and Buckeye feed lines.
- Baled Shavings and Bedding Pellets.
- Hay, Straw & Premium Wood Fuel Pellets.
- Organic Chicken Feeds & all kinds of Bird Seed!
- Bulk & Bagged Compost, Soils & Mulches.
- Grass & Pasture Seeds.
- Lime & Organic & Commercial Fertilizers.



FURNITURE

You're Invited!

NOW OPEN!

Raymour
& Flanigan
FURNITURE
MATTRESSES



Call Kerry Lee,
your design expert,
at 484-794-9651
for an appointment
or just stop by!

GRAPHIC DESIGN

LINDA JACOBS
DOWNTOWN
De[z]ign
228 E. High Street, Pottstown
484.363.7793
[downtownde\[design\].com](http://downtownde[design].com)

GRAPHIC DESIGN & PRINTING

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

cgi COMPLETE GRAPHICS
DIGITAL, ANIMATED, PRINTED SINCE 1984

A FULL SERVICE GRAPHIC DESIGN & PRINTING COMPANY

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

38 E. HIGH STREET • POTTSTOWN • 610.327.1780
www.complete-graphix.com
complete.graphix@gmail.com

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

INSURANCE SERVICES

Est. 1924
**SCARGILL
McCLURKEN**
INSURANCE

Auto - Home - Life - Business • Celebrating 95 Years!
Call Now for a Quote! 610-935-8201

LODGING / MEETING FACILITY

Hampton Inn
by HILTON

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

95 Rooms
Corporate Amenities
Indoor Pool / Fitness Center
Meeting Space Available
Free Continental Breakfast
Free WIFI

INTERIOR DECORATING

**DECORATING DEN
INTERIORS**

10% OFF select blinds and shades
Offer ends 2/28/20

Barbara McInnis-Hayman
484-624-4787
barbaramcinnis@hotmail.com
barbara.decoratingden.com

NAIL SALON & SPA

Majestic Glamour Nails & Spa

1126 Town Square Road, Pottstown, PA 19465
267-945-1268 Walk Ins Welcome

Manicure • SPA Pedicure
Eye Brows • Tinting / Waxing
Eye Lashes Extension • Nails Art
Acrylic • 3D Design & Pink White

Monday - Saturday 9 am - 7pm • Sunday 10am - 6pm

LIMOUSINE SERVICE

**Rhoads
Limousine**

- Weddings & Proms
- Bachelor(ette) Parties
- Anniversaries
- Birthdays
- Concerts & Theatre
- Sporting Events
- Airport Transfers
- Shuttle Services

610.689.4600 RHOADSLIMOS.COM 800.528.3569
1816 Weaverstown Road, Douglassville, Pa 19518

ONLINE MARKETING

10 on TUESDAY

Join us for a quick
10 minutes every Tuesday
for current marketing tips!
facebook.com/10onTuesday

Interlace Communications & goMAA VA
DESIGN MARKETING SOLUTIONS

LODGING / BED & BREAKFAST

Twin Turrets Inn
A Delightful Stay is Assured

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

11 East Philadelphia Avenue • Boyertown, PA 19542
www.TwinTurrets.com 610-367-4513 • 1-877-877-7897

PLUMBING / HVAC

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

144 KING ST., POTTSTOWN, PA 19464
(610) 326-5011

Serving the area for Four Generations Since 1925!
www.ajacksonecker.com

BUSINESS MARKETPLACE

REAL ESTATE / FOR SALE/LEASE



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



Chris James Hector Realty




Andrea Heskett
 Realtor
 Cell: 610-329-1622
 AndreaHeskett@gmail.com

610-933-7592
 Fax: 610-933-2888
 Office: 213 Sherwood Ln., Phoenixville, PA 19460



*Providing Integrity ...
 Communication ...
 & Exceptional Service!*




Rebecca Rambo
 Office (610) 792-5900
 Cell (215) 356-6813
 RamboRealEstate1@gmail.com

RETAIL / HOME ACCESSORIES BOUTIQUE



SHOP SMALL
 ON A MAIN STREET LIKE OURS!
 28 S MAIN STREET PHOENIXVILLE

Belle Haven
 A Unique Home
 Accessories & Gift
 Boutique
 In-home Decorating
 and Staging Services
484.924.8052
 www.bellehaven.market

SENIOR CARE / LIVING ASSISTANCE



Senior Care...only better!

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

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

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

SIGNS / BANNERS / GRAPHICS

Raise Your Business Visibility

FAST SIGNS
 More than fast. More than signs.®



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



BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992



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

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

TOBACCO & RELATED PRODUCTS



COLE TOBACCO
 215 E. High Street, Pottstown, PA 19464
610-323-4991
 Hours: Mon. - Fri. 7:00 - 6:00 • Sat. 8:00 - 5:00

Cole's Tobacco Cigar Club
 Club cards earn you an
 additional 10% off of purchase
 of high grade cigars!

HANDMADE CIGARS
DISCOUNT PRICES
 Humidor Fresh • Distinctive Selection
 Wide Variety of Vape Products

**CALL (610) 323-6253 TO PROMOTE YOUR BUSINESS
 IN THE ROUTE 422 BUSINESS MARKETPLACE**

ROUTE 422

BusinessAdvisor



Like us on Facebook
 facebook.com/422BusinessAdvisor



Follow us on LinkedIn
 linkedin.com/company/macnificent-pages-route-422-business-advisor

DNR A THREE-YEAR-OLD ONBOARDING PROGRAM



WORKFORCE PERFORMANCE AND DEVELOPMENT TIPS

By Abigail Mirarchi, Accelerated Instructional Media, Inc.

Do not reuse or resuscitate a three-year-old onboarding program to save time and money. It will provide an unfavorable employee experience and cost the company much more of both.

Times have changed. More time is invested in strategic workforce planning. New and enhanced technology, and operations besides team dynamics, and workplace culture, continue to evolve. Think about your organization today compared to three years ago. Have processes and procedures changed? Finding soft-skill competencies is essential to establish early besides the traditional operational hard-skills?

Onboarding is an essential and vital part of any company's hiring procedure. Hiring, training, and bringing new

employees on board is time-intensive and expensive. However, it is a secure investment that has measurable returns. Done well, the onboarding experience begins the foundation to support how employees integrate into their new role, how they develop, and grow the value of the company.

Effective onboarding reduces the likelihood of losing highly skilled workers to a competitor, lowers costs related to employee turnover, increases productivity, and produces a cohesive, productive workforce faster.

(Continued on page 30)

SPRING SEMESTER AT MONTCO!

The final 7-week session starts on March 23.

Apply now!
mc3.edu/spring

MONTGOMERY
COUNTY COMMUNITY COLLEGE

Blue Bell • Pottstown • Lansdale

Facebook Twitter LinkedIn

CONNECT
WORKFORCE

ENGAGE
PERFORMANCE

INSPIRE
DEVELOPMENT

LIVE LEARNING

Career Readiness • Career Development • Aspiring Managers • People Managers

- Must Have Life-Career Essentials
- Building Self-awareness
- Cultivating Mindfulness
- Harnessing Emotional Intelligence
- Leveraging Social Intelligence
- Personal & Professional Goal Setting
- The Art & Science of Career Ownership
- The Art of Communicating
- SWOT Your Edge
- Optimizing Teams and Work
- Self-management & Adaptability
- Creative Thinking & Collaboration
- and many more!

Soft-Skills for Individuals & Teams
REGISTER TODAY
 for introductory specials for
virtual and onsite sessions
 January - March!

For information about session topics, times, group discounts, and special events, visit
AIM2train.com

Want private sessions/workshop options for your business, staff, or group? Contact us by phone.

AIM
ACCELERATED INSTRUCTIONAL MEDIA, INC.
WORKFORCE PERFORMANCE CONSULTING

(610) 730.7681
SCHOOLSIDE PLAZA
LEESPORT, PA

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464
610.705.3333
www.clarkindustrialsupply.com

AEROQUIP

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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms

INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE



TRADING POST

CUSTOM CREATIONS & HOME DECOR

Magically marrying old and new to make your environment uniquely amazing!

- LIVE EDGE CREATIONS
- CUSTOM FURNITURE
- FARMHOUSE TABLES
- RECLAIMED LUMBER AND MUCH MORE!

Spring City, Pennsylvania

tables@pennsylvania.tradingpost.com

www.eblogix.com 610.813.4900



Simple. Smart. Secure.



Security



Cloud and Hosted Services



Managed Services



Network Infrastructure & Communication

**Connecting the Business and IT Worlds —
Cultivating the Perfect Partnership**

The top three reasons clients choose eb Logix:







WE KEEP IT SIMPLE.
We understand that technology is a vital component but may not be the primary focus of your business. Our team is able to communicate technology solutions at a level that is easy to understand so you can focus on your business goals.

WE KEEP IT SMART.
Our team has a wealth of knowledge in the IT field to provide you with the best technology solutions. We can assess and resolve everyday technology issues, provide long term technology plans, and also manage large infrastructure projects.

WE KEEP IT SECURE.
Cyber criminals are becoming more sophisticated every year. It's a very real threat and the largest area of concern for businesses today. We take your company's security seriously and partner with some of the best security manufacturers in the industry.

412 N. Lewis Road, Royersford, PA 19468

WORKFORCE PERFORMANCE AND DEVELOPMENT TIPS

(Continued from page 29)

Here are five tips to consider when building, enhancing, and implementing your onboarding program:

- 1. Define onboarding, the benefits, and the purpose** – create a checklist specific to your organization and align it with how it pertains to your industry, department, and team as well as the overall goals for each.
- 2. Recognize critical stakeholders in the planning and onboarding process** – including Human Resources, Reporting Managers, Trainers, Qualified Mentors, Approved Shadow Leads, and IT.
- 3. Create clarity with defined expectations** – list the expectations of the new employee, especially if this is a new role. Define your expectations of the supporting onboarding team. This list can be beneficial when revisiting a current employee's job description to see if changes need to be made.
- 5. Value and respect the importance of resiliency and flexibility** – actions speak louder than words, so think about activities that improve your resiliency to embrace diversity, adversity, acceptance, and goals. Be self-aware of what you can let go, delegate, and support.

The new hire phase is a critical time for the employee and the company. Having a structured set of procedures will make the onboarding experience run smoother and generate a higher probability of employee and company success.

Abigail Mirarchi is the owner of Accelerated Instructional Media, Inc., a workforce performance & development consulting company in Leesport, PA. For more information, call 610.730.7681; website: AIM2train.com. HR, T&D and L&D leaders are encouraged to book a free onsite or virtual consultation.





We Work For You...

Call Toll Free 1-866-948-2255



FOR SALE - (1002306222)

700 Main Street, Pennsburg - MAIN STREET LOCATION OFFICE WITH A 2 BEDROOM APT UPSTAIRS IN UPPER PERK AREA - THE OFFICE SPACE IS APPROX. 1700SF OF SPACE ON 2 LEVELS WITH 8 OFFICES, A RECEPTION AREA, AND A CONFERENCE ROOM. THERE IS WAX CARPETING. IN ADDITION THERE IS A 20A APT W/ KITCHEN, BATH THAT IS RENTED MONTH TO MONTH FOR \$675.00 + ELEC, HEAT, WATER, SEWER, CABLE, BORO TRASH BAGS. LANDLORD TAKES CARE OF LAWN, SNOW REMOVAL. THERE IS A PARKING LOT W/ 12 SPACES. *SELLER IS A PA LICENSED REAL ESTATE BROKER. **\$299,500**



FOR SALE - (10003346060) **237 W. High Street, Pottstown**

POTTSTOWN INVESTMENT OPPORTUNITY - 4600 SF OF BUILDING SPACE WITH SHOWROOM AND WAREHOUSE. CONVENIENTLY LOCATED TO MAJOR ARTERIES. HAS A DOCK OVERHEAD DOOR. MACADAM PARKING LOT WITH 20 OFF-STREET PARKING SPACES. **BUILDING ONLY INVESTMENT OPPORTUNITY** WITH A 5 YEAR LEASE. **\$190,000**

Looking for space to **LEASE**



(1001359872) **301 NORTH LEWIS ROAD, ROYERSFORD** Town Plaza Shopping Center. Several spaces available with multiple opportunities for office space, health care space, even a night club! Call for more information and showings.

(1000436632) **700 Main Street, Red Hill** - Approximately 1,700SF. First floor-reception room, conference room, computer room, 3 private offices. Second floor-4 private offices, conference room, \$1,400/Month + Utilities. *Separate meters for heat/AC.

(1009983864) **31 E. Philadelphia Ave., Boyertown** - Former Boyertown Community Library space situated on busy East Philadelphia Avenue. Approximately 1879SF first floor space, ideal for retail/office. Some off street parking. \$10/SF + electric, A/C, & trash.

(PABK343712) **231 Old Philadelphia Pike, Douglassville** - Unit #2 - Warehouse with 2270 SF and 1200 SF of Office space. Warehouse space has a 14' overhead door. \$2500/month + heat, electric and trash. Unit has off-street parking and close proximity to Routes 422 and 724.

(PAMC626390) **910 E. High St, Pottstown** - Great commercial location on E High St near the Hill School. Former dentist office with a Large 1st floor space. Numerous possibilities that may be subject to Borough Approval.

UNDER CONTRACT 33 E. Phila. Ave., Boyertown-
LEASED 225 Main St., East Greenville-



FOR SALE - (PACT481428) **Vehicle Service Shop**

EVER WANT OWN YOUR OWN SERVICE SHOP HERE IS AN EXCELLENT OPPORTUNITY IN POTTSTOWN LOCATED AT **225 S. HANOVER ST** IT HAS A 2 BAY SHOP WITH A TOTAL OF 1100 SQ FT. IN ADDITION TO THE SHOP, THE PROPERTY INCLUDES AN ABOVE AVERAGE 4-BEDROOM RAISED RANCH STYLE HOME. LOCATED IN NORTH COVENTRY TOWNSHIP, CHESTER COUNTY, AND IN THE OWEN J ROBERTS SD. LOCATED ON A HEAVILY TRAVELED ROAD. LIVE GREAT ROI POSSIBILITY FOR INVESTORS. **\$319,000**

Commercial Land FOR SALE

FOR SALE - (TOTT784754) LOT #5, QUARRY ROAD, DOUGLASSVILLE - 100 ACRES COMMERCIAL ZONED B & C GENERAL INDUSTRIAL ZONED (GATE LOT) EAST OF THE NEWLY APPROVED GARDENITE. LOCATED ALONG ROUTE 111 JUST EAST OF THE WASHINGTON EXIT OFF RAMPING. EXCELLENT HIGHWAY VISIBILITY LACED. IDEAL FOR PROPERTY ARE RETAIL, PK, MOTOR-VEHICLE SERVICE STATION, 475'S OFFICE BUILDING, WAREHOUSES, MANUFACTURE FACILITIES, WAREHOUSE/RETAIL MIXED, ETC. **\$350,000**

FOR SALE - (PABK1022) S. QUARRY ROAD, MORGANTOWN - 100 ACRES COMMERCIAL ZONED B & C GENERAL INDUSTRIAL ZONED (GATE LOT) EAST OF THE NEWLY APPROVED GARDENITE. LOT #4 & 5 COMMERCIAL AND GENERAL INDUSTRIAL ZONED (GATE LOT) LOCATED ALONG ROUTE 111 JUST EAST OF MORGANTOWN EXIT OFF RAMPING. EXCELLENT HIGHWAY VISIBILITY AND ACCESS. THE PROPERTY IS A PERFECT OPTION FOR INVESTORS ARE ARE A TENDENTIOUS AMOUNT OF POSSIBILITIES CONSIDER THE FOLLOWING: RETAIL, WAREHOUSE, MOTOR-VEHICLE SERVICE, RETAIL/CLONE, OR 475' OFFICE BUILDING, WAREHOUSE, MANUFACTURE FACILITIES, WAREHOUSE/RETAIL MIXED, ETC. **\$1,199,000**

A. MAZZO

ACCOUNTING SERVICES

Providing Clients with Peace of Mind

A. Mazzo Accounting Services, conveniently located near Route 422 in Kenhorst, PA, provides a comprehensive variety of accounting services to individuals and businesses throughout Berks County and beyond, including start-up consulting, business accounting and bookkeeping services, tax planning and preparation services, and payroll services.



**A. Mazzo Accounting Services is located at
901 Fern Avenue, Kenhorst, PA 19607.**

mazzo specializes in helping entrepreneurs, small businesses and start-ups, in some cases serving as a de-facto business consultant, putting together the necessary building blocks right from the start, and where applicable, recommending an appropriate attorney, insurance broker, and marketing/advertising consultant.

A Mazzo Accounting Services specializes in the following areas:

Start-Up Consulting

There are many details you need to consider when it comes to setting up a brand-new business. A. Mazzo Accounting Services provides you with a checklist to guide you along the way, as well as assist you with much of the paperwork you need to complete. Through their regular business accounting services, A. Mazzo Accounting Services can assist you in budgeting, cash management, tax preparation, payroll services and so much more.

Business Accounting

A. Mazzo Accounting Services has assisted many small to midsize businesses with their accounting needs. Through their business accounting services, they can provide assistance with setting up a budget for your business, and handling your bookkeeping, payroll and tax returns. Through their bookkeeping services they can handle your Accounts Receivable, Accounts Payable, and General Ledger, on a weekly, monthly or quarterly basis. In addition, they can prepare your Balance Sheet and Profit & Loss statement on a monthly, quarterly or annual basis, and can also reconcile your bank accounts and perform analysis on the other accounts in your general ledger. They can help with budgeting from the initial setup and periodic monitoring through annual review and adjustment, and with cash management including review of bank accounts, loans, lines of credit, credit cards, etc.

Tax Preparation & Planning

A. Mazzo Accounting Services has worked with many companies with the planning and preparation of their tax paperwork. They also have the experience of helping companies fix mistakes that may have happened in the past, and to find opportunities that they were not aware of. They can help you with the preparation and filing of Federal Taxes, State Taxes, and Local Income Taxes and the returns that accompany each of these. They expedite the process to their e-file system with Federal and State. They also assist many businesses with a wide range of tax needs from income tax to business privilege and mercantile taxes. They can also assist individuals in income tax return preparation. Whether you have a simple or complex return, have itemized deductions, or have a small business or rental properties, they can prepare your return.



Payroll Services

A. Mazzo Accounting Services offers complete payroll services consisting of as much or as little as you need. They can issue paper checks or use Direct Deposit into the employees' bank accounts. With their full-service payroll program, they prepare your weekly, bi-weekly, monthly payroll, and prepare and file your quarterly Federal Taxes, State Taxes, and Local Payroll tax returns. Your monthly or semi-weekly payroll tax deposits and Year-end W2 and 1099 preparation is also part of their full-service payroll. And they prepare monthly/semi-weekly tax deposits and prepare the Year End W2 and 1099 forms and reports. Finally, they can help with new hire reporting and compliance, by making sure that all the appropriate forms are properly prepared.

By combining a full array of comprehensive services with integrity, excellence, accessibility, and a team approach, A. Mazzo Accounting Services is the total package, providing peace of mind for each and every client.

**For additional information,
please call 610.775.9216;
email: amazzoaccounting@comcast.net; and visit
www.amazzoaccounting.com.**



A. MAZZO
ACCOUNTING SERVICES

ADVERTISED SERVICES DIRECTORY

ACCOUNTING / BOOKKEEPING	
BRESLOW'S BOOKKEEPING	17
KARLENE'S CONSULTING	17
RUHL & ASSOCIATES	17
SHEILA NESTER & ASSOCIATES, P.C.	16
ACCOUNTING / BUSINESS SERVICES	
A. MAZZO ACCOUNTING SERVICES	15
ADVERTISING / DIRECT MAIL	
JWM DIRECT	54
ARCHITECTURAL SERVICES	
P. RICHARD FRANTZ, AIA	25
ATTORNEYS	
WOLF BALDWIN & ASSOC. PC	49
AUTOMOTIVE / AUTO BODY SERVICE	
MERCER'S TRUCRAFT COLLISION	53
AUTOMOTIVE / SERVICE	
AAMCO TRANSMISSION	53
CJ'S TIRE & AUTOMOTIVE SERVICE	53
EMBODY'S SUNOCO	34
H & F TIRE SERVICE	53
RED KIEFFER'S AUTO REPAIR	53
AUTOMOTIVE ENTHUSIAST & BUSINESS OWNER CLUB	
RED HORSE MOTORING CLUB	48
AUTOMOTIVE FINANCING	
HIGH STREET AUTO CONNECTION	52
AVIATION / FLIGHT TRAINING / FBO SERVICES	
FLY ELITE	46
BANKING / FINANCES	
DIAMOND CREDIT UNION	12
HARLEYSVILLE BANK	45
RIVERFRONT FEDERAL CREDIT UNION	19
THE VICTORY BANK	64
WSFS BANK	52
BUILDING CONTRACTOR / REMODELING SERVICES	
ERIC SCHULTZ REMODELING	12
BUSINESS ASSISTANCE AND RESOURCES	
MONTGOMERY COUNTY COMMERCE DEPARTMENT	54
BUSINESS BROKERS	
MARATHON CAPITAL ADVISORS / MARATHON FINANCING ADVISORS	51
BUSINESS COUNSELING	
SCORE	16
CATERING SERVICES	
BAIRD'S CATERING	43
CONSULTANT / LONG TERM PLANNING	
ELDER CARE DIRECTION	20
CONTRACTORS EQUIPMENT	
AMERICAN CRANE AND EQUIPMENT CORP.	25
DIGITAL MARKETING AGENCY	
AMITY DIGITAL	50
DRONE VIDEOGRAPHY / PHOTOGRAPHY	
ROBOTIC IMAGING GROUP	58
DUMPSTER RENTAL	
DUMPSTER DUDEZ	52
EDUCATION / CONTINUING EDUCATION	
MONTGOMERY COUNTY COMMUNITY COLLEGE	29
EDUCATION / TECHNICAL SCHOOL	
NORTH MONTCO TECHNICAL CAREER CENTER	56
EMPLOYEE BENEFITS / HR / INSURANCE	
INTEGRITY SERVICES AND SOLUTIONS	49
ENGINEERING SERVICES	
AFTAN ENGINEERING	23
ALL COUNTY & ASSOCIATES	23
CARROLL ENGINEERING SERVICES	24
EARTH ENGINEERING	23
LUDGATE ENGINEERING	22
MCCARTHY ENGINEERING ASSOCIATES, INC.	22
SUBSTATION ENGINEERING COMPANY	22
TIER 1 UTILITY DESIGN, INC.	24
ENVIRONMENTAL SERVICES	
LEWIS ENVIRONMENTAL	54
FINANCIAL SERVICES / WEALTH MANAGEMENT	
U FINANCIAL GROUP / JESSICA BURGER	18
FLOORING	
CHESMONT CARPET ONE	45
FRANKLIN FLOORING	18
FURNITURE	
RAYMOUR & FLANIGAN	26
GARDEN CENTER / LANDSCAPE SUPPLIES	
POTTSTOWN ROLLER MILLS	21
GARDEN CENTER / NURSERY	
PUGHTOWN AGWAY	26
GRAPHIC DESIGN	
DOWNTOWN DESIGN	26
GRAPHIC DESIGN / PRINTING SERVICES	
COMPLETE GRAPHICS	26
GRAPHIC DESIGN, SIGNS & BANNERS	
GRABER LETTERIN' SIGN CO.	28
GRAPHIC DESIGN, SIGNS & PRINTING SERVICES	
FASTSIGNS	28
HEALTH / HEALTHCARE	
KEYSTONE DIRECT PRIMARY CARE	64
PA DERMATOLOGY PARTNERS	47
POTTSTOWN HOSPITAL TOWER HEALTH	2
TOWER HEALTH / PHOENIXVILLE HOSPITAL / POTTSTOWN HOSPITAL	11
HEALTHY LIVING	
ZOETIC LIVING	44
HOME HEALTH SERVICES	
TRI-COUNTY HOME HEALTH & HOSPICE	8
INDUSTRIAL SUPPLY	
CLARK INDUSTRIAL SUPPLY, INC.	29

INSURANCE SERVICES	
SCARGILL MCCLURKEN AGENCY	27
INTERIOR DECORATING	
DECORATING DEN INTERIORS	27 & 34
LANDSCAPING / PROPERTY MAINTENANCE	
CLEAN CUT LAWN SERVICE	45
LIMOUSINE SERVICE	
MICHAEL'S CLASSIC LIMOUSINE	18
RHOADS LIMOUSINE SERVICE, INC.	27
LODGING / BED & BREAKFAST	
THE TWIN TURRETS INN	27
LODGING / HOTEL / MEETING FACILITY	
HAMPTON INN LIMERICK	27
MAINTENANCE/JANITORIAL SERVICES	
DEMEDIO'S BUILDING MAINTENANCE	12
MARKETING / ADVERTISING	
BERKS DIGITAL, INC.	8
TRUE PRO MARKETING SOLUTIONS	27
MARKETING & SOCIAL MEDIA SERVICES	
INTERLACE COMMUNICATIONS	27
MASSAGE CENTER / SPA	
CENTER WELLNESS	58
MEDICAL SPA	
V SPOT MEDI SPA PHILADELPHIA	49
NAIL SALON & SPA	
MAJESTIC GLAMOUR NAILS & SPA	27
ORGANIZATION	
GREATER READING CHAMBER ALLIANCE	62
POTTSTOWN ROTARY CLUB	51
SMALL BUSINESS RESOURCE ASSOCIATION	21
ORGANIZATION / TOURISM & CONVENTIONS	
VALLEY FORGE TOURISM & CONVENTION BOARD	13
ORGANIZATION /TRANSPORTATION MANAGEMENT	
GREATER VALLEY FORGE TMA	13
PAYROLL SERVICES / BOOKKEEPING SERVICES	
EXPRESS DATA SYSTEMS, INC.	10
PAYROLL SERVICES / HR SUPPORT	
PREMIER PAYROLL SERVICES	63
PHOTOGRAPHY PROFESSIONAL	
STYLISH IMAGES PHOTOGRAPHY	56
PLUMBING	
A. JACKSON ECKER, INC.	27
DRAINMEN PLUMBING, INC.	46
PRINTING	
EVERYTHING PRINTING	10
REAL ESTATE / FOR SALE/LEASE	
BRODE & BROOKS REALTORS	8
CHRIS JAMES HECTOR REALTY	28
SUNNYBROOK VILLAGE BUSINESS CAMPUS	9
UNITED REAL ESTATE / REBECCA RAMBO	28
ZUBER COMMERCIAL REALTORS	31
RESTAURANT / ICE CREAM PARLOR	
RIVSTER'S ON HIGH, LLC	43
RESTAURANTS	
BLACKJAX AMERICAN PUB & GRILL	42
COVENTRY PARLOR AT LAUREL LOCKS	43
G LODGE RESTAURANT	42
HIGH STREET TERMINAL	10
HILL TOP DRIVE-IN DINER	47
KING DINER	42
MONTESANO'S SOUP CAFÉ	42
PIAZZA PRESTO	42
RON'S CROOKED HILL TAVERN	43
SPECK'S DRIVE-IN	42
SUNSHINE CAFÉ	42
THE POUR HOUSE TAP ROOM	43
TORNETTA'S PIZZERIA	42
VITO'S NEW YORK PIZZA	42
YE OLD COVENTRY PUB	43
RETAIL / CHOCOLATES	
BRIDGE STREET CHOCOLATES	8
RETAIL / CUSTOM CREATIONS & HOME DÉCOR	
TRADING POST DEPOT	30
RETAIL / HOME ACCESSORIES BOUTIQUE	
BELLE HAVEN	28
RETAIL / TOBACCO & RELATED PRODUCTS	
COLE'S TOBACCO	28
SENIOR CARE / LIVING ASSISTANCE SERVICES	
SENIOR HELPERS	28
SENIOR CARE / MEMORY CARE / AT HOME SERVICES	
CHESTNUT KNOLL	48
THE LANDING OF COLLEGEVILLE	19
SENIOR LIVING / RETIREMENT COMMUNITY	
SACRED HEART VILLA	20
SEPTIC SERVICE	
A HONEY DIPPER / J. BREHM, INC.	54
TECHNOLOGY / IT	
EB LOGIX, INC.	30
TECHBIDRS, INC.	55
VIDEO PRODUCTION SERVICES	
JNKYRD CINEMA	50
VIDEO PRODUCTION/TELEVISION	
PCTV NETWORK	44
WORKFORCE PERFORMANCE & DEVELOPMENT	
ACCELERATED INSTRUCTIONAL MEDIA	29

OWNER - OPERATED

48 YEARS IN BUSINESS!



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (610) 326-0132

embodyssunoco.com

• STATE INSPECTION

• GENERAL REPAIRS

• AIR-CONDITIONING SERVICE

• PA EMISSIONS TESTING



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

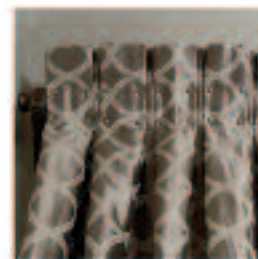


WE DO WINDOWS

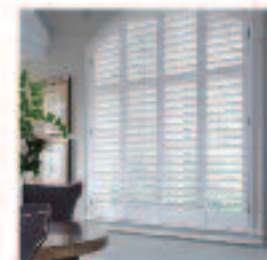
SO THAT YOU DON'T HAVE TO!

DECORATING DEN
INTERIORS

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



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



Barbara McInnis-Hayman
Owner | Decorator
484.624.4787
barbaramcinnis@hotmail.com
barbara.decoratingden.com



The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2020 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.



Leveraging the power of membership to grow and strengthen our community, our businesses, and our future leaders.

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

Table of Contents

President's Message	35
Membership Page	36
Calendar of Events.....	37
End of Chamber Section	40
Leadership Tri-County	41

CONNECT WITH YOUR TRICOUNTY AREA CHAMBER:

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

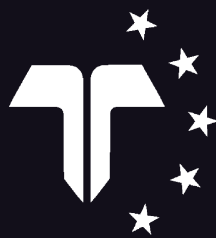
Eileen Dautrich, President,
eileen@tricityareachamber.com

Gregory Glenn, Member Relations Director,
gregory@tricityareachamber.com

Danielle Rexrode,
Marketing & Communications Director,
danielle@tricityareachamber.com

Melissa Shainline, Administrative &
Member Services Director,
melissa@tricityareachamber.com

**TRICOUNTY AREA CHAMBER OF
COMMERCE FOUNDATION, INC.**
Jennifer O'Donnell, IOM, Leadership Tri-County
Director, jennifer@tricityareachamber.com



TRICOUNTY AREA CHAMBER OF COMMERCE

PRESIDENT'S MESSAGE



EXPOSURE Stand Out and Get Noticed

No matter what your level of participation, we want to remind you that you have various opportunities to increase your exposure and visibility, just by being a TCACC Member!

Start taking advantage of
various visibility opportunities
available to you:

- **One complimentary admission to Membership Breakfast when you renew, recognizing you for your continued support**
- **Online listing on our Membership Directory, complete with your logo, links to your website, and your business social media pages**
- **Brochure Rack - Submit your brochures or flyers that advertise your business to be included on our brochure display rack and/or business card rack in our lobby**
- **Offer HOT DEALS to the community and Member-to-Member discounts to encourage visits to your business**
- **Be a guest on our podcast – Chamber Chat**
- **Submit Press Releases – FREE, unlimited**
- **Submit Events to Community Calendar – FREE, unlimited**
- **Award Recognition Opportunities**

If you need assistance with anything mentioned above, please don't hesitate to reach out to me at 610.326.2900 or eileen@tricityareachamber.com to set-up a meeting so we can discuss!



We recently mailed out the 2020 Window Decals as well as a 2020 sticker to update your Membership Plaque. Make sure to display these prominently to show your support of the local community through your TCACC Membership.

The mailing also included business cards for you to leave at a fellow Member's business – visit our online directory to access a full up-to-date list of your fellow Members.

Reminder from last month's President's Message: The back of the card provides space for you to share your contact information and hopefully connect with the business owner in the future.



1/13 - 1/17 2020 SURVEYS

Members: If you have not answered the surveys yet, please scan this QR code:



MAKING A DIFFERENCE IS WHAT WE DO!

WELCOME APPROVED NEW MEMBERS!

Congratulations to the businesses listed below. Their applications were approved by the Board of Directors in January.

When purchasing goods or services, please keep these businesses as well as other TriCounty Area

*Chamber of Commerce Members in mind while you **Always Buy Chamber!***

360 for Life
P.O. Box 38
Pottstown, PA 19464
484.431.4217
<https://cancerbegoneseries.com/>
Nutritional Products/Services; Health & Wellness
Holistic wellness center that provides coaching and education around health and wellness for cancer patients and their caregivers.

Barto Pool & Spa
437 Bridge Street
Phoenixville, PA 19460
610.933.2910
www.bartopool.com
Swimming Pool Contractor/Supplies
Barto Pool & Spa has been in the local business community since 1929. In 2018, Amy Barto sold the company to Jay Stong, the President and Majority Owner of Salter's Fireplace Patio Grill in Hatfield and Eagleville. It just makes sense to add outdoor living room patio furniture, outdoor fire, shade, and an outdoor kitchen to enhance your Barto pool and/or spa. Barto Pool and Spa continues to be a Marquis Spas dealer as well as stock everyone's favorite pool and spa supplies and accessories. Plus, Barto's service plans continue to fulfill customer's opening and closing needs including year-round service calls when needed. Call or stop by the large showroom and see why since 1970, Barto Pool & Spa has been building relationships...one backyard at a time.

Bryn Mawr Trust
801 E. Lancaster Avenue
Bryn Mawr, PA 19010
610.334.2417
www.bmt.com
Banks/Credit Unions; Insurance Companies; Investment Consultants
For 130 years, the professionals at Bryn Mawr Trust have focused on being a trusted partner in helping individuals, families, businesses and organizations create, manage, preserve and transfer wealth. We have done this through an unwavering commitment to excellent customer service, a culture based on uncovering our clients' needs not just for today but for tomorrow and being a responsible supporter of the communities we serve.

DonutNV Pottstown
194 S. Hanover St.
Pottstown, PA 19464
484.624.5514
www.donutnv.com/pottstown
Food Products – Specialty
DonutNV was originally founded as Cinnamini Donuts on one simple premise: Corporate America isn't for everyone. Founders Alex and Amanda Gingold knew that there was more to life than the routine daily grind of just going to work and coming home, day in and day out. Dozens of couch conversations later,

a new brand started taking shape. Shortly after, the first location opened in May 2014 as Cinnamini Donuts at the Philadelphia Premium Outlets. The response was incredible! On opening weekend, customers were lined up to watch the donuts being made, and to taste what they had just watched. After running out of supplies on the first day, it was clear that the concept was a runaway success. Daryl Poe is the franchisee of DonutNV Pottstown and is looking forward to getting involved in the community.

Extensive Auto Detailing
2813 East High Street
Pottstown, PA 19464
484.300.7283
www.extensiveautodetailing.com
Auto Detailing/Restoration
We opened our company in 2016, when we decided to start detailing our first cars and it quickly became one of the best detail shops in Pennsylvania. The passion for cars is our secret - we only clean cars extensively and restore them to the original show room look. We never settle for less than perfect and this is why we make sure that each client leaves from our shop with the cleanest possible vehicle. We are always up to date with any information about products and services there are to offer. Here, you will find more than a detailer - you will find a friend who you can trust. Everything we have achieved is thanks to the creativity and professionalism of our staff. The individual style and the special relationship with our customers brought us much more than positive reputation.

Iron Gate Biergarten
230 East High Street
Pottstown, PA 19464
610.203.4579
Restaurants
Open Air Beer Garden – coming soon!

JJ Ratigan Brewing Co.
227 East High Street
Pottstown, PA 19464
484.524.8391
www.jjratiganbrewing.com
Entertainment; Restaurants
We are a 15 bbl brewing company focused on great beer, good food, and building connections with each guest and the community.

Leslies Poolmart
204 Shoemaker Road
Pottstown, PA 19464
267.374.5131
Lesliespool.com
Retail Sales; Swimming Pool Contractors/Supplies
We sell spas, swimming pools, and maintenance items as well as offering a full range of support services.

Rob's Tire and Auto Shop
55 King Street (Rear)
Pottstown, PA 19464
484.949.9819
Auto Repairs/Services
Serving the community, specializing in complete auto care.

ROG Orthodontics
1830 East High Street
Pottstown, PA 19464
610.374.4097
www.fantasticsmiles.com
Dentists/Orthodontists
VOTED the #1 Orthodontic practice in Montco and Berks, ROG has been changing lives one fantastic smile at a time for more than 60 years. Committed to the Pottstown community, ROG supports local organizations that impact children and their futures.

Salter's Fireplace Patio Grill
3113 Ridge Pike
Eagleville, PA 19403
610.631.9372
www.saltersfireplace.com
Fire Places; Outdoor Patios
Whether it is the ultimate in gas, electric, wood or pellet fireplaces, stoves or fireplace inserts OR outdoor patio furniture, grills and outdoor fire features, Salter's Fireplace Patio Grill has them on display in our two showrooms in Eagleville and Hatfield. And don't forget the accessories including glass doors, screens, mantels, fireplace surrounds, grill tools, outdoor rugs, umbrellas and so much more! Salter's Fireplace has the widest selection of brands for one-stop shopping including installation and service of gas fireplaces and grills.

Storage Sense Pottstown
1500 Industrial Highway
Pottstown, PA 19464
610.374.4097
www.storagesense.com
Dentists/Orthodontists
Storage Sense strives to provide the best all-around self storage for all of our customers, every step of the way. We offer many convenient features and services to provide our tenants with all they need for self storage success. With easily accessible, climate-controlled units for rent on a monthly basis to secure electronic gate access and recorded video surveillance, Storage Sense offers secure, quality and affordable storage rentals backed by outstanding customer service to provide our tenants with nothing less than the best.



Always Buy Chamber!

Happy Anniversary to the following Members:

(ACCORDING TO TCACC RECORDS)

42+ YEARS
A.D. Moyer Lumber & Hardware, Inc. - Pottstown

Owen J. Roberts School District

20 YEARS
Ridge Support Technologies

15 YEARS
Gilmore & Associates, Inc.

5 YEARS
Pixel OutDoor

Member Renewals

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

About All Floors

BCM Engineers

Berk International, LLC

Carroll Engineering Corporation

Fox Rothschild LLP

Hollenbach Home Center

JL Machine & Tool, Inc.

KeyBank

LegalShield

LifeWorks Counseling Center, LLC

MacKissic, Inc.

Moyer-Drabick & Associates, Ltd.

PMA Medical Specialists – Phoenixville

PMA Medical Specialists – Pottstown

Pottsgrove School District

Rotary Club of Pottstown

Sanatoga Animal Hospital

Sunnybrook Village Business Campus

Tri County Toyota

Valley Forge Tourism & Convention Board

Western Montgomery Career and Technology Center

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 **Melissa Shainline at**

610.326.2900 or

melissa@tricitychamber.com

MAKING A DIFFERENCE IS WHAT WE DO!



Mark Your Calendars!

NETWORKING

- Weds., February 12** **REACH to Find Harmony**
11:30 AM – 1 PM
 **The Loft at Landis Creek, 765 N. Lewis Rd., Limerick 19468**
Featuring Jenna Armato, Chief Empowerment Officer of Jenna Armato, Growth & Success Coach
It can be challenging to balance our work and personal lives and make time for ourselves and our loved ones. Jenna Armato will teach the audience how to create work-life balance and find the harmony we strive for.
Silver Sponsors: CEDARVILLE Engineering Group, LLC; Tompkins VIST Bank
\$30 per person (prepaid by 2/5); \$35 per person (invoiced or paid after 2/5)
- Tues., February 18** **Business Card Exchange**
5 – 7 PM
Pottstown High School, 750 N. Washington St., Pottstown 19464
Tour the high school and view their expansive technical education center, enjoy snacks prepared by the culinary students, and a performance by the school's jazz band!
Members Only; No Charge
- Weds., March 4** **Membership Breakfast: The Politics of a Divided America**
7 – 9 AM
Copperfield Inn, 594 W. Ridge Pike, Limerick 19468
Featuring Dr. G. Terry Madonna, who will assess the Trump presidency, the politics of a divided America and examine aspects of Pennsylvania politics. Questions are welcomed; Dr. Madonna is seldom without answers and opinions.
Sponsors: Montgomery County Community College; Reading Fightin Phils
\$26 per Member (prepaid prior to 1/2); \$32 per Member (invoiced or paid after 1/2); \$50 per non-member
- Weds., March 18** **Boyetown Area Progress Dinner Presented by TCACC and BMBA**
5 – 8:30 PM
La Massaria at Bella Vista Golf Course, 2901 Fagleyville Rd., Gilbertsville 19525
Save the Date!
\$100 per TCACC and BMBA Member; \$150 per non-member; \$900 per TCACC and BMBA Member Table of 10; \$1,500 per non-member Table of 10
Inclement Weather Date: Wednesday, March 25
- Tues., March 24** **Business Card Exchange**
4 – 6 PM
Whispering Woods by Lennar Homes, 2 Wil-Be Dr., Pottstown 19465
Enjoy appetizers and beverages as you network in one of Lennar's NEW model homes!
Members Only; No Charge
- Weds., April 1** **REACH for a Growth Mindset**
11:30 AM – 1 PM
 **Brookside Country Club, 850 N. Adams St., Pottstown 19464**
Featuring Karen Norheim, President & COO of American Crane & Equipment Corp.
Build confidence, overcome fear, and fail forward.
Silver Sponsors: CEDARVILLE Engineering Group, LLC; Tompkins VIST Bank
\$30 per person (prepaid by 3/25); \$35 per person (invoiced or paid after 3/25)

SAVE THE DATE!



Largest networking event of the year –
TCACC's Annual Dinner from 5 – 9 PM on
Thursday, April 23 at RiverCrest Golf Club & Preserve.
Mark Your Calendars NOW!

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



LEADERSHIP TRI-COUNTY EVENTS

- Fri., February 21** **Refresh Friday: Insider Tips on Press Releases**
8:30 – 10 AM
Chamber Office, 152 E. High St., Suite 360, Pottstown 19464
Featuring Bill Haley, 422 Business Advisor
Bill Haley, Founder and Publisher of Route 422 Business Advisor magazine and 422business.com, will share how to correctly format press releases, best content tips, what to do if media calls in response, and other tips that can help businesses get their news out to the public.
Chamber Members: Free; Non-Members: \$10; Young Professionals – Contact Jennifer O'Donnell for discount code
- Thurs., February 20** **Tri-County Young Professionals Awards Gala: 20 in 2020**
5 – 8 PM
Sunnybrook Ballroom, 50 Sunnybrook Road, Pottstown 19464
The first young professionals awards event in the tri-county region!
Tri-County Young Professionals will be honoring 20 outstanding young professionals who strive toward the highest levels of personal and professional accomplishment, excel in their chosen field, and devote time and energy to their community in a meaningful way.
Awards Sponsor: Alvernia University
Event Sponsors: Boyertown Oil & Propane; The Lewis Group; Traffic Planning & Design
Patron Sponsor: The Body-Borneman Companies
\$55 per person; \$395 per table of 8; *Cash Bar
- Fri., March 20** **Alumni Series Part 3: Generational Differences with Heather Chandler, Sealstrip Corporation**
8:30 – 10 AM
Chamber Office, 152 E. High St., Suite 360, Pottstown 19464
Heather Chandler, an award-winning entrepreneur and leader, as well as President of Sealstrip Corporation in Gilbertsville, will be sharing with us the differences, similarities, values, and work and communication styles of the 5 generations. We'll explore how society's economic, social, and political climates as each generation came of age impacted them. We'll build bridges between generations through skills and techniques for improved communication, understanding of motivations, and teamwork to achieve more success for all of us. If you've seen this presentation or something similar before, please join us to get the latest research and work styles of the newest named- Generation Z (born 1997 and after.)
Leadership Tri-County Alumni Only; No Charge
- Fri., March 27** **Refresh Friday: The Value of Podcasts with Bill Vitiello and Drew Griffin**
8:30 – 10 AM
Chamber Office, 152 E. High St., Suite 360, Pottstown 19464
Featuring Bill Vitiello, ChamberChat Podcast Host / The Victory Bank and Drew Griffin, Co-Founder, Delicious Marketing
The power of your own voice! Discover how podcasting can increase the visibility of your business, promote your expertise, and communicate your contribution to the community through this powerful medium. Join us as we demonstrate how easy it is to get started and leveraging podcasting for your business.
Chamber Members: Free; Non-Members: \$10; Young Professionals – Contact Jennifer O'Donnell for discount code

SAVE THE DATE!

Leadercast 2020: Positive Disruption Thursday, May 7, 8 AM – 4 PM

Disturbance. Disorder. Disarrangement. Many people think these are negatives in the workplace, but Leadercast Live 2020 will show how disruption is the best way to make positive, lasting changes in your organization and beyond.

The speakers who will take the stage are change-makers. They are trailblazers. They are people who face big ideas head-on and take their teams to new heights. Learn from our leadership experts on how to purposefully interrupt organizational functions to bring new energy, ideas, processes and success to your team. Discover how to upset the status quo to incite positive change that will echo throughout your organization.

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

ECONOMIC FORECAST BREAKFAST

THANK YOU TOMPKINS VIST BANK AND FINANCIAL ADVISORS



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

The **Tompkins VIST** guest speakers for the morning included: **Geoff Blyth**, Senior Vice President and Chief Investment Officer; and **Allen Margolius**, Assistant Vice President and Portfolio Manager. They discussed the economic outlook for 2020 including the growth drivers for the economy and the markets as well as the impact of current and potential fiscal policy including other uncertainties.

We welcomed the following New Members to the Chamber:

- City Wingz
- Controller OnDemand
- Diamond Disposal LLC
- E&J's Landscaping
- Execute Your Event, LLC
- Frag Out Clothing CO
- Keys 4 Success
- La's Desserts
- McCarthy Engineering, Inc.
- N.A.A.C.P. Pottstown Chapter 2288
- Slatehouse Realty
- Soul Joel's Comedy Club & Lounge
- Valley Forge Wealth Management

WELCOME NEW MEMBERS!



Thank you to our Sponsors!

TOMPKINS
VIST Bank

TOMPKINS
FINANCIAL



MAKING A DIFFERENCE IS WHAT WE DO!

TRICOUNTY
R **REACH** **UPCOMING
EVENTS**
EMPOWERING AND CONNECTING WOMEN.

FEBRUARY 12, 2020

THE LOFT AT LANDIS CREEK - 11:30 AM TO 1 PM

Finding Harmony

feat. Jenna Armato, Chief Empowerment Officer
of Jenna Armato, Growth & Success Coach
How to create work-life balance

APRIL 1, 2020

BROOKSIDE COUNTRY CLUB - 11:30 AM TO 1 PM

A Growth Mindset

feat. Karen Norheim, President & COO,
American Crane & Equipment Corp.
Build confidence, overcome fear, and fall forward

JUNE 10, 2020

SUNNYBROOK BALLROOM

REACH Half-Day Conference

feat. Keynote Speaker Sylvie di Giusto
*Gain a clear understanding of the impact of your leadership abilities and
how you can emanate confidence, authenticity, and professionalism*

REACH SILVER SPONSORS:



CEG
CEDARVILLE

TOMPKINS
VIST Bank

SEASON 3

COMING IN MARCH



**TELLING THE STORIES OF
OUR MEMBERS ONE EPISODE
AT A TIME!**

**INTERESTED IN BEING A GUEST OR
A SPONSOR?**

CALL 610.326.2900 OR EMAIL
PODCAST@TRICOUNTYAREACHAMBER.COM

**LEARN MORE
ABOUT
CHAMBER CHAT**



BOYERTOWN AREA PROGRESS DINNER

Presented by TCACC and BMBA

March 18, 2020 - 5 to 8:30 PM - LaMassaria at Bella Vista

\$100 per person: TCACC & BMBA Members

\$150 per person: Non-Members

\$900 table of 10: TCACC & BMBA Members

\$1500 table of 10: Non-Members



MAKING A DIFFERENCE IS WHAT WE DO!

MEMBERSHIP Breakfast



March 4
7 to 9 AM
Copperfield Inn



The Politics of a
Divided America
feat. Dr. Terry Madonna

Sponsored by:



REFRESH FRIDAY PRESENTED BY LEADERSHIP TRI-COUNTY

On January 17, Adrean Turner, "The Career Fulfillment Expert", spoke with attendees on personal branding and how to own their reputation. Adrean guided attendees through activities to help them identify and maintain a strong brand that enhances their professional success.

Refresh



Thank you to everyone who attended!

DECEMBER BUSINESS CARD EXCHANGE



On December 17, Chamber Members had the pleasure of networking in the beautifully decorated The Victory Bank!

Thank you to The Victory Bank for hosting this great event for our Members - it's one that everyone looks forward to each year.



Follow Us!



TriCounty Area Chamber of Commerce



tricountyareachamber



TriCounty Area Chamber of Commerce

2019 - 2020 TCACC EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Baran Schultz, CEO, Schultz Technology

CHAIR ELECT

Rich Newell, CEO, Pottstown Hospital Tower Health

TREASURER

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

IMMEDIATE PAST CHAIRMAN

Richard Graver, Chief Lending Officer, The Victory Bank

SOLICITOR

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

SECRETARY

Eileen Dautrich, President, TCACC

BOARD OF DIRECTORS

Martin Bonifanti, Exelon

Bill Breslawski, Maillie LLP

Sean Deviney, The Body-Borneman Companies

Twila Fisher, The Hill School

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

Lee Levensgood, Everything Printing

Lisa Lightcap, Tompkins VIST Bank

Eric Phillips, Dana Incorporated

Elaine Schaefer, Schuylkill River Greenways
National Heritage Area

Dr. William Shirk, Pottsgrove School District

Mike Stevens, Bryn Mawr Trust

MAKING A DIFFERENCE IS WHAT WE DO!



JOIN US IN CELEBRATION!
THE FIRST YOUNG PROFESSIONAL AWARDS EVENT
IN THE TRI-COUNTY REGION

Thursday, February 20, 2020

5 to 8 PM

SunnyBrook Ballroom

50 SunnyBrook Rd., Pottstown, PA 19464

\$55 per person • \$395 per table of 8
plus cash bar

Tri-County Young Professionals will be honoring 20 outstanding young professionals who:

- Strive toward the highest levels of personal and professional accomplishment
- Excel in their chosen field
- Devote time and energy to their community in a meaningful way

CONGRATULATIONS TO THE AWARD WINNERS!

Excellence in Academic Education

Kyle Crater
Amanda Stout Elementary, Reading School District

Excellence in the Arts

Joel Richardson
SoulJoel's Comedy & Lounge

Excellence in Coaching

Sydney Coleman
Montgomery County Field Hockey

Excellence in Marketing & Communications

Heather Stehman
Boyertown Oil & Propane, Part of the Rhoads Energy Family of Companies

Community Champion of Excellence

Ann E. Maletsky
Exelon – Limerick Generating Station

Excellence in Community Wellness Advocacy

Dr. Dennis Mauro
ROG Orthodontics

Cultural Ambassador of Excellence

Mica Patterson
Schuylkill River Heritage

Excellence in Entrepreneurship

Ed Burns
Ed Burns Group

Excellence in Finance

Tom Yankanich
Kreischer Miller

Excellence in Emergency Services

Elias Scipio
Pottstown Fire Department

Excellence in Health and Human Services

Jessica Bonvenuto
Pottstown Hospital Tower Health

Excellence in Human Resources

Tara Mossman
Pottsgrove School District

Excellence in Infrastructure

Maureen Farrell
GVF

Excellence in Logistics, Transportation

Monique Johnson
Translogistics Inc.

Excellence in Nonprofits

Ashley Faison
YWCA Tri-County Area

Excellence in Real Estate Development and Management

John Bown III
Industrial Investments, Inc.

Rising Star

Brian Wysowski
Exelon – Limerick Generating Station

Excellence in S.T.E.M.

Stephanie Schwab
Montgomery County Intermediate Unit (MCIU)

Visionary

Mary Himmelberger
Barry Isett & Associates, Inc.

Excellence in Volunteer Leadership

Hannah Power
Michael Baker International

AWARDS SPONSOR

ALVERNIA
UNIVERSITY

EVENT SPONSORS

Boyertown
OIL & PROPANE

lewis
ENVIRONMENTAL

30th
TRAFFIC PLANNING
AND DESIGN, INC.

PATRON SPONSOR

BODY-BORNEMAN
INSURANCE

For more details or to purchase tickets, please call 610.326.2900 or visit www.leadershiptricity.org/awards-gala

Tri-County Young Professionals is presented by Leadership Tri-County, the Educational Division of the TriCounty Area Chamber of Commerce

MAKE AN IMPACT – BE A LEADER – MAKE A DIFFERENCE

ROUTE 422 BUSINESS ADVISOR



DINING GUIDE

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE



PIAZZA PRESTO

AUTHENTIC ITALIAN CUISINE

610.495.1819

453 W. Ridge Pike
Limerick, PA 19468

www.piazza-presto.com

**DINE-IN • TAKE OUT
DELIVERY • CATERING**



610-326-9978
104 WILSON STREET
POTTSTOWN, PA 19464

Hours:
Monday - Closed
Tuesday - Thursday 10:30-10:30
Friday - Saturday 10:30 - 11:30
Sunday 11-10

- ♦ HAND TOSSED PIZZAS ♦
- ♦ FRESH SALADS ♦
- ♦ FLAME BROILED BURGERS ♦
- ♦ SIGNATURE SANDWICHES ♦
- ♦ GREAT LOCAL BEER SELECTION ♦

SUNSHINE Café

Jamie Coulston
Owner

The Best Coffee in Town!
BREAKFAST
LUNCH • DINNER

207 West Ridge Pike, Limerick PA • 610-409-8420

OPEN 7 DAYS Sun-Wed 5:30am-2pm • Thurs-Sat 5:30am-8pm

Like us on Facebook Breakfast Served All Day!



610-385-5299
**Banquets and
Parties**

668 Ben Franklin Hwy.
Birdsboro, PA 19508

Our newly renovated
banquet room is great for
any event. Contact us
today.
events@blackjaxamery.com

BlackJaxAmericanPubGrill.com



610-933-1646
Fax 610-835-8171
1371 Valley Forge Road (Route 23)
Phoenixville, PA 19460

"The Best Kept Secret in Chester County"

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

Open Seven
Days a Week!

Monday - Friday
8 AM - 2:30 PM
Saturday - Sunday
7 AM - 2 PM

Filming Site for
The Happening

GRAB A SPOON AND
get cozy.

484.949.9362
Tuesday-Saturday 11am-7pm

Twelve Soups. Desserts.
Montesano Classics. Coffees.
Cozy Café Setting.

Montesano
SOUP
Café

238 E. High St., Pottstown

1432 E. High St. • Pottstown
484-624-4565
Fax: 484-624-5219
www.kingdiner.net

**BREAKFAST • LUNCH
DINNER • PIZZA**

Open 7 Days a Week
6:00AM - 10:00PM

Dine In • Pick Up • Delivery

Free WIFI
Credit Cards Accepted

Next To The Key Bank
VITO is 91944
FOR MP OFFERS

Vito's
NEW YORK PIZZA & RESTAURANT

We Cut Pizzas. Not Corners!

WE DELIVER!

Catering Available

610-948-8290

Open 7 Days a Week
11:30 am - 9 pm

3563 Schuylkill Road
Spring City, PA 19475

vitospizzaandrestaurant.com

Speck's Drive-In (610) 489-2110

"Chicken at its finest!"

3969 Ridge Pike, Collegeville, PA 19426
www.speckschicken.com
Family owned and operated since 1953

Hours:
Mon - Fri 10am - 9pm
Saturday 11am - 9pm
Sunday 12:00pm - 8pm

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

Ye Old Coventry Pub

Good Food, Good Friends and Good Times has been the motto of the Coventry Pub for many years. Conveniently located South of Pottstown and North of Bucktown on Route 100, the Coventry Pub was originally a farmhouse, and started as a pub in 1960. Ye Old Coventry Pub is famous for its hand carved roast beef — cooked and carved from a standing beef roast, and homemade snapper soup. In addition, the Pub features a full lunch and dinner menu, and a variety of sandwiches and salads, as well as a comfortable bar. The friendly Pub is a perfect place to watch sports and chat. The Pub also has a separate dining room, and we have patio dining — weather permitting — dogs are welcome to sit out at the patio.

Daily specials: Every Monday — special “2-for-dinners” with five choices — chef special dinners; Tuesday — Taco Tuesday; Wednesday — Burger Day specials; Thursday — Clam special & Trivia, 8-10 P.M. featuring fun and prizes. Weekend dinner specials include Prime Rib; Saturday afternoon — Soup and Sandwich special; Sunday — Family Day-Wert’s Birch Beer on tap from 1960s, a local favorite from Topton; Shepherd’s pie and children’s menu.

The Coventry Pub features 11 drafts with three rotating seasonal taps. There is always a draft and cocktail special. Check out our Facebook page for daily specials and events. For more information, please call 610.323.5790.

**Luncheons
Dinners
Beer
Cocktails**

Serving the area since 1960,
Route 100 South, Pottstown

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

Ye Old Coventry Pub

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



610.326.5500

Happy Hour: M-F 4:00-6:00 Sat. 3-5

Monday: Trivia & \$5.00 Burgers 8:30-8:30
Tuesday: 1/2 Price Appetizers 6:00-8:00
Wednesday: Buck-a-Shuck Raw Oysters \$10.00
Award-Winning Half-Rack Ribs All Day
Thursday: \$8 Fish & Chips 5:00-9:00
Sunday: 55¢ Wings All Day

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

www.ronscrookedhill.com

1271 N. Sanatoga Rd., Pottstown, PA 19464



Est. 1980

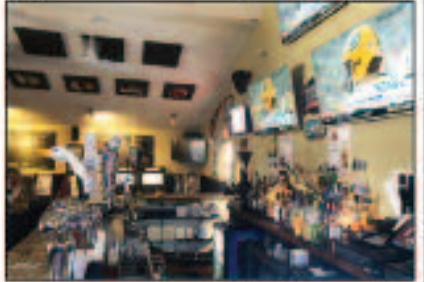
**+THE+
POURHOUSE**

Tap Room & Sports Bar
610-327-0516

636 East High Street,
Pottstown, PA 19464

www.PourHouseLittleItaly.com

Lage Selection of Craft Beers
Big Screen TV for Sporting Events





**Baird's Catering
LLC**

William Baird
Chef Owner

Now taking bookings for 2020 Luncheons & Events!



**Don't leave it
up to LUCK.**

**Choose
Baird's Catering
for your next event!**

When Taste Matters!
Baird's Catering, LLC
For all your
Culinary Occasions

For more information contact **WILLIAM BAIRD**
610-781-3534
BairdsCatering@verizon.net
www.Bairdscatering.com

**“More than Just
Ice Cream!”**

COVENTRY CARLON
OPEN YEAR ROUND
BREAKFAST: 7:00 A.M. - 11:00 A.M.
LUNCH, DINNER & ICE CREAM
11:00 A.M. - 9:00 P.M.

ENJOY DINNER INSIDE OR OUTSIDE
BREAKFAST • LUNCH • ICE CREAM
CATERING • BAKED GOODS • PARTY CAKES • PRODUCE
FUNDRAISING OPPORTUNITIES

653 Laurelwood Road, Pottstown 19465
484-300-4911

1503 Ridge Road, Pottstown 19465
484-624-8468

INDULGE YOUR SWEET TOOTH!

Featuring **NELSON'S ICE CREAM**
• Coffee • Crêpes • Sundae • Shakes
• Specialty Cupcakes & more!

**RIVSTER'S
ON HIGH**
SWEET Eats with a COOL Vibe!

250 E HIGH STREET, POTTSTOWN • 484.752.4751



THE PCTV NETWORK

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

NOW OFFERING:

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

Powered by **TellisVision**

ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

Ask SCORE

TIPS FOR CHOOSING THE RIGHT CRM PLATFORM FOR YOUR SMALL BUSINESS

Customer relationship management (CRM) systems offer technology to streamline a company's ability to interact with current and future customers. A CRM system essentially provides a central place where businesses can store customer and prospect data, track customer interactions, and share this information with colleagues. It allows businesses to manage relationships with customers, helping the business to grow. A good introduction to the benefits of having a CRM system can be seen at ... <https://blog.perfectmind.com/benefits-of-using-crm-for-your-business>

You can find a variety of CRM platforms on the market to help you automate, organize, and synchronize your marketing sales, customer service, and technical support activities and data.

All CRMs come with their advantages and disadvantages, so how can you know which one is the best fit for your small business?

"The cost of acquiring a new customer is always much greater than retaining an existing customer," explains SCORE mentor and business development expert Wilson Chu. "Therefore, it is so important to collect and analyze data on your existing customer base so that you can use this data to retain and grow sales to these customers. CRM systems should allow you to collect the most useful data about your customers."

"For example, I met a company called Back Office Thinking that uses CRM to track and manage donors for nonprofit organizations. Their objective is to encourage/cultivate a first time donor to ultimately become a donor that puts the nonprofit into their will. In order to do this, you need data on the donor such as age, finances, family, etc."

When deciding on a CRM for your small business, ask yourself these questions to help you narrow down the options that will best serve your company:

- **What is the most important thing I need it to accomplish?** For example: increase qualified leads, improve customer service interaction, organize contacts, track interactions and transactions, etc.?

- **What systems do I need it to interface with?** For example: your email platform, accounting system, contacts platform, calendar, etc.?

- **How many users must it accommodate?** Is it capable of growing with your company? What will it cost to add users?

- **How much maintenance will it require?** If you have a system that involves premise-based hardware, find out what it will take to keep its

features and functionality updated and to scale it as your company grows.

- **Can it be accessed conveniently?** Will your sales team be able to enter and update information about leads and customers remotely from their desktop and wireless devices? Accessibility to your system no matter where your team members are will help prevent important information from slipping through the cracks.

- **Will data synchronize automatically between all devices and systems that interface with your CRM?** If data is not synced automatically, depending on when your team members are looking at data and what system they are using, they may not be seeing up-to-date information.

- **What changes in my business might I need it to accommodate in the future?** Think about your expectations related to adding staff, growing your base of prospects and customers, diversifying the products and services you offer, providing more billing options, etc.

- **Is a free demo available so I can get a feel for its capabilities and ease of use?** Getting some hands-on time with a CRM can give you a better idea of how easy it is to navigate and the efficiency it might provide.

According to Chu, "The CRM system/software a small business chooses must be able to collect the proper information, be able to analyze that data, and report it in a format that can be used in the company's customer service, sales, and marketing efforts to cultivate its customer base."

While the vast majority of CRMs for small businesses are cloud-based offerings, they still require a notable investment of money and time. You will want to carefully decide on the solution that is right for your business, so you make the best use of your human and financial resources.

For insight about the different administrative and operational aspects of your business that you might streamline with a CRM, consider talking with a mentor at your local SCORE chapter.

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



*Zoetic (Adj.)
Of or relating to life;
vital living*

Monthly weight management challenges
Outdoor activity retreats
Self-care seminars
Professional development
Nutritional, makeup and skincare workshops
Youth Enhancement Programs offered by Zoetic.journeys@ohal.com

—————>>>—————<<<—————

Zoetic life was formed to create a community for those who are interested in making changes in their lives not only their physical body, health and wealth but also how we relate to one another. We have one life, one body and one chance to make an impression.



Lynne Ernst
(610) 914-7854
lynneernst262@gmail.com
Facebook@zoeticlife
Instagram zoetic_life

SPATIAL SEPARATION AS A WAY OF MAINTAINING HOUSING VALUE

PART 1



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

In recent weeks I have devoted a little more time to addressing issues relating to gentrification in Coatesville. It appeared to me to be where somehow many of the black people in Chester County ended up in one place.

There is a spatial separation of minorities in Chester County. Minorities are not evenly distributed throughout the county.

As plans for the new train station move forward, a potential wave of gentrification will result. I am going door to door in Coatesville, attempting to help people, because I wouldn't say I like the strategy of the current revitalization. Although I put my head down and tried to ignore some of the things that have been done to thwart my effort, I felt that I needed to gain a better understanding before I responded.

One thing I have found is that, in many cases, there are not traditional mortgages but instead notes that had been given to people to transfer the property. There are many tangled titles, and wild financing mechanisms used to finance homes in Coatesville. It isn't straightforward to make heads or tails of any situation. Because I am a government finance specialist, I tried to ferret my way through on existing knowledge. Still, some of the stuff was so out of the ordinary I had to secure a reference base as to racial/spatial segregation, in general, to understand what made these finance mechanisms necessary.

I went back to review some of the books I purchased for my London School of Economics MSc in Cities as recommended readings. It was a big list, and although I bought all the books, I did not read many of them because I cannot read that fast. One book that I did not read was titled *American Apartheid* by Massey and Denton from 1993 (I have the 10th printing, 2003). It is information I gleaned from that book that this column is based on.

The historical record of spatial separation has been practiced over the last century throughout American cities as a way of maintaining value in housing, and maybe because Chester County started with gentlemen farmers, all of the minorities were in the more urban areas like Coatesville and Phoenixville. When farms were preserved for open space, there was an area that concentrated development so the gentleman farmer could get his money when he wanted to sell, and in order to make Chester County remain to look the same as it always had by maintaining the views.

(Continued on page 46)

Harleysville

SINCE 1915 BANK

"We Make Everything You Value Our Priority"

Upper Providence Branch
1889 East Ridge Pike
Jo Wanamaker, Manager
610-454-0391

West Norriton Branch
2301 West Main Street
Brian Murphy, Manager
610-631-0887

Joe Bergquist, Commercial Lender
267-664-5598

harleysvillebank.com

CORE ELEMENTS

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

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

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

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

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

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422
610-495-6211
www.chesmontcarpetone.com
LIC# PA0081672

CLEAN CUT

ESTABLISHED 1987

LAWN & LANDSCAPING SERVICE

Josh Rafalowski phone 610.495.6399
Owner/President cell 610.812.8389
285 Linfield Road P.O. Box 1100, Parker Ford, PA 19457
Josh.Cleancut@gmail.com

Power Washing • Snow Removal • Firewood

LAWN SERVICES

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

LANDSCAPING SERVICES

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



Dreaming of flight?

Dream no longer and spread your wings with Fly Elite.

610.495.6366

Fly-Elite.com



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

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





DRAINMEN PLUMBING INC.

When You Have A Back Up In Your Main,
Or A Problem In Your Drain . . Call Drainmen!

484-366-9362



DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 45)

The spatial separations of the races in the 19th century showed that blacks and whites lived side by side as they were scattered about cities like Philadelphia, Detroit, and Chicago. In the south another pattern developed with white people on the main streets and black people living in the allies behind those homes, but for purposes of the is column we will deal with racial spatial separation in the north. Although 80 percent of the black Americans living in the south in 1870 were exploited as sharecroppers, by 1970 80 percent of black Americans lived in urban areas.

In the 19th century, most of the discrimination was centered around job opportunities and not about housing. During this time, land use was not highly specialized, and socially distinctive neighborhoods were yet to emerge. Densities were low because the building technology had not yet developed to make them structurally sound. Because there was discrimination in job opportunities, there was less ability to garner enough dollars to afford proper housing. Block rations for black residences rarely exceeded 30 percent, and there were many harmonious mixed neighborhoods. Many of the professional blacks, includ-

ing physicians, lawyers, and clergy, relied on white support for their economic enterprises and political support.

The period between 1900 and 1940 saw rapid industrialization and the creation of many jobs which happened concurrently with a movement of blacks from the farms to the cities to enable them to take advantage of the newly created jobs. Up to those times, most goods produced were what would be considered today artisan type goods, produced in the home or in a small shop. Artisans produced garments, foodstuffs, and the like to serve the needs of the local community. After 1900 industrial labor needs were met by an influx of people from the south and from eastern Europe. Housing density was increased and clustered near the industrial facilities to provide a workforce.

While southern blacks migrated to fill some of the industrial positions, there were far more immigrants whose origin was from eastern Europe, and during boom times in Europe, when the immigration slowed, the slack was filled by blacks from the south. So black migration had a symbiotic relationship with the European economy.

(Continued on page 48)

Pottstown Hospital Employees Donate More Than \$32,000 to Local and National Charities

Pottstown Hospital – Tower Health employees donated more than \$32,000 to area charities in 2019. More than \$10,000 was donated through “Casual for a Cause,” a weekly dress-down day spearheaded by the Celebrate and Recognize Employees’ Work (CREW) committee at Pottstown Hospital. Established in 2013, the committee engages employees in efforts to give back to the community. Each month, a charity is designated and every week, employees pay \$3.00 for a “Casual for a Cause” sticker that allows them to wear jeans and Pottstown Hospital spirit wear

on Fridays. The total for the month is calculated and a check is sent on behalf of the hospital employees to the selected charity.

“I am constantly amazed by the generosity of our employees,” said Rich Newell, Pottstown Hospital President and CEO. “Whether they are supporting ‘Casual for a Cause,’ volunteering in the Pottstown community, serving on boards of local organizations, or collecting supplies for our soldiers and local schools, our employees are engaged in the community and making a difference.”

A sample of the local organizations supported in 2019 include: Family Services of Montgomery County; Pottstown Cluster of Religious Communities; Operation 143 (formerly Operation Backpack); Association for Adults with Developmental Disabilities; and Art Fusion.

National health-related organizations supported by Pottstown Hospital include The American Cancer Society’s Real Men Wear Pink. Rich Newell is an ambassador for the ACS Real Men Wear Pink. Newell challenged male department directors to wear pink, raise funds and matched their donations, for a total of \$8,000. The remaining \$13,886 was raised by employees through Pottstown Hospital’s participation in Tri-County Network’s Amazing Raise. The Amazing Raise is a one-day giving challenge that helps to raise needed funds, while shining a spotlight on the work of non-profits in the Tri-County Area (Montgomery County, Eastern Berks County, Northern Chester County).

Located in Pottstown, Pa., and a member of Tower Health, Pottstown Hospital is a 232-bed hospital that offers a full range of health services, including inpatient and outpatient, medical and surgical, and diagnostic and emergency care. Pottstown Hospital is accredited by The Joint Commission and has been recognized for its quality outcomes and clinical expertise across many service lines. Its cancer program is nationally recognized. The hospital also is a Primary Stroke Center; Joint Commission-certified for hip and knee replacement; and Heart Failure and Chest Pain certified. Its Emergency Room, which is second busiest in Montgomery County, sees more than 40,000 patients a year. For more information, visit www.towerhealth.org.



HILL TOP HAMBURGERS

ESTABLISHED IN 1952

Hill Top Drive-In

2910 E. HIGH STREET
POTTSTOWN, PA 19464
610-326-2342

PROUDLY SERVING THE POTTSTOWN AREA INCLUDING ROVERSBURG, LIMERICK & SHIPLEY

2019 CHAMPION FOR THE BEST DRIVE-IN BURGER

The Pottstown Rotary Club Wants You!



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

Visit www.pottstownrotary.org or call Bill Wellen at 484.886.5396 to learn more!



FOR ALL YOUR MEDICAL & SURGICAL DERMATOLOGY NEEDS



Board Certified Dermatologists

Immediate Appointments

Online Appointment Scheduling

Most Insurances Accepted

Accepting New Patients

Multiple Locations in Berks, Montgomery, Bucks, Lehigh & Philadelphia Counties



610.288.2908

www.padermpartners.com

Because they have so much more life to live!

Our personal care community is just what they need for a better life!

Find out how Chestnut Knoll residents

- **Live better with delicious, healthy meals** – and someone to eat them with!
- **Live better with regular exercise** – and expert FOX Rehabilitation clinicians on site providing physical, occupational and speech therapy
- **Live better with medication being managed** – and caring professionals checking on them daily!

Learn about life at Chestnut Knoll!
Call Jodie or Beverly at 610-400-1430.



**IMMEDIATE
AVAILABILITY**
Call to schedule
a tour.



120 W. 5th St. Boyertown, PA 19512 • www.chestnutknoll.com



A private, member's only club that caters to **car enthusiasts** and **business owners**.



Members enjoy access to our one of a kind building to hold meetings, host clients, entertain friends and family and enjoy the fellowship of other enthusiasts!

Private membership
\$100 per month.

Corporate membership
from \$100 to \$700 per month.

Vehicle storage
\$350 per month.

132 East 3rd Street, Pottstown, Pa.

904-424-7210

Instagram: @redhorsemotoring

<http://www.facebook.com/redhorsemotoringclub>

<http://www.redhorsemotoring.com>

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 46)

There was another use for black migrants in the early industrial times, as they served as strikebreakers. They were transported by special trains directly to the factories by the capitalist factory owners with little understanding of their role in the labor dispute. As insect infestation and weather conditions changed, and the southern plantation owners moved from cotton to foodstuffs, resulting in a vast amount of workers who became jobless.

The size of the black population burgeoned in the urban centers during this time. Northern newspapers increasingly ran stories concerning black crime, vice and general uncouthness of the black community. Whites became alarmed, and public school integration was a victim as white parents increasing did not want their child associating with black youth. Prosperous professional blacks lost their white clientele.

The increasing black migration sparked race riots New York, Evansville Indiana, Springfield, Illinois, and Chicago, where individual blacks were taken from public transit and beaten,

outlying homes of blacks were ransacked or burned. Although the aggressors were white, most of the victims and those arrested for rioting were black.

The steady rise of black-white segregation continued from 1900 for approximately 60 years.

Part two of this column will deal with the increased efforts of white America to segregate themselves from the black population at large as they moved to the urban centers for work. I will describe methods and tactics which created situations all over America that are similar to those in Coatesville. I will explain how the financing mechanism or lack thereof has led to the disbandment and loss of generational wealth through finance mechanisms employed to promote segregation.

I look at this project in Coatesville as one of the most important things I will ever do in my life, and I am amused by the Micky Mouse tactics being used to attempt to thwart my effort.

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

CALCULATION OF PARTIAL DISABILITY IN PA WORKERS' COMPENSATION



LEGAL PERSPECTIVES

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

The correct payment of wage loss (also known as "disability" or "indemnity") benefits under Pennsylvania Workers' Compensation Law is a thorny issue in many, many cases. There are twists and turns to the calculation of wage loss benefits which can make even experienced workers' comp attorneys' heads spin.

The calculation of partial disability benefits by itself, however, is comparatively easy, but many of our clients do not understand how to perform the calculations, and the resulting figures are not necessarily intuitive.

The starting point for calculating wage loss benefits in PA workers' comp is the preinjury average weekly wage (AWW). The calculation of the preinjury AWW is the subject of much nu-

ance and reams of case law all by itself, but the basic concept is that the AWW is supposed to reflect the preinjury earnings experience of the injured worker, or, for someone who recently started a job, what the worker expected to earn if he or she had not been hurt. We often explain the AWW to our clients as the "yardstick" against which subsequent losses of earnings due to the work injury are measured.

(Continued on page 50)

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

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

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

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

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

Call for your consultation today (No fee, no obligation)
Advice never felt so good.

INTEGRITY SERVICES & SOLUTIONS

Take a step in the right direction.

EMPLOYEE BENEFITS OR SERVICES INSURANCE

Facebook Twitter 3 Park Plaza, Wyomissing, PA 19607 | tel: 610.999.9598 | web: Integrityservicesandsolutions.com

We make it EASY to talk with a lawyer.



Daniel E. McCabe, Esq. & Levi S. Wolf, Esq.
Certified Specialists in the Practice of
Workers' Compensation Law

by the Pennsylvania Bar Association's Section of Workers' Compensation Law as authorized by the Pennsylvania Supreme Court

Wage Loss Claims • Fatal Claims • Scarring • Settlements



www.wolfbaldwin.com



ATTORNEYS-AT-LAW

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

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

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

Grand Opening!
VSPOT
MEDI SPA PHILADELPHIA

At VSPOT, our mission is to educate and empower women through non-invasive intimate health solutions. Women face many transitions throughout the natural aging process, from menstruation to childbirth to menopause. These changes greatly impact daily life!

Our treatments allow women to care for all facets of their well-being - including their intimate health.

As Featured In...

V-Tightening, V-Lightening, V-Steam, O-SHOT®, V-Plump, BTL EMSELLA™ aka "Kegel Throne", BTL EMSculpt™, Vampire Breast Lift®, 24k Gold Wax & LED Vajacial, Femilift™

1920 Chestnut St., 2nd Fl. | Philadelphia, PA 19103
267-534-3355 | vspotmedispa.com



Get a **FREE Website Evaluation and Action Plan**

- Call Tiras Buck at 215-801-0290 or email tiras@amitydigital.com

AMITY DIGITAL

MAKING THE WEB WORK FOR YOU

It All Starts With The Website

The first step of this process is to ensure that your website is responsive and will work on any device your potential clients want to view it on. Next we look at any issues that might be causing the site to underperform. We use that info to write up a personalized action plan just for you.

- AMITYDIGITAL.COM



Not Just a Web Design Company

- Search Engine Optimization
- Paid Search
- Social Media Management
- Web Hosting
- Much More

LEGAL PERSPECTIVES

(Continued from page 49)

Put simply, if the injured worker cannot earn his or her preinjury AWW after the injury, because of the injury, then either temporary total disability (TTD) benefits or temporary partial disability (TPD) benefits should be paid by the insurance carrier.

TTD benefits are paid if the injured worker cannot work at all due to the injury. But many people are able to work in some capacity after an injury, they just might not be able to earn as much as they could before the injury. These people are entitled to TPD benefits.

The calculation for TPD benefits is the difference between the preinjury average weekly wage and the amount the injured worker is able to earn, multiplied by two-thirds. In other words, expressed algebraically: $TPD = (AWW - \text{current wages}) \times 2/3$. So, as an example, if your preinjury wages were \$900.00 per week, and you are still injured with doctor's restrictions which only allow you to earn \$600.00 per week, then $\$900.00 - \$600.00 = \$300.00 \times 2/3 = \200.00 TPD still due.

Note that if you earn at or above your preinjury AWW, your wage loss benefits will be suspended, but your medical

benefits will continue. Additionally, partial disability benefits are only payable for up to 500 weeks (about 9.6 years).

There are many ways which an insurance company can seek to modify the benefits of an injured worker from total disability to partial disability, even if the injured worker has not actually returned to work. These methods of trying to stop or reduce a claimant's check are the subject of other articles, but they each have their own nuances and pitfalls.

Pennsylvania Workers' Compensation is a specialized area of practice and is filled with unexpected twists and turns. Employers are typically provided lawyers by their insurance companies who only practice workers' compensation law. Injured workers are well-advised to consult certified specialist workers' compensation claimant's attorneys when they have had a work injury.

Levi S. Wolf, Esquire is a shareholder in the law firm of Wolf, Baldwin & Associates, P.C. with offices in Pottstown, Reading, and West Chester. He is certified as a specialist in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. Mr. Wolf can be reached at 610.323.7436 or by e-mail to Lwolf@wolfbaldwin.com.

484.802.0297

Macjnkyard@gmail.com

BROTHER & SISTER DUO
OWNED AND OPERATED

JAW-DROPPING MUSIC VIDEOS,
COMMERCIALS
INTERVIEW,
WEDDING FILMS, FILMS
FESTIVALS
CONCERTS, ETC

WE SPECIALIZE IN CREATING MEMORABLE WEDDING FILMS
SERVING THE
ROUTE 422 CORRIDOR & ALL OF THE DELAWARE VALLEY

WEDDINGS - JNKYRD

ADVISOR PROGRESSES TOWARD CERTIFICATION

Marathon Capital Advisors recently announced that Mike McCarthy has passed the Certified Valuation Analyst examination, an important step leading to the CVA credential offered by the National Association of Certified Valuators and Analysts (NACVA). The exam tests applicants in nine primary categories: Overview; Professional Responsibilities and Standards; Engagement Acceptance and Planning; Qualitative Analysis; Quantitative Analysis; Valuation Approaches; Cost of Capital Concepts and Methodology, and Other Pricing Models; Discounts, Premiums, and Other Adjustments; and Special Purpose Valuation. For a detailed listing, visit: http://edu.nacva.com/BVTC/CVA_Exam_Topical_Categories.pdf.

"This demonstrates the commitment of all our advisors to continuing to serve our clients with the highest standards of professionalism and integrity," said Ray Melcher, President of Marathon Capital Advisors. "A CVA provides valuation

services for clients for a variety of purposes, including sale, tax and estate planning and employee stock ownership plans."

Marathon Capital Advisors, a division of Marathon Business Group LLC, has been advising business owners since 2006. It is an award-winning affiliate of VR M&A Advisors and Business Brokers.

Marathon Business Group LLC offers assistance with mergers, acquisitions, business sales, divestitures, succession planning, strategic planning, exit planning and

performance improvement. The firm, and its sister firms Marathon Financing Advisors and Marathon Franchise Advisors, also offers interim, part time CEO and COO services and executive coaching. Marathon is headquartered in Wyomissing, PA. For additional information, please call 610.898.8086; and visit www.vrmarathon.com.

Marathon Capital Advisors, division of Marathon Business Group, LLC. Award Winning Affiliate of VR Mergers & Acquisitions



Marathon Capital Advisors Marathon Financing Advisors

4 Park Plaza, Wyomissing, PA 19610

610.898.8086

Toll Free: 800.280.5927

www.vrmarathon.com

mmccarthy@vrmarathon.com

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

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



VR has sold more businesses in North America than anyone else

The Pottstown Rotary Club Wants You!



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

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

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

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

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



www.pottstownrotary.org

Working hard for
local businesses,
local families...
local everything.

WSFSBANK.COM / 1.888.WSFSBANK



WSFS bank
We Stand For Service®

SECURE PASSWORDS: A RESOLUTION YOU CAN KEEP



TECH TIPS

By Kelly McNeil, TechBldrs, Inc.

January might be the month of starting New Year's Resolutions, but February is the month of seeing whether or not they stick. Want one resolution from us that you should definitely keep? Regularly changing your account passwords. If you don't, you could start off 2020 by being the owner of one of the over 2.3 billion accounts for sale on the Dark Web.

Why should you change your password regularly?

Even if you don't know the scary statistics about data breaches and exposed passwords (over 1.3 billion records were exposed in 2019 alone!), changing your passwords on a regular basis just makes sense. Think about all the private information you have in password-protected accounts: educational and financial information, health-care details, personal pictures and messages are all things you don't want hackers to see or use for their own gain.

Still not convinced? Maybe we can change your mind. Changing your passwords regularly can...

1. Contain account breaches:

Reusing passwords for multiple accounts and never changing them means that if the password information for one of your accounts is compromised, then its compromised for all of them. If you regularly change your password, getting into your accounts with an old password will be difficult for the people trying to compromise your information. (And you should always have a different password for each account! Check out our password formula below to learn how.)

2. Prevents the use of already-compromised passwords: You might

not know it yet, but a password you've used before could already be compromised. Hackers looking to take advantage of that will try to use that password in other places in hopes that you don't regularly change your passwords and they can gain access to your accounts. Changing your password reduces the risk that they'll be successful, and the risk will be reduced even further if you have a different password for each account.

3. Limit hackers' guesswork: Some hackers will try to brute force "crack" your password with the help of computer programs that guess at your password over and over again. If they've made progress with cracking your password, changing your password to a new one resets that progress back to zero.

4. Save you from data breaches:

In January of 2019, 2.3 billion accounts were found in the Dark Web, their information visible to all. 4.4 billion people are classified as "internet users" by the International Telecommunications Union. 4.3 billion vs. 2.3 billion — if you do the math, do you feel confident in trusting your security to those odds? Chances are that at least one of your passwords is already readily accessible by hackers — changing all your passwords regularly prevents them from using your past exposed data against you.

(Continued on page 54)

EZ IN & OUT

Rentals for
Personal & Commercial

Professional • Affordable • Responsive
dumpsterdudez.com

• FRANCHISES NOW AVAILABLE •

Follow us on

Affordable Luxury
Financing for everyone with rates as low as 2.49%
Guaranteed Credit Approval • All Income Types Accepted

highstreet
AUTO CONNECTION

1415 W. High Street, Pottstown, PA 19464
484.624.3120
www.HighStreetAutos.com

Make your next move your best move right in town at High Street Auto Connection.

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

Yeah, we can fix that
LOCALLY OWNED AND OPERATED

FROM TRANSMISSIONS TO TUNE-UPS, PEOPLE WHO KNOW GO TO AAMCO.

Transmissions • Brakes • Shocks/Struts • Axles • Cooling Systems
• A/C • Tune-Ups • Clutches • Tires & Alignment • And Much More!

CALL TODAY TO MAKE YOUR APPOINTMENT!

AAMCO OF POTTSTOWN
(610) 970-1844 | 401 WEST HIGH STREET
HOURS: M-F 9 TO 5, SAT. 9 TO NOON
www.aamcoofpottstownpa.com

ALWAYS THE RIGHT FIX.

Mercer's TruCraft Collision Turn your Collision into Compassion

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

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

Red Kieffer's Auto Repairs, Inc.

Specializing in
Mercedes-Benz since 1961!

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

FAMILY OWNED & OPERATED SINCE 1987

HFT TIRE SERVICE

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

Performance Touring All Season Radial Tires

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

COMPLETE AUTO & LIGHT TRUCK REPAIR

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

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

Visit Us At www.hftire.com

SHOP LOCAL



We take care of fleets of 1 to 100 vehicles!

We Service National Accounts
Commercial Discounts Available



Member

Commercial Advantage Program

Discounted maintenance for auto and light truck vehicles including:

- Tires and Tire Services
- PA State Inspections
- Diagnostic Services
- Vehicle Manufacturer Scheduled Maintenance

Saving you time & money is our business!

CJ's Tire & AUTOMOTIVE

Better. Faster. More Affordable.

18 locations in the tri-county area including:

King of Prussia 484-864-5005	West Chester 610-455-0400	Lionville 610-524-1002	Kimberton 610-933-5984
Limerick 610-409-0400	Coventry 610-705-5501	Birdsboro 610-582-4266	West Lawn 610-670-5922

CJTIRE.COM

Montgomery County, Pennsylvania
COMMERCE DEPARTMENT

#MontcoForward

For entrepreneurs, businesses, & investors in or considering Montgomery County, our Commerce Department can connect you to tools, services, & partners that will help you start, grow, or move here.

Contact: Amy B. Lempert, Administrator, Business Assistance & Resources
ALempert@MontcoPA.org

Montgomery County Commerce Department
David DeBels, Jr., Director
MontcoPA.org/Commerce
MontcoForward.org
800.871.3399

MONTCO FORWARD
MONTGOMERY COUNTY, PENNSYLVANIA

A Honey Dipper
SEPTIC SERVICE
J. Brehm, Inc.

WE PUMP WHAT YOU DUMP

Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com

TECH TIPS

(Continued from page 52)

So how can you minimize the risk in addition to creating a new, secure, and different password for each of your online accounts?

We recommend following our "Hack-Proof Password Formula" to generate passwords that are long, unique, and are (importantly!) easy to remember without assistance from a password manager, which aren't always as secure as you think.

To generate your password, follow these steps:

1. Choose a lowercase word that is at least 5-7 characters long. Something personal to you is best, since you're likely to remember it!
Ex: gardens
2. Choose at least two numbers to add to the end of your word
Ex: gardens42
3. Choose a special character to add after your numbers
Ex: gardens42#
4. You've created your password base! Now break this base into two parts, dividing the word.
Ex: gard ens42#

5. For every new password you create, insert the first four letters of the website or service you are creating the password for, in uppercase. We will use Amazon for our example.

Ex: gardAMAZens42#

When you have to change your passwords, simply change your base word, where you split your base word, or your numbers, and any password you create with this formula will be of a secure length, customizable, and easy-to-remember. Importantly, your new password should not be the same as any password you've used in the past!

Prevention is always a better idea than losing the cybersecurity gamble. It may be a momentary inconvenience, but changing your passwords regularly is an important factor in keeping yourself safe online.

Still have questions? Want to know other ways to protect yourself online? Call us at 610.937.0900 for advice or for a free Dark Web scan of your information, or check out our blog at www.TechBldrs.com/blog for more tips!

TECHBLDRS

IT'S A NEW YEAR...
DISCOVER YOUR NEW CAREER

WE ARE HIRING!

Lewis Environmental is a great place to build a career and be a part of a dynamic team.

CURRENT OPPORTUNITIES:

- Field Technicians
- CDL Drivers

Competitive Pay / Full Benefits / Paid Time Off
Values Focused / Equal Employment Opportunity

lewis ENVIRONMENTAL Safety, Quality, Integrity & Accountability
DiscoverLEWIS.com/careers

JWM Business Services

We put your marketing in motion

JWM Direct
Way Cool Email
Kinetic Web Solutions

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

www.jwmbusiness.com
610-831-9030

HVAC TECHNICIAN – A CAREER FOR ALL SEASONS

Did you know that the Heating Ventilation Air Conditioning (HVAC) industry offers one of the hottest areas of growth for newcomers? Technicians in this high-demand occupation repair, maintain, and install heating, air-conditioning and refrigeration systems. These service professionals are also responsible for heating, cooling, and air quality in residential homes and businesses.

According to Pennsylvania's Department of Labor and Industry, employment in the industry is expected to grow over 10% in Montgomery County and over 15 percent nationally. Salaries are good too, as the local median salary for experienced technicians is usually around \$56,000.00 but can exceed well above \$75,000.00.

The HVAC field offers an opportunity to utilize a number of technical skills, many of which are STEM related. A local employer and partner of North Montco Technical Career Center, Chris Walton (Clyde S. Walton, Inc.) points out that the field is constantly evolving. "Technicians do well with a technology and mechanical interest and background. He continues, "Today I-

Pads and I-Phones can be used to diagnose system issues and problems. More importantly, people should know that the trades, especially the HVAC field is not a dead end job. There is always growth potential."

To help prepare students for these opportunities, North Montco's teacher, David McCauley and evening instructor, Leon Angelichio teach both theory and a strong hands-on component. McCauley says that active learners will do well in this profession if they utilize both theory and hands-on knowledge in their work. As an important part of his training curriculum, McCauley puts an emphasis on safety standards and practices.

Angelichio illustrates how customer service skills make a difference. "While specific technical skills are important in class, there are some personal traits that can allow an individual to excel in the HVAC field. A drive to work varied hours and in various environments is critical to success. Our trade is 24/7/365. Heating and air conditioning equipment does not fail on a schedule. We often meet customers who are not having their best day and are under

a bit of stress. An individual who is empathetic with a desire to help someone who is experiencing the stress of a failed household component that might require a costly repair or replacement is essential."

Who should consider an HVAC career? Angelichio, states, "All types of students can excel in the HVAC field. It is important, however, to note that individuals that are strong in math skills tend to do well. The field requires constant use of basic math skills as we rely heavily on basic equations to help understand when heating and cooling appliances are functioning properly and efficiently."

Brenden Lanahan, completed North Montco's HVAC program in 2019, believes his training was a worthwhile experience. "I wasn't planning on going to college, but wanted an opportunity for some on-the-job experience. During my time at North Montco, I began to establish a work history with Clyde S. Walton, Inc. and a mentorship with my instructor. This was a great way to get your foot in the door."

(Continued on page 56)

422bizmag.com

Business Advisor

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

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

422bizmag.com

"I think we're protected" isn't enough. It's time to be sure.

Better, smarter IT support from TechBldrs

-  Live Help Desk Support
-  Backup & Disaster Recovery
-  Cybersecurity Protection & Training
-  Office 365 Migration & Support
-  Cloud Integration

...and more!



(610) 937-0900

Call for a FREE
cybersecurity
assessment

TECHBLDRS



Celebrating 20 Years



(610) 937-0900



www.TechBldrs.com



info@techbldrs.com



604 Gordon Drive
Exton, PA 19341

REGISTER TODAY!
Classes start soon!

North Montco Technical Career Center

Adult Education for High-Demand Jobs in Healthcare, Manufacturing, Engineering, Construction, or Technology.

Commercial Drivers License, Customized Training for Businesses, and Drivers Education for Teens

New!

Drone Technology, Plumbing, Furniture Making

Register online at www.nmtcc.org

HVAC TECHNICIAN

(Continued from page 55)

Angelichio says, "Once students complete the basic heat and air conditioning course, our students are well positioned to begin employment as an apprentice with a residential or light commercial HVAC company. They will have a strong foundation that they can build on, as most students will be able to complete basic preventative maintenance on small oil and gas fired equipment. Students will also be able to complete basic preventative maintenance." "As in most trades, credentials add value," says McCauley. "We work with students to get their 608 Refrigerant license. This licensing allows technicians to work on Freon systems, and is a qualification for the apprentice journeymen level."

Lanahan comments, "HVAC training is unique in that you learn a little about many different fields, which has been helpful in learning to think outside the trade. While working on other projects, you learn the skill of thinking through the sequence of operations or troubleshooting." McCauley explains that the HVAC technician will become familiar with some electrical, plumbing, and air quality systems as part of their training and experience. "Once students find em-

ployment, employers may require they do a combination of service and installation," says McCauley. "This mix can help employers evaluate new employee's strengths as well as help the employee develop their interests." Walton agrees, as this career path includes helpers, apprentices, installers, master technicians, supervisory and sales for those inclined.

Register today: www.nmtcc.org

Other continuing education courses are available at North Montco Technical Career Center. With multiple programs offered in six high-demand occupation sectors, you can increase workplace skills and earn the certifications employers want most: Construction Trades, Culinary Arts, Engineering, Manufacturing, Health Careers, Driver's Education and Commercial Driver License (CDL). Key components to training in all of our programs reflect current industry trends and advances in technology. Partnerships with business and industry, manufacturing and schools have kept our programs state of the art to meet the demands of local employers.

Various apprenticeships are available. Call today for more information 215.855.3931.

Stylish Images photography

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

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

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

Visit us: www.stylishimages.com

Business Discounts available
for multiple sessions

An ~~\$500~~ Studio session includes:
20-40 exposures taken (2-4 poses),
2 - backgrounds

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

1- Retouched High resolution digital file
emailed to you within 24 hours.

additional files available for a small fee

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

Don't settle for this



When you can have these



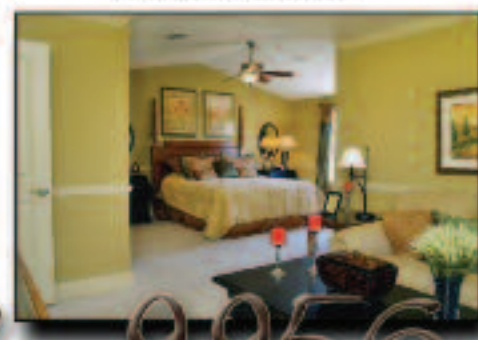
Educators First Financial



McCarthy & McCarthy
Attorneys At Law



Real Estate Interiors



610-792-9956

3 FINANCIAL REPORTS EVERY SMALL BUSINESS OWNER SHOULD UNDERSTAND

After setting financial goals and a budget for your small business, it is crucial to monitor how well your company is performing. Is it on track to achieving its revenue and profitability goals? Is it controlling its costs?

Even if you have contracted the help of an accountant, it is helpful to develop your understanding of your business's financial affairs. One way to accomplish that is to become familiar with and regularly review the following reports.

- Profit and Loss Statement
- Balance Sheet
- Cash Flow Statement

Profit And Loss Statement (P&L)

Also called an "Income Statement," your company's P&L report indicates if your business is profitable and how profitable it is during a given period of time (such as for the past month, past quarter or past year).

A P&L statement is made up of the following main sections:

- Total income
- Total expenses
- Net income (Your income minus expenses)

It is helpful to compare recent P&L info with that of a past period of time (such as a month this year with the same month last

year) to identify if your company's profitability is improving or if there might be some issues you need to address. For example, if your sales are up but your profits are down, you would want to investigate which costs have increased to the extent that they are harming your bottom line.

Balance Sheet

Your Balance Sheet provides a snapshot report of your company's finances—assets, liabilities and equity—at a given moment in time. It summarizes what your business owns and what it owes. Investors who are considering funding your company will want to see your balance sheet before committing.

Most often, the report shows company assets on the left and liabilities plus equity on the right to represent the following accounting equation:

$$\text{Assets} = \text{Liabilities} + \text{Owners' Equity}$$

The totals on each side should match, hence the name "Balance" Sheet.

Running this report at any time can give you helpful insight. Most business owners—sometimes with the help of accountants—review it at the end of a month, quarter or year.

Cash Flow Statement

- Your Cash Flow Statement sheds light on:
- When cash is flowing into your company
- From where cash is flowing into your company
- When cash is flowing out of your company
- From where cash is flowing out of your company

It lists your incoming and outgoing transactions, showing how your business has earned and spent money over a period of time.

It is valuable because even a business that shows a profit on its P&L statement can run into money problems if its income is not arriving in time to be able to pay employees or to cover bills when they are due. By looking at your Cash Flow Statement, you can detect gaps and start making changes so you will have sufficient cash reserves and avoid shortfalls that could hurt your ability to conduct business and your reputation.

Money Isn't Everything – But Managing It Isn't Optional.

By learning to read and interpret your P&L Statement, Cash Flow Statement and Balance Sheet, you will have a better

sense of where you are on your course to meet your financial goals. The accounting software you use probably has these reporting options built into it, or you can ask your bookkeeper or accountant to run the reports for you. You will also find templates to create reports through the SCORE website at <https://www.score.org/resource/business-planning-financial-statements-template-gallery>.

To gain a better understanding of how to use the reports to manage your business, talk with your accountant and a SCORE mentor.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricity.score.org. SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.

BETTER TOGETHER.



JOIN OUR COMMUNITY OF 530+ BUSINESSES
IN THE TRI-COUNTY REGION.

Contact Gregory Glenn, Member Relations Director
gregory@tricountyareachamber.com - 610.326.2900

www.tricountyareachamber.com



Looking to expand your practice?



Space Available!

Call today!
484.938.8343



Main Street
Royersford, PA

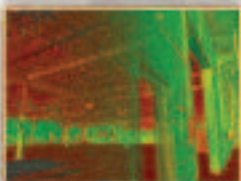
If you are in the medical/health/wellness field and looking to expand your practice into an up-and-coming neighborhood, we have a space for you!
Join a community of like-minded professionals!

ROBOTIC IMAGING GROUP

ACCELERATED CONSTRUCTION, SALES AND LEASING



SAVE TIME AND MONEY. REDUCE PROJECT RISK. EXPEDITE DESIGN PROCESS.



- Create virtual reality tours for websites and social media
- Google street view integration
- Build compelling and interactive online retail sales strategies
- Aerial videos and still photography
- Create dimensional point cloud renderings of as-built structures
- Create inexpensive drawings in a variety of CAD formats
- Topographical mapping
- Accelerate sales and leasing of residential and commercial real-estate

(215) 375-7522

info@roboimg.com

www.roboimg.com

Pennsylvania Consumers Received More Than \$6.2 Million in FTC Refunds In 2019

Consumers in Pennsylvania filed 102,183 complaints with FTC, top complaint category was Identity Theft

New data released by the Federal Trade Commission shows that consumers across Pennsylvania received \$6,294,410 in refund checks from the FTC in 2019.

In addition to refunds, the newly released data also shows that Pennsylvania residents filed 102,183 complaints with the FTC last year. The most common category of complaints received from Pennsylvania consumers was Identity Theft, followed by Imposter Scams, Telephone and Mobile Services, Online Shopping and Negative Reviews, and Credit Reporting Issues. Consumers in Pennsylvania reported losing \$36,669,940 to scams and fraud.

Reports from around the country about consumer protection issues are a key resource for FTC investigations that stop illegal activities and, when possible, provide refunds to consumers.

A core part of the FTC's mission is to return money to consumers who are harmed by illegal business practices. Over the last four years, consumers have cashed more than \$1 billion in FTC refund checks.

The most common type of fraud reported to the FTC in 2019 nationwide was imposter scams; government imposter scams, in particular, were the most frequently reported, and up more than 50 percent since 2018. Of all reports received, the top categories were identity theft, imposter scams, telephone and mobile services, online shopping, and credit bureaus.

Refunds to Consumers

The FTC Act allows the FTC to seek refunds from companies whose actions harm consumers.

During 2019, more than 1.9 million consumers cashed FTC checks received as a result of law enforcement cases. When consumers don't cash their refund checks, the FTC uses that money to send additional mailings to ensure the maximum amount of money is returned to consumers.

Any remaining refund money is sent to the U.S. Treasury.

For the first time, data about the FTC's refund program will be available online in an interactive dashboard, including state-by-state and case-by-case breakdowns of the amount refunded to consumers. The dashboard is available at ftc.gov/exploredata.

Consumer Sentinel Network

The FTC's Consumer Sentinel Network is a database that receives reports directly from consumers, as well as from federal, state, and local law enforcement agencies and a number of private partners. The network received 3.2 million reports in 2019, including nearly 1.7 million fraud reports as well as identity theft and other reports.

Consumers reported losing more than \$1.9 billion to fraud in 2019, with nearly \$667 million lost to imposter scams alone. While scammers target consumers using every possible method of communication, phone calls were the most common. A small percentage of consumers who reported they encountered a fraud over the phone said they actually lost money. When they did, the median individual loss was more than \$1,000.

The FTC uses the reports it receives through the Sentinel network as the starting point for most of its law enforcement investigations, and the agency also shares these reports with more than 2,500 law enforcement users around the country. While the FTC does not respond to individual complaints, Sentinel reports are a vital part of the agency's law enforcement mission.

The Federal Trade Commission works to promote competition, and protect and educate consumers. You can learn more about consumer topics and file a consumer complaint online or by calling 1-877-FTC-HELP (382-4357). Like the FTC on Facebook, follow us on Twitter, read our blogs, and subscribe to press releases for the latest FTC news and resources.

REGIONAL CHAMBER ROUNDUP

Please see pages 35-41 for the TriCounty Area Chamber of Commerce news and information section.

SPRING-FORD CHAMBER OF COMMERCE

Building a Better Community Through Business

• P.O. Box 127, Royersford PA 19468 • 610.489.7200



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

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

Chamber Notes

- The Chamber is presently collecting donations of gift cards and baskets for our Annual Fashion Show and for our annual scholarships. If you are interested in donating and getting your name recognized in our programs and advertisements, please contact the chamber office.
- Members please remember to submit any of your upcoming winter events to be included on the Chamber newsletter email.
- The Chamber is ready to bring on new ambassador's for our 2020 year. If you are interested please Carla know.
- 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



Mark R. Steinke,
Focal Point Business Coaching

February Chamber Feature

*Who Determines your prices?
Is it your level of Sales?
Is it your Market share?
What about your Customers?*

*Many Business Owners and
Entrepreneurs have the
wrong understanding of this.*

*Come and learn Who sets your prices?
Why and How to increase those prices?*

*Presented by Mark R. Steinke, Focal Point Business Coaching of
Pennsylvania and Spring-Ford Chamber Member*

UPCOMING EVENTS

RSVP for all events online at
www.springfordchamber.com

Thursday, February 13th - Chamber Luncheon

Landis Creek Golf Club/Creekside Bar and Grill
11:30am – 1:00pm

Speaker: Mark Stienke, Focal Point Business
Coaching

Business Topic: Who Determines Your Pricing?
\$25.00 Members/\$35.00 Non-Members

Thursday, February 20th - Shark Think Tank

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

*Business Owner Members only

Thursday, February 27th - WIN: Bridging the Generations of Women in Networking

Spring Valley YMCA

11:00am – 1:00pm

\$25.00 Members/\$35.00 Non-Members

Thursday, March 12th - Chamber Luncheon

Spring-Ford Country Club

11:30am – 1:00pm

Speaker: Chief Skelton, Limerick Township Police
Chief Toomey, Upper Providence Township Police

Business Topic: Community Crime Update, What
Businesses Should Be Aware of

\$25.00 Members/\$35.00 Non-Members

Thursday, March 19th - Shark Think Tank

Copperfield Inn at Lakeside

11:30am – 1:00pm

*Business Owner Members only

Tuesday, March 24th - Chamber Workshop: Home Preventative Maintenance

Lunch and Learn (feel free to bring your lunch)

Location TBD

11:30am – 1:00pm

Free to all who attend. Open to the Public

IMPORTANT EVENTS FOR 2020

- **WIN: Women in Business Workshop: 2/26/20**
- **Annual Fashion Show: 4/2/20**
- **Chamber Annual Luncheon: 5/16/20**
- **Limerick Community Day: 8/15/20**
- **Upper Providence Community Day: 9/12/20**

Spring-Ford Chamber Annual Fashion Show

Thursday, April 2, 2020

11:00am-1:30pm

Sunnybrook Ballroom

Tickets: \$30.00

Open to the Public

Women's Fashions from
Christopher Banks & Men's Fashion TBD

Tickets can be purchased at
www.springfordchamber.com

*Raffle Baskets are now being accepted
Be apart of the Solution!*

**Proceeds this year will go to
THE AMAZING RAISE**

Spring-Ford Chamber Annual Women in Networking Fashion Show

The Spring-Ford chamber will be hosting our Annual Fashion Show and Basket Raffle on Thursday, April 2nd from 11:00am – 1:30pm at the Sunnybrook Ballroom. This long running event has a tradition of donating the proceeds from the raffle and the fashion show to a local charity to benefit our community. This year's event committee has chosen, The Amazing Raise by the Tri-County Community Network. The Amazing Raise is a giving challenge that brings together the region to help raise needed funds, shining a spotlight on the work of nonprofits in the Tri-County Area (Montgomery County, Eastern Berks County, Northern Chester County). Many of the Spring-Ford Chamber's non-profit members benefit from this giving campaign and what a better way to disperse the donations of the Basket Raffle to then all who benefit our amazing community.

The Fashion Show Committee is presently looking for basket donations. Whether, you love putting together a basket of your own or go to the chamber website and donate \$50.00 and our committee will put one together for you; all of your efforts will be appreciated to help make our event as successful as possible.

Tickets will go on sale February 1st at www.springfordchamber.com Come out and enjoy this wonderfully fun afternoon and know you are supporting this amazing cause.

REGIONAL CHAMBER ROUNDUP

Please see pages 35-41 for the TriCounty Area Chamber of Commerce news and information section.

PERKIOMEN VALLEY CHAMBER OF COMMERCE



521 Main Street, Trappe, PA 19436 • 610.489.6660

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

Welcome to the Perkiomen Valley Chamber of Commerce!

For over 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.

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!



Sign up to receive weekly Chamber e-News and stay in the know about upcoming events and local offers. Email info@PVChamer.net and include "sign up for enews" in the subject line.

WELCOME NEW MEMBERS:

Main Street Nutrition -
Tara Rose McGlone
www.mainstreetnutrition.vixsite.com/home

**The Physical Therapy &
Wellness Institute - Collegeville**
Tia Holloway
www.ivyrehab.com

VeJov Design, LLC
Venroy Joseph
www.vejov.com

Yeager Financial Services, Inc.
Christina Yeager
www.yeagerfinancial.com

The Value of a Chamber of Commerce Membership

A recent study commissioned by the American Chamber of Commerce Executives with support from Small Business Network, Inc. researched the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce. Below are a few of the favorable results:

When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 50% more likely to eat at the franchise more often; 25% more likely to think favorably of the franchise; and 40% more likely to eat at the franchise in the next few months.

When consumers know that an insurance company is a member of the chamber of commerce, they are 39% more likely to know a lot about the company; and they are 43% more likely to consider buying insurance from it.

Impact on small business – When consumers know that a small business is a member of its local chamber, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in consumer awareness, a 57% increase in its local reputation, and a 63% increase in the likelihood that consumers will patronize the business in the future.

To view the complete report:

<http://www.chamberorganizer.com/ectowndemo/docs/TheRealValueofJoiningLocalChamber.pdf>

UPCOMING EVENTS

FEATURED EVENT



**February 20, 2020
RiverCrest Golf Club and
Preserve**

5:30 PM – 9:00 PM

Perkiomen Valley Chamber will recognize businesses and individuals making a positive impact on life in the Perkiomen Valley. Join us for an evening filled with networking, food, drinks, music, exhibitor showcase and awards ceremony.

**Congratulations to the
PV Stars 6th Annual
Best of the Valley
Finalists**

Local Business (1-50 employees) of the Year: Gorski Engineering; Salter's Fireplace, Patio & Grill; TORQUE Spin Barre

Large Business of the Year: Allied Wire & Cable; Proconex; Ursinus College

Business Star of the Year: Sharon Hansen, Ursinus College; Kevin Kweder, DaVinci's Restaurant; Evan Kovalsky, MD, Pathway School

Non-Profit Organization of the Year: Integrate for Good; The Survivors Cancer Foundation, The Lukens Foundation

Citizen of the Year: Karen McCaslin; John Moss; CJ Santangelo

Emerging Business of the Year: BeBalanced Weight Loss Center; Escape Trappe; Perk Valley Brewery

Winners will be revealed at the PV Stars Awards Gala on February 20, 2020



**Keynote Speaker
Marc Mero
"Inspiring Hope"**

Marc Mero, Former WCW & WWE Wrestling Champion reached the pinnacle of sports-entertainment success – then lost it all — but in the process discovered what's most important in life. As Author of "How to be the Happiest Person on the Planet" and Founder of Champion of Choices nonprofit, he has shared his inspiring life story with over one million people. Marc will deliver a high-energy show incorporating music, visuals and video to convey his message with passion, humor and sentiment that will tug at the heartstrings and inspire us all!

VIP ticket holders attend an exclusive Meet & Greet/Autograph/Photo session with Marc Mero. VIP Passes are limited. Contact Chamber office for availability.

**February 27, 2020 @
11:45AM – Business Owner
Roundtable Luncheon**

The PV Chamber welcomes business owners and key decision makers to participate in Business Owner Roundtables. Each monthly session facilitates peer-to-peer discussions that drive solutions for important business issue. **Discussion Topic: Technology Tools for Businesses**

PVCC members-only. Cost: \$25.
Location: PVCC

**March 20, 2020 @ 9:00AM –
2020 PV Chamber
Business Book Club**

Attendees at bi-monthly PVCC Business Book Club participate in book discussions and "all things business" reviews. All are welcome to attend. March review of "Good to Great" and "Turning the Flywheel" by Jim Collins. The 2020 reading list and meeting schedule is available at www.PVchamber.net

\$10/pp. All welcome to attend.

**March 25, 2020 –
New Member Orientation
@ 8:30AM**

sponsored by Maillie

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. Register online www.PVchamber.net

**DOW Business Expo
registration will open soon!
Visit www.PVchamber.net
for Expo details and complete
list of upcoming events**

Visit www.PVchamber.net for a complete list of upcoming events

REGIONAL CHAMBER ROUNDUP

Please see pages 35-41 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."

WELCOME NEW CHAMBER MEMBERS!

- Mano's Material Creations
- Nailed It DIY
- Santoni's Garage

UPCOMING EVENTS

info@phoenixvillechamber.org

February 4 - Young Professionals Networking with the Phoenixville Jaycees

6 PM, Molly Maguire's
Irish Restaurant & Pub, Phoenixville

February 11 - Networking @ 9

9 AM, Steel City Coffee House, Phoenixville



PHOENIXVILLE FIRST, 2020

Dear Friends,

This year, Downtown Phoenixville will come alive with art as we kick off our newly-redesigned **First Fridays!** This event will feature live music, family-friendly fun, and 24 arts & culture-based vendors on Main Street which will complement our brick-and-mortar businesses.

On **Food Truck Festival** days, visitors to Phoenixville can expect more than 50 food trucks and vendors, and the chance to shop at some amazing places in our Downtown.

We have more events in the works including parades and fall fun, so find us on social media @PXVFirst to stay up to date. We're looking forward to the start of Phoenixville Event Season, and we can't wait for you to join us.

Sincerely,

Jessica, Karin, Katie, & Kelly
Phoenixville First Event Team

First Fridays -
May 1, June 5, July 3,
August 7, September 4,
October 2

Food Truck Festival -
May 2, October 3



ANNUAL CHAMBER AWARDS DINNER & MEMBERSHIP MEETING

March 25th, 5:30 PM, Rivercrest Golf Club & Preserve Tickets are \$75

Each year, the Chamber honors its members for their contributions to the Phoenixville Community.
Join us for this outstanding night by emailing info@phoenixvillechamber.org

January – December 2020
Networking @ 9am



"Opportunities Don't Happen. You Create Them" ~ Chris Grosser

REGIONAL CHAMBER ROUNDUP

Please see pages 35-41 for the TriCounty Area Chamber of Commerce news and information section.



SAVE the DATE

Taste of BERKS

FEB. 19, 2020

The Crowne Plaza Reading

presented by
GRCA
GREATER READING
Chamber Alliance

MAJOR SPONSOR
MEMBERS 1st
2020

GREATER READING CHAMBER ALLIANCE



- 606 Court Street, Reading, PA 19601
- 610.376.6766 • fax 610.376.4135
- info@greaterreading.org
- www.greaterreading.org

Mission: To be Berks County's leading resource for building a healthy, competitive business community

Vision: Assist companies to retain, expand, and grow their operations and employment and attract new business to Berks County.

UPCOMING EVENTS

Feb 3 – Intermediate Excel

Shearer Technical
727 Penn Avenue
West Reading, PA 19611
Feb 3rd, 10th, 17th, 24th
8:00 – 10:30 a.m.

\$220/person - Chamber Members
\$320/person - Non-Chamber Members

Feb 4 -Advanced Excel (Winter 2020)

Shearer Technical
727 Penn Avenue
West Reading, PA 19611
Feb 4th, 11th, 18th, 25th
8:00 - 10:30 a.m.

\$220/person - Chamber Members
\$320/person - Not-Yet Chamber Members

Feb 4 – Women2Women – Always Put Your Oxygen Mask on First Taking Care of Ourselves

Dr. Krista Schenkel,
Family Medicine Physician
Crowne Plaza
1741 Papermill Road
Reading, PA 19610
11:30 – 1:00 p.m.

\$25/person (includes lunch)
Advanced Registration Required

Feb 7 – What's New in Office 365 (Winter 2020)

Shearer Technical
727 Penn Avenue
West Reading, PA 19611
8:00 – 12:00 p.m.

\$220/person - Chamber Members;
\$320/person - Not-Yet Chamber Members

Feb 13 – De Mujer a Mujer – Pretty, Just Pretty

Speaker: Erica Montalvo
Crowne Plaza
1741 Papermill Road
Reading, PA 19610
5:30 – 7:00 p.m.

\$5/person (includes admission to Caliente)

Feb 19 – Coffee & Convos

Center for Business Excellence
49 Commerce Drive
Wyomissing, PA 19610
Check in - 7:45 a.m.
Program - 8:00 - 9:00 a.m.
Advanced Registration Required

Feb 19 – Taste of Berks

Crowne Plaza
1741 Papermill Road
Reading, PA 19610
5:00 – 8:00 p.m.
\$25 / person; Cash bar

Your confirmation will include a QR Code for faster check in

Please bring your confirmation with you

Note: all tickets are nonrefundable but transferrable to a friend/family member

Feb 25 – Supervisor Training:

**Managing Performance &
Developing Employees
Module 2 (Winter 2020)**

Center for Business Excellence
49 Commerce Drive
Wyomissing, PA 19610

6 Weeks on Tuesdays: Feb. 25th, March 3rd,
10th, 17th, 24th, 31st
8:30 – 11:00 a.m.

\$595/person for Chamber Members;
\$745/person for Not-Yet Chamber Members

**WELL CONNECTED TO ALL
THE RIGHT RESOURCES**



"Anyone running a company in Berks County would be well advised to call GRCA and schedule a meeting to find out what they can do for you. I guarantee you, you'll be pleasantly surprised that there are people to advocate for you and/or help you grow or expand your business."

- Charles Bernard,
President, Eagle Metals

**Is Your Business Facing
Opportunities or Challenges?
We are here to help!**

We work to bring tools and resources to the table to help you grow your business.

Deb Heffner looks forward to meeting with you.



610.898.7791 • dheffner@greaterreading.org



**PROMOTE YOUR
BUSINESS IN
THE ROUTE 422
BUSINESS ADVISOR!
CALL (610) 323-6253**



PREMIER PAYROLL SERVICES

Premier Payroll Celebrates 20 Years of providing better options for payroll.

Premier Payroll was founded by husband and wife team Bill and Dianne March, opening its doors in 2000 in Phoenixville. The dream was to provide a better payroll option than what the big name providers could offer small businesses.

In 2007, Bill and Dianne were joined by their daughter Sarah. Premier continued to grow and moved to their current location in Royersford, PA where they remodeled the National Bank of Royersford. Celebrating their 20th anniversary next year, Premier continues to serve the tri-state area with the notion that customer service goes a long way in payroll and HR.

Premier has partnered with a web-based, cutting edge software provider that serves over 4 million employees worldwide. This allows Premier to provide their 750+ clients the latest technology and upgrades without losing the personal

touch. Calls are always answered by a real person that knows the value of a client's time. Options are tailored to the needs of each customer and each one is walked through every aspect along the way. Premier vows to keep customer service as their priority, as they have since 2000.

PREMIER PAYROLL SERVICES



— SINCE 2000 —

We are proud to serve our local customers for the past 20 years - and look forward to the next 20!



In 2012, Premier moved to their current location in Royersford where they remodeled the historic National Bank.



With the latest Payroll, Time & Attendance, and HR solutions that are customizable to your business, Premier Payroll is an accurate, personable, and affordable solution backed by the power of one of the nation's leading software providers.



PAYROLL**PLUS**



TIME AND
ATTENDANCE



EMPLOYEE
SELF SERVICE



HR SUPPORT

WWW.PREMIERNOW.COM

290 MAIN STREET ROYERSFORD, PA 19468
610-917-2281 • SALES@PREMIERNOW.COM

Victory Bank's commercial lenders have the expertise to guide you through all of your business's financial moves.

Call today for more information.
Real people. No voicemail.



610-948-9000 - VictoryBank.com
548 N. Lewis Rd., Limerick, PA 19468



Keystone Direct Primary Care

833 N. Park Road, Suite 204, Wyomissing, PA 19610

610.334.8131

Hours 10:00 AM - 7:00 PM

keystonedirectpc.com



Dr. Scot DePue

Dr. Depue has improved the physical and mental health of patients throughout the greater Wyomissing area. We understand that addiction treatment is essential for keeping the entire body healthy.

- Suboxone treatment for opioid addiction.
- Ketamine Infusion Therapy for depression, anxiety, PTSD, OCD, and chronic neuropathic pain.
- Cutting-edge therapies including using phosphodiesterase inhibitors in combination to reduce inflammation in autoimmune diseases.

Dr. Depue and our staff at Keystone Direct Primary Care are dedicated to patients, creating an atmosphere where everyone can feel comfortable, relaxed, and at home. We understand that you have several local drug rehabilitation centers to choose from, and our goal is to provide the best patient experience in the greater Wyomissing area.

Our staff educates patients, and provides detailed information about their diagnosis and treatment options. Keystone Direct Primary Care believes that an informed patient will be more comfortable with whatever procedures they undertake.