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CollegeTowne Commences with Reconstruction of 401 Penn Street

Artist's rendering of proposed reconstruction of Alvernia's CollegeTowne at 401 Penn Street.



Alvernia's new CollegeTowne initiative is forging ahead, with reconstruction beginning at 401 North Penn Street in January. The model, designed as a strategic champion of economic redevelopment, partners and collaborates with the City of Reading and local businesses and organizations.

"CollegeTowne is probably the most complex, multifaceted initiative you could take on at a college," said President John R. Loyack. The project's overarching goal is to reenergize economic development in downtown Reading and to do so in ways that advance the university's mission. It calls for establishing a physical presence for Alvernia downtown, launching new academic programs, revitalizing the business and communication majors, creation of a state-of-the-art esports suite, while giving them a downtown home, and creating a student-centered business incubator to provide guidance and support to new businesses as they work to get up and running.

Local market demand and community workforce needs will be met with Alvernia's three new Bachelor of Science degrees in Electrical, Mechanical and Industrial Engineering, which will be offered starting Fall 2021. The engineering program will be housed at the university's new downtown location and will include state-of-the-art labs and research facilities. "These engineering programs and the programs that follow will offer experience that rival programs at much larger schools because of the partnerships we have established with some of the largest businesses in the region," said Loyack.

Additionally, partners and sponsors are bringing support in many diverse and unique ways to CollegeTowne. Local CPA & Accounting firm, RKL LLP has partnered with the university as part



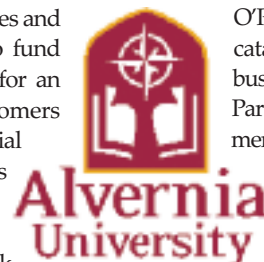
President John R. Loyack discusses his plans for Reading CollegeTowne with Reading Collegiate Scholars Tyler Moran '22 (left) and Josualy Rivera '23 (right).

of the O'Pake Institute for Economic Development and Entrepreneurship and Reading CollegeTowne initiative. Firm partner, Paula K. Barrett will provide students with real-world insights as the 2020-21 Executive-in-Residence. With three decades of experience, lectures in the areas of finance, wealth management, human resources and finance along with interactive lunch and learn sessions will showcase practical application of job requirements.

Pepsi and Customers Bank has also joined efforts and expanded their partnership with Alvernia. Pepsi has pledged to provide financial support

and mentors for the O'Pake Institute, working directly with students and new businesses in the areas of sales and foodservice. Pepsi will also fund an internship opportunity for an Alvernia student. Customers Bank will provide financial support to Alvernia students working with entrepreneurs in the business incubator. Customer Bank mentors will work directly with the students in the Institute's business incubator, as well as provide Small Business Administration (SBA) loans to early-stage entrepreneurs.

Through these partnerships and the new student fellows programs, the O'Pake Institute will serve as the catalyst for educational and business expansion in center city. Partnerships will aid the establishment of new academic offerings, as well as financing, investment and mentoring for rising entrepreneurs.



For more information about Alvernia's CollegeTowne initiative, visit alvernia.edu/collegetowne



PHOTO BY STYLISH IMAGES

6

Cover Story: *Locally-owned Junkluggers and 24K Cleaning Services join forces to offer eco-friendly cleaning services rejuvenating residential and commercial properties in Southeastern Pennsylvania.*



12
Local tax planning & preparation firms share their approach to the fast-approaching deadline.



22-24
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Contents

- 12** | Tax Planning & Preparation Guide
- 17** | Tech Tips
Making Windows 10 Easier To Use
- 19** | Engineering Burnout
- 20** | Mindset And Leadership
Grit In 2021: The Long Game
- 25** | Social Media Tips
Making Instagram Work For Your Business
- 26** | Advertised Services Directory
What You Are Looking For — At Your Fingertips
- 27** | Regional Chamber Of Commerce Round-Up
Greater Reading / Perkiomen Valley / Phoenixville / Spring-Ford / TriCounty Area
- 31** | Ask SCORE
The B2E (Business To Employee) Focused Company
- 32** | The SBRA Community
Customer Retention — Treat Them Like A Guest
- 35** | Legal Perspectives
What About A Power Of Attorney?
- 41** | Opinion
The Year 2020 Never Ceases To Amaze Me
- 44** | Focus On Insurance Companies
- 47** | Ask SCORE
Tips For Hiring The Right Talent For Your Small Business

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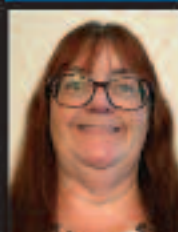
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& **24K**
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Eco-friendly Solutions for De-Cluttering and Deep Cleaning Your Home or Office

By Kathy Hunt

As the coronavirus pandemic soldiers on, people everywhere are spending an exorbitant amount of time at home. Today we not only eat and sleep but also work, study, play and vacation there. More time at home gives us more time to scrutinize our living spaces and realize that we own far too much stuff. From dust-covered pianos wedged into dining room corners to towers of cardboard boxes crammed into garages in which no car can park, we recognize the need to clean out and clean up our homes. Acting on that need is where most of us falter. That is where the eco-friendly services of The Junkluggers of Berks, Chester and Lancaster Counties and 24K Cleaning Services, 140 Sunset Manor Drive in Birdsboro, come to the rescue. Together these two locally owned businesses work to cleanse and rejuvenate residential and commercial properties in Southeastern Pennsylvania.

Although in its early stages, the partnership between these two companies seems an obvious one.

"We're an eco-friendly junk removal company but we're also in the problem-solving business, helping clients who may have other needs. 24K offers green services that complement ours, so, when we, and our customers, see a need for a cleaning service, we can refer them with confidence," said Jakub Mochon, owner/franchisee of The Junkluggers of Berks, Chester and Lancaster.

The Junkluggers, which is part of the Contractor Nation network, diverts waste from landfills by recycling, upcycling or donating unwanted items. As noted in its franchise-wide mission statement,



JAKUB MOCHON



ANDREA DePALMA



NIKKI SWEIGART



The Junkluggers diverts waste from landfills by recycling, upcycling or donating unwanted items.

24K Cleaning Services uses eco-friendly products made with plant-based, recyclable materials.

The Junkluggers is a purpose-driven company, one that positively impacts local communities and the environment through its eco-friendly removal services and charity partnerships. It strives to eliminate 100 percent of the waste in landfills by 2025.

Based in Birdsboro, 24K Cleaning Services can identify with The Junkluggers' environmental focus. Co-owned and operated by Andrea DePalma and Nikki Sweigart, 24K uses eco-friendly products made with plant-based, recyclable materials. Nothing that the company employs contains bleach. Pet- and furniture-safe, 24K's cleaning supplies include such renowned green brands as Seventh Generation and Method.

Customers have responded positively to 24K's ecological approach. Along with consistently receiving a five-star rating on Google, Yelp and other review sites, the company has garnered such notable commercial clients as the minor league baseball team the Reading Fightin' Phils and Hearthstone Homes Inc.

A "Covid baby"

Pairing with 24K Cleaning Services is one of several new undertakings for Mochon. Shortly before the coronavirus pandemic struck, Mochon left his 20-year career at Siemens Healthineers to start his own business. In February 2020 he acquired his Junkluggers franchise territory of Berks, Chester and Lancaster Counties. He intended to open two months later, in April. Due to unexpected statewide lockdowns and the business closures resulting from them, he encountered delays in training, hiring and equipment delivery. As a result, he had to push out the company's start date.

Fortunately for Mochon, waste removal was among the categories included on the U.S. Department of Homeland Security's list of "essential critical infrastructure workers" or businesses that could operate during the shutdown. Once Mochon had his staff trained and his newly built disposal truck on site, The Junkluggers could open and start transporting junk. With masks, gloves, temperature checks and other CDC safety



PHOTOS BY STYLISH IMAGES

guidelines in place, Mochon's "Covid baby," as he affectionately called his business, came into the world on June 1, 2020.

Six months later Mochon has two trucks, two crews, a business developer and social media and marketing strategist. Furthermore, his business possesses the *Rising Star of 2020* award from Contractor Nation. "It's a reflection of the hard work that we have put into it," he said.

Although his main focus is on operations and business development, Mochon still goes out on the truck at times. "It's good exercise," he said.

In spite of early setbacks Mochon observed a positive side to launching a new venture during this crisis. "I do not know many people who want to sit at home and look at their junk all day," he said.

He added, "As we are confined to our houses, we look at our backyards and realize that they are not the oases that we need. Instead, we see things we realize we don't need anymore."

He noted that his crews are frequently asked to remove residential hot tubs. Pianos also rank high on the list of things people no longer want in their homes. In addition to these cumbersome possessions, The Junkluggers takes away and recycles dishwashers, refrigerators and other appliances as well as furniture, carpeting and mattresses, and e-waste such as computers, televisions and cell phones. It offers environmentally conscious storm and disaster clean up as well as estate and garage clean outs. For commercial customers the company safely disposes of construction site materials, purges abandoned storage and rental units, and more.

Mochon and his crew have also been trained on how to help with hoarding situations. "We know that this is a difficult moment in the customers' lives, and we don't judge. We adjust and work differently with these clients, helping them to make the decision to separate from their stuff," said Mochon, who holds master's degrees in public health and business administration.

(Continued on page 8)



COVER STORY

(Continued from page 7)

Almost every day brings a touching story about a customer. “We hear the excitement in their voices and see how rejuvenated they feel when they come back to a home without all that stuff they didn’t need. We give them back time and space. In many situations they are capable, but they don’t have the time to clean out. It’s such a rewarding experience for us,” he said.

Mochon noted that, although The Junkluggers provides a wide range of removal services, there are a few things that the company can’t haul away like hazardous materials such as medical and chemical waste. He advises customers to take unused medications to their pharmacies and ask the pharmacist to discard them. As for cans of unused paint, which are a source of clutter in innumerable garages and basements, The Junkluggers does accept them. However, customers must pay an additional fee for cans containing wet paint. To assist his clients, Mochon instructs them on how to dry out the paint first.

Once a customer’s junk has been collected, it travels to sundry recycle and reuse sites. Mochon works with such companies as Allegheny Towing and Sal-

vage in Birdsboro to recycle and repurpose scrap metal and other materials. He also drops off items in good, functioning condition at donation centers. These include Habitat for Humanity and Hope Rescue Mission of Reading.

“Whenever we visit a customer, we look at the job from one perspective, that is whether the items will be acceptable to a donation center. We then pack the truck so that things can be easily removed and donated. And, when we donate, we donate on behalf of the customer. The customer receives the donation receipt,” Mochon said.

“Our green mission doesn’t make our services more expensive or our work less efficient.”

Helping the environment, not hurting customers’ wallets

Occasionally, when people hear that a business is a “green business,” they imagine that the cost to hire an environmentally friendly company will be higher. According to Mochon, this couldn’t be further from the truth.

“Our green mission doesn’t make our services more expensive or our work less efficient. We believe that, because of our green mission, we’re actually more efficient. Everything from how we plan our routes to how we plan our work is designed with this efficiency in mind. This green mission benefits the end user, whether they care about being more eco-friendly or not,” Mochon said.

Andrea DePalma of 24K Cleaning Services agrees with Mochon’s take on environmentally friendly business practices and costs.

“Gentle, eco-friendly products ensure no damage is done to the inside of a home or business. It gives employees and owners the peace of mind that nothing will be destroyed even in the deepest of cleanings,” she said.

In homes with pets, green products can actually save on the cost of repeat cleanings and repairing or replacing furnishings. “Animals, particularly cats, are less likely to mark their territory because eco-friendly products are less pungent,” DePalma said.

Consumers seem to be taking note of these and other benefits of green companies. A 2019 Nielsen global, online survey indicated that 66 percent of its respondents preferred to use eco-friendly products, services and companies. They were especially invested in goods made from natural ingredients and brands with environmental and social benefits. This is great news for both 24K Cleaning Services and The Junkluggers.

Businesses working with businesses

Along with their shared green values, The Junkluggers and 24K Cleaning Services both hold local business associations such as the Chester County Chamber of Business and Industry and the Greater Reading Chamber Alliance (GRCA) in high esteem. Mochon credits not only hard work but also the GRCA for his fast-growing customer base. “Early on we received a lot of good opportunities through the GRCA,” he said.

(Continued on page 10)

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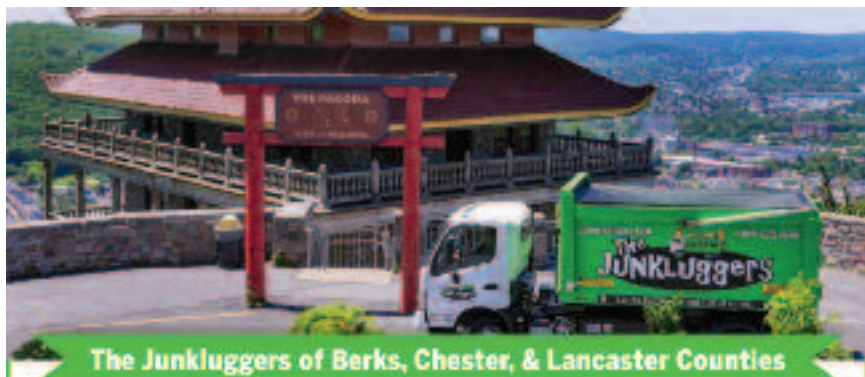
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COVER STORY

(Continued from page 8)

The GRCA was also how The Junkluggers became aware of 24K Cleaning Services. Similar to the Junkluggers, the Birdsboro-based business belongs to the Greater Reading Chamber Alliance.

"Being the fact that Jakub is in the same boat we are — we have good help, love working with the community and are committed to working with everyone to keep people safe, clean and happy — it made sense. We're all here to help," said DePalma, who started 24K Cleaning Services in April 2017 with friend and former cleaning service owner Nikki Sweigart. Although Sweigart still works in the field and does scheduling, DePalma now devotes her time to marketing, estimates, partnerships and expanding the business. Presently, the company has 10 employees. DePalma hopes to hire additional hard-working cleaners and has included an online application on 24K's new, soon-to-be-launched website.

Because the pairing between 24K and The Junkluggers is in its nascent phase and, as of early December, was only a month old, the two have yet to announce what their joint services will be.

"We're trying to see where this leads us. But, if Jakub and I were to do a combined removal and cleaning, our team would do one of our deep or move-out cleans," DePalma said. These are more intensive than the company's weekly, bi-weekly or monthly maintenance services.

Mochon clarified that The Junkluggers clients would not be obligated to hire 24K. "There would be no automatic sign-up with Andrea. Our approach would be customized, with each client having the choice of whether to hire Andrea's services or not," Mochon said.

Keeping customers safe and happy

Just as The Junkluggers follows all CDC guidelines, 24K cleans in accordance with current safety practices. DePalma pointed out that long before the pandemic, her staff wore masks and gloves to job sites. Now they also use personal hand sanitizers and EPA-approved, SARS-CoV-2 — the virus that causes Covid-19 — disinfectants with specific clients. They also provide Covid-19 sanitization for companies where workers have tested positive for the virus.

"We mist the entire building with CDC-authorized disinfectants, including Virex II," Andrea DePalma explains. "It gives you peace of mind that the surfaces you're touching are safe and clean and that you're less at risk of getting Covid-19."

During the shutdown DePalma and Sweigart continued to clean for essential business clients. It was just the two co-owners, working during off hours when no one else was on site.

At present DePalma and Sweigart have 26 commercial clients, some of whom have facilities that are cleaned every day. Their business also services between 65 and 75 homes each month. According to DePalma, this ends up being between 230 and 250 cleaning jobs per month spread between three teams of cleaners.

"Our clients love the consistency and the fact that they don't have to ask for anything. We show up when we're supposed to show up and do the job that needs to be done," DePalma said.

She added that many customers have become friends. "We know these people on a very close basis. It's a very comfortable relationship," she said.

For further information about 24K Cleaning Services, please visit www.24kcleaningservices.com or email contact@24kcleaningservices.com. For additional information about The Junkluggers of Berks, Chester and Lancaster Counties, please visit www.junkluggersofbcl.com, or call 1-800-LUG-JUNK or 1-800-584-5865, or call locally at 610.864.6514.

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Some of the blogs, webinars and resources accessible through this hub are in these areas:

Resilience Training - Our Resilience Training provides educational materials and online workshops so your small business can adapt, reopen and grow successfully through Covid-19 or any disaster. We also offer industry-specific training to help you with challenges unique to your line of business.

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- 10 Ways Small Business Financing Will Change Once We're Back To Normal
- 4 maneras de incorporar a una nueva fuerza de trabajo remota creada debido a la COVID-19
- Reopening and Staying Open - How to Assess the Past 60 Days and Prepare for What's Next
- Practical Steps Toward Greater Business Resilience
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- Progressive Commercial COVID Resources
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- Progressive Commercial COVID Resources
- The Simple Dollar COVID-19 Resources
- Small Business Majority Resources
- The Red Backpack Fund
- Hello Alice Small Business Relief Grant
- and more

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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.

Tax law changes hit every taxpayer each year. The effects of the changes bring both negative and positive outcomes. In preparing for the tax filing season each year, 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!



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The firm realizes your business is unique and accurate record keeping can be complicated and time-consuming. The firm assists with general ledger and financial statement preparation, bookkeeping, accounting system setup and

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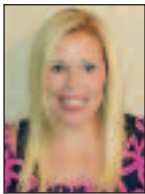
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Behind Exciting Long-Term Business Growth is a Boring Bookkeeper...



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.

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From Left: Front Karl Stauffer, Back Lee Heffner, Brian Gilbert, Captain Joseph Smith, Richard Zuber.

Richard A. Zuber Realty Supports "Toys for Tots"

The 2020 holiday season brought special challenges to many struggling families to maintain stability in the midst of the COVID crisis and the challenging economy. For the past 14 years, Richard A. Zuber Realty has joined the U.S. Marine Reserves in their 70+-year Toys for Tots mission to "provide happiness and hope to disadvantaged children who might otherwise be overlooked this holiday season through the gift of a shiny new toy."

Richard Zuber, owner, collected the donated toys from the Boyertown, Pottstown and Royersford real estate offices and the Zuber Insurance office and delivered them via the Zuber bus to the Boyertown Salvation Army drop-off point with the assistance of agents Brian Gilbert, Karl Stauffer, and Lee Heffner.

Captain Joseph Smith, Corps Officer and Pastor of the Boyertown Corps expressed his gratitude for the special delivery of the hundreds of toys donated by the Boyertown, Pottstown, and Royersford communities.

"The opportunity to help children, the chance to meet members of their communities, and be surrounded daily with evidence of compassion and caring for others make this annual commitment

an "automatic go," said Zuber. "The mission of the Zuber Realty organization is, 'We Work for You!' and making sure that children have smiles on their faces on Christmas morning is a special way we serve!" he continued.

Zuber Realty's agents are dedicated to community service. The agency features a management style that offers training, professional development and support for all agents, freedom from a fee-based arrangement, flexibility offered through a trained and experienced office support staff, and opportunities to utilize assorted creative marketing services.

More than just a real estate company, Zuber Realty offers real estate specialties including seller and buyer brokerage for both residential and commercial real estate, property management, appraisal services, title services, and a full line of insurance services.

With a team of full-time real estate agents and a support staff dedicated to the real estate industry, Richard A. Zuber Realty is unsurpassed in service by any organization in the Tri-County Area. The firm's motto "We work for you!" underscores the company's dedication to full service from dedicated, experienced professionals.

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6 Things to look for in a Payroll Provider

Payroll providers are designed to make your life easier, especially for small business owners who have a lot on their plate. If you are in the market for a payroll provider - whether it be for the first time, or you are considering a change - be sure your provider of choice meets these criteria. **Your payroll provider should provide a solution that...**



Is user-friendly

The purpose of utilizing a payroll provider is to take the burden of payroll off of your business. Make sure your new provider has a solution that allows for a streamlined startup, onboarding services, training, and a user-friendly interface.

Is accessible & secure

As technology changes, your payroll solution should change with it. You and your employees should have access to their payroll information from a desktop or mobile device with security being of utmost importance when working with sensitive data.

Has Employee Self Service

Payroll & HR tasks can quickly add up and take time away from other job duties. Employee self-service (ESS) allows your employees to manage their personal information, giving them access to their profiles, pay statements, schedules and more.



Keeps you compliant

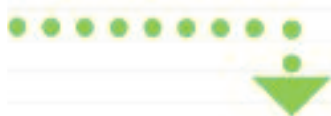
As the federal and local payroll tax compliance rules change, it is important to use a payroll provider that will help manage updates. Additionally, the payroll service provider that you choose should be able to process the typical state and federal level tax deductions and filings.

Has seamless data integration

When considering a payroll provider, it is important to recognize the role payroll plays in the greater landscape of HR, Benefits, and Time & Attendance. As your business grows, the ability to manage your employee's information from one place in one integrated system is a must-have feature.

Has support when you need it

Payroll is an important part of your business. The level of customer support provided is an extremely important factor in selecting a payroll provider. Experts must be accessible to answer questions and concerns via phone and email without delay when you have issues that need to be resolved.



Trust the experts that check all of the boxes.

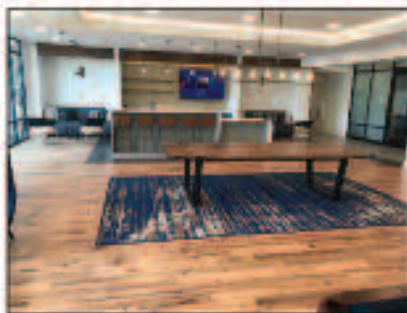
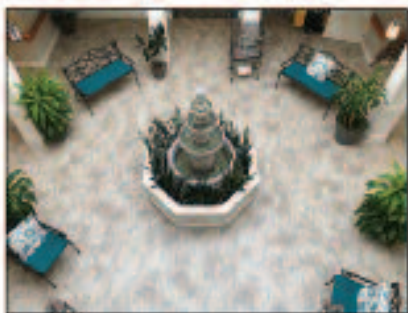
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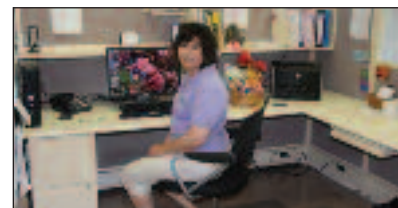
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MAKING WINDOWS 10 EASIER TO USE



TECH TIPS

By Joe Awe, President, TechBldrs, Inc.

Starting another year, and Microsoft Window turned 35 as of November of 2020, and five years for the Windows 10 version. That's lot of years to be staring at the screen, and wow, is my eyesight failing!

Yes, it's age, but staring at a computer screen for decades can't be helping.

Luckily on my Windows 10 computers there are few settings that can make a huge difference. Here's a few simple changes that I've been showing my clients, and I hope they help you.

The settings are all under the Ease of Access section in Windows Settings. To get started, do these steps.

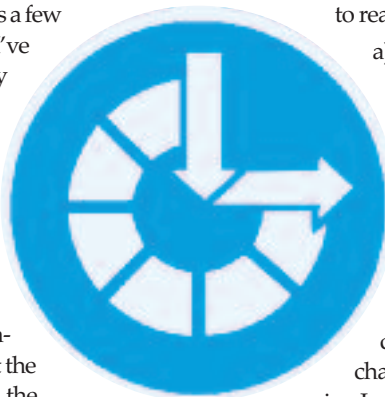
- Click **Start** (the Windows looking icon at the lower left corner of the taskbar)
- Click **Settings** (the Gear icon) then click on **Home** (if you're not there already)
- Click **Ease of Access**

1. Make the text easier to read

I'm one of those people that put loads of file icons on my Windows desktop. I know I should organize everything, and I do (eventually), but in the meantime finding what I'm looking for means

looking at the tiny text under the icon.

Here's how you can make the text slightly bigger without making the icons bigger, making things easier to read.



- Get to the Ease of Access (see the steps at the top)
- Click on **Display** on the left side. (If you just opened Ease of display, it's the starting screen.)
- Use the top slider to change the sample text size. I set my settings to 115%.
- While you are here, you might as well make things a little faster by turning OFF the animation effects under Simplify and personalize Windows.
 - Turn off **Show animation in Windows**
 - Turn off **Show transparency in Windows**
 - Turn off **Automatically hide scroll bars in Windows**

(Continued on page 18)

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TECH TIPS

(Continued from page 17)

2. "Where's the mouse pointer"

I have two huge 32-inch monitors. What that means is every now and then I play the locate the mouse pointer game. You know, the one where you come up to your screen and shake the mouse.

Whether you're on a big screen or 14-inch laptop, sometimes spotting the mouse is a challenge. Here's how you make it bigger and colorful.

- Get to the Ease of Access (see the steps at the top)
- Click **Mouse Pointer** on the left side.
- Now use the top slider to change the size of the pointer. I set mine to 3. (next year it'll probably go to 4).
- Click on the color wheel below the slider, and pick a color that you normally don't see on your screen (purple or pink work for me)

3. "Where's the text insertion I-Bar?"

If you've increased the size of your mouse point in step #2, then when you're at a spot for typing, the mouse pointer changes its shape to the I-Bar mouse point. That helps, but that's not the spot where the text gets entered.

Whether I'm typing a long email or working on an article, finding the thin I-Bar (text insertion cursor) location is hard. Here's how you fix that.

- Get to the Ease of Access (see the steps at the top)
- Click Text Cursor on the left side.
- Turn ON the text cursor indicator, and translucent colored dots will appear above and below the I-Bar.
- Use the slider to change the size of the colored dots. I slide mine to 2.
- Select the color for your dots. I use Light Blue.

For this year, I'm planning on using as many ease-of-use crutches as I can.

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ENGINEERING BURNOUT



**By Jason Bailey, PE,
All County &
Associates**

When I started my career back in 2007, I was young and energetic. I was unfortunately squashed by the Great Recession. So, I moved into the regulatory world. Shortly after, I realized you could not live on that wage and moved into sales for a manufacturer. After tackling the profession for a decade, the pandemic made me reconsider the future and I headed back to civil engineering.

I realized a lot of my colleagues came and went. I remember a friend leaving the engineering world to buy a tire service company and work the farm. How can that be easier than being an engineer? I remember saying to him, are you bored? His answer was quick, simple, and astonishing — he was burnt out. Flash forward to today and I am realizing how he got there in such a short period after starting his career.

See engineering, like a lot of professional services, is fast-paced and demanding. You have many simultaneous projects, tight deadlines, tighter budgets, and client requirements (sometime unrealistic). But Covid has made these elements blur together quicker as a life outside your window is on hold. A recent publication by Morrissey Goodale hit this home for me.



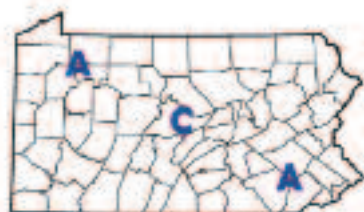
A survey by Robert Half in October found that more than one-third of people reported increased burnout. This value was higher in women, workers between 25 and 40, and senior managers. With 47 percent of the latter reporting being on the brink of burnout. We have to point to the lack of getting away. Monster.com found that 59 percent of workers are taking less time for themselves and 42 percent are planning no time at all.

So, as we move forward in 2021, hopefully we can start to find some positive news and return to getting outside our four walls. Covid brought a year full of disappointment, stress and uncertainty. The start of a new year brings new hopes and expectations. Maybe this year, though it may be late in the year, we will be able to take a trip, enjoy our favorite vacation spots, and get back to enjoying our families around the holidays. But in the end, we cannot be afraid to just say that you need to take a day here or there to just sit around, relax and take a moment for our minds to rest.

About the Author: Jason Bailey, PE is the General Manager of All County and Associates, Inc., a civil engineering firm based in Pottstown, Pennsylvania. He leads the Civil Engineering team who prides themselves on "Helping You Make Informed Decisions." He runs a bi-weekly blog series on their website at <https://all-county-assoc.com/category/news-events/>. If you have a project or questions, All County and Associates can be reached 610.469.3830.

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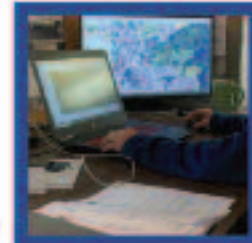


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GRIT IN 2021: The Long Game



By **Dena Breslin,**
Dena B Coaching

2020 was the longest year in the record books, and the hits just came one after another. So, how do you muster the energy for a fresh new year? Well, you summon your GRIT. Don't really have any GRIT, you say?? Well, good news ... you can GROW GRIT!

GRIT is born out of the Mind, a GROWTH mind to be exact. We have two mind sets, and you get to discern how much of each side you intend to have this year, or ... from today forward.

You can either have a FIXED mind, one where you believe that who you are is who you'll continue to be ... that, it's very hard, if not impossible to change ... that, the world is a very rough place to be right now ... that, you stick to what you know ... that, failure is to be avoided at all costs, and ... that, when things get rough, (which they may still be in 2021) it's safest to fold.

However, our GROWTH mind, is much more expansive. In this side, setbacks (i.e., 2020) are always a clue, and an opportunity for something better. You believe that you can, in fact learn to do or be anything you desire ... that, others success (or perceived success) inspires you to improve ... that, there is no limit to the perseverance one can cultivate for the long game. ENTER GRIT, stage left.

GRIT, the idea popularized and studied extensively over the last several years by researcher Angela Duckworth (Google her TED talk on GRIT), is defined as the passion and perseverance for long-term and meaningful goals (Note: from her book, *GRIT: The Power of Passion & Perseverance*).

We often set annual goals. Some of us quarterly goals, some even monthly. What about a five-year or ten-year plan?? Have you envisioned those?? With that sort of visioning, a new identity also arises. This is where most folks recoil. WHY? Because "WE ARE WHO WE ARE!!!" and "Don't push me to be someone I'm NOT!!" Fascinating, isn't it?

I'd be willing to bet that you are NOT the same person you were at age 18. Nor at 25. That's not a bad thing, is it?? Of course, there are inherent character traits that do make you unique, no question. My question to you, now, though, is ... DO YOU HAVE GRIT?? Have you had it?? Would you like to build it?? What might

you think the advantages are to gaining more of it??

So, in 2021 ... and for the next two-three years or more ... what will your business stand for? Has anything shifted since your experience of last year? Who do you need to be to make that happen? What skills will require your focus and ultimately, your mastery? Who is counting on you? What resources do you need to build this better than ever?

Use these reflection points as this month unfolds. Take time to create a 12-week plan for yourself, with a sense of purpose that may be new to you. Be on fire. Light up your business. Serve others more. Experience Joy. LET'S GOOOOO!!!!

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Making Instagram Work for Your Business



SOCIAL MEDIA TIPS

By Theresa Mintzer

It is important that your Instagram account is set up as a business profile. With that, you will have access to Insights, a tool to help you understand your audience and the effectiveness of your posts, Stories, and IGTV. That information will help you grow.

Check out your Insights to see how your account is performing. Here are some things you can see there:

Activity

- Impressions
- Profile Visits
- Email Button Taps
- Call Button Taps

Content Interactions

- Posts
- Stories
- IGTV

Audience

- number of followers
- demographic information such as location, age gender, and active times

Note that if you have under 100 followers some of the above information will be limited. If you are a local business, the demographic details will help you determine if your efforts to reach local customers are successful.

You can also view Insights on individual posts. This will let you see if someone has clicked on your profile from the post and how the hashtags from that post are performing. For local businesses, remember to use some local hashtags, like local towns or local sights. Another thing to note about hashtags is that you don't want to use a hashtag like #inspirationalquotes, there are 29M posts associated with that hashtag. Try #inspirationalthoughts (290K posts) or #inspirationalposts (83.3K posts). You have a better chance of being seen from the hashtags if they are popular but not too popular.

All of this information will help you develop an Instagram strategy to help grow your business. Instagram is less formal, so have fun. Post amazing pictures of your business and behind the scenes Stories.

Feel free to contact me at 484.686.2995; email: bytheresamarie@outlook.com; and visit: MintzerSolutions.com.

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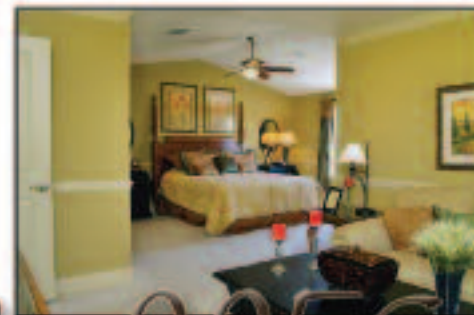


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8:30 – 11:30 a.m.
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January 8 – Berks County Commissioners Update 2021: Featuring Gene Barr

Remo Platform – Link will be sent week of Event
7:30 – 9:30 a.m.
\$15/Person for Chamber Members
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Advanced Registration Required
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January 11 – Lead Worker Certification Program AM: Winter 2021

Center for Business Excellence
49 Commerce Drive, Wyomissing, PA 19610
12 weeks on Mondays: Jan. 11, 18, 25,
Feb. 1, 8, 22, Mar. 1, 8, 15, 22, 29, April 5
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January 12 – Supervisor Training Module 3

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6 weeks on Tuesdays: Jan. 12, 19, 26, Feb. 2, 9, 16
8:30 – 11:30 a.m.
\$595/person for Chamber Members;
\$745/person for Not-Yet Chamber Members

January 14 – Women2Women: Mindful Leadership - How to Give Without Depletion

Zoom
10:00 – 11:30 a.m.
\$15/person - Chamber Members
\$20/ person - Not-Yet Chamber Members
Register at berkswomen2women.com

January 19 – Essentials of Effective Management: Driving Organizational Results: Winter 2021

Center for Business Excellence
49 Commerce Drive, Wyomissing, PA 19610
Five weeks on Tuesdays: Jan. 19, 26, Feb. 2, 9, 16
8:30 – 11:30 a.m.
\$695/person for Chamber Members
\$895/person for Not-Yet Chamber Members

January 21 – Berks Alliance: Planning for the Future – City and County Plans for Economic Development

Zoom
11:30 a.m. – 1:00 p.m.
Free
Advanced Registration Required

January 21 – Human Resources & Benefits Roundtable 2021

Center for Business Excellence
49 Commerce Drive, Wyomissing, PA 19610
Thursdays Jan. 21, April 15, July 15, Sept. 30
12:00 – 1:30 p.m.
\$195/Person for Chamber Members
\$250/Person for Not-Yet Chamber Members
Lunch included

The Greater Reading Chamber Alliance Names Gantz Senior Director of Economic Development

The Greater Reading Chamber Alliance (GRCA) recently announced that it has named Aaron Gantz as Senior Director of Economic Development. She will be responsible for management of business attraction, business retention and expansion projects in Greater Reading. In addition, Gantz will lead efforts to position Berks County as the location of choice for new investments.



Aaron Gantz

Gantz will transition from her current role at GRCA as the Executive Director of Downtown Development. With established connections in the Greater Reading community and beyond, as well as a 2021 strategic plan in hand, Gantz is ready to hit the ground running. Soon, GRCA will be hiring a new person to fulfill Gantz's former position and will continue its commitment to downtown revitalization.

"As the premier economic development organization in Greater Reading, we are excited to add Aaron's expertise to lead our economic development team. She will further strengthen GRCA

as the go-to organization for economic development," said Jim Gerlach, GRCA president and CEO.

Gantz graduated from West Virginia University with a Bachelor of Arts, Political Science and a Master of Public Administration. She brings extensive knowledge of economic development to the organization. Prior to her role at GRCA, Gantz served as the Economic Development Director for the Greater Reading Economic Partnership.

Gantz was born and raised in Greater Reading. Her commitment to the Greater Reading community is strong. She sits on numerous community boards and committees, including the Reading Symphony Orchestra, West Reading Economic Development Committee and Smart Growth Alliance of Berks County.

"I am thrilled to have the opportunity to serve the community and organization in an expanded economic development role. I look forward to continuing to enhance strategic partnerships at the local, regional, state and national levels to continue to advance the economic prosperity of the Greater Reading community," said Gantz.

GOTASTE BERKS
Save the Date
Feb. 22-March 1

GRCA
GREATER READING
Chamber Alliance

Learn more at greaterreading.org



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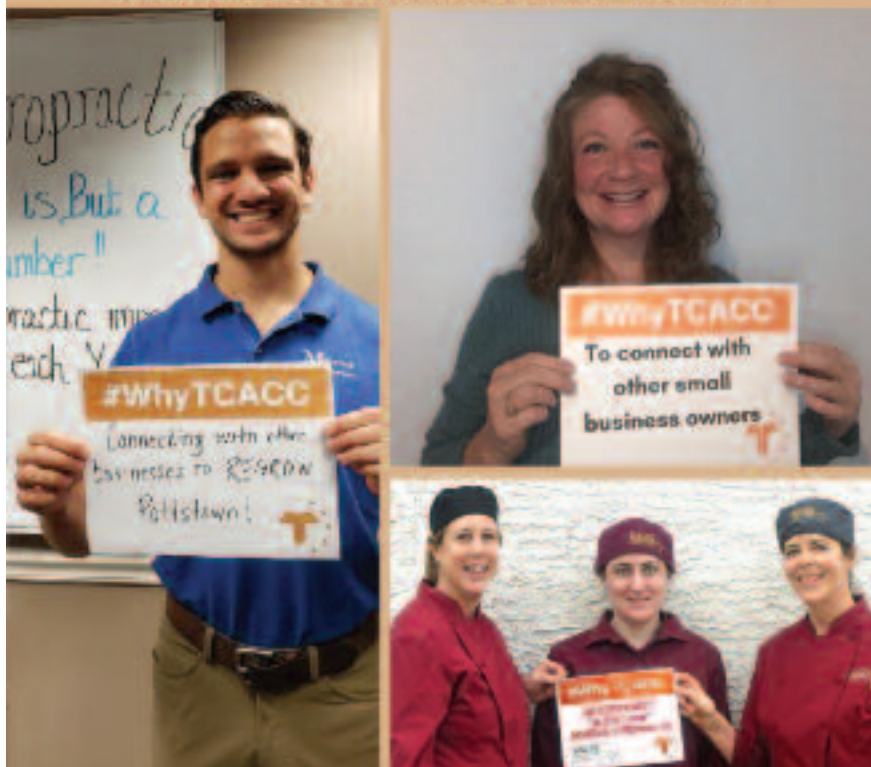
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Exelon Nuclear
Pottstown Hospital Tower Health
Pottstown Roller Mills
Reading Foundry & Supply Co.
Richard P. Frantz, A.I.A., Architect
Twin County Construction Co., LLC
Yergey, Daylor, Allebach, Scheffey, Picardi
Pottstown Area Industrial Development, Inc.

20 YEARS

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Clark Industrial Supply
The Lewis Group

THANK YOU TO OUR 2021 MISSION & VISION PARTNERS (MVPs)!



INTERESTED IN THIS OPPORTUNITY?
CONTACT EILEEN DAUTRICH AT
EILEEN@TRICOUNTYAREACHAMBER.COM OR 610.326.2900

JANUARY EVENTS



Mark your calendars - we have lots of great events happening this month! For more details and to register for any of these events, please visit our events calendar at www.tricountyareachamber.com/events.

1/5: REACH: Empowering and Connecting Women Coffee Chat

10 - 11AM | Free to Members and Non-Members

1/7: Member Meet-Up and Check-In

10 - 11AM | Free to TCACC Members only

1/12: Maximize Your Membership

9 - 10AM | Free to TCACC Members only

1/14: REACH: Knowing Your Red Thread and Its Extraordinary Ripple Effect

feat. Dr. Karen A. Stout, President and CEO of Achieving the Dream

11:30AM - 1PM | \$30 per Member and Non-Member

1/19: Membership Luncheon: Networking During a Pandemic

feat. Gayle Hallgren-Rezac, Co-Author of *Work the Pond! Use the Power of Positive Networking to Leap Forward in Work and Life*

11:30AM - 1PM | \$15 per Member; \$30 per Non-Member

1/21: Tri-County Young Professionals Virtual Networking

3 - 4PM | Free to young professionals ages 21-40

1/28: Member Meet-Up and Check-In

10 - 11AM | Free to TCACC Members only

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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



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

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

UPCOMING EVENTS

Phoenixville Regional Chamber weekly Chamber Round Up via Zoom

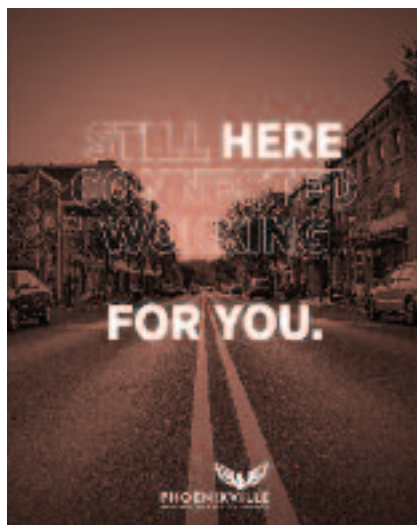
Thursday mornings, 10 AM. See Chamber website for dates.

Happy New Year!

May 2021 bring opportunities to our members that disappeared in 2020 because of COVID-19. It still dictates how we live and work, but there is hope for the future. However local businesses need our support more than ever. We encourage everyone to continue supporting our friends and neighbors - in the best ways you can.

Small businesses are the backbone of our regional economy. You might not realize, but for every dollar spent at a small business in the U.S., approximately 67 cents stays in the community.

Many businesses provide convenient alternatives like online ordering and delivery services. Other ways to show support is ordering take-out, purchasing gift cards, or ordering online for delivery. You can make a big impact by shopping small all year round.



PHOENIXVILLE RESOURCES:



SIP · SAVOR · SHOP PHOENIXVILLE

www.SipSavorShopPXV.com, a website sharing updates and information about what local businesses offer.

www.inthistogetherpxv.com, a website for residents to find and apply for help, or to find where to give help through donations and volunteering. Support one another so we can get through this trying time. #InThisTogetherPXV

www.phoenixvillechamber.org/chamber/resources/covid-19-updates-and-resources/
Chamber COVID 19 Resource page for our business community.

REGIONAL CHAMBER ROUNDUP

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 Virtual Chamber events, member news, special offers and more...Like us on Facebook @PerkValleyChamber and email info@PVchamber.net to receive weekly e-news! Visit www.PVchamber.net to view membership directory

e-News

We've increased communications, sending time-sensitive announcements/resource links through email and social media.

To sign-up for E-news, send request to info@PVchamber.net. Follow the PV Chamber Facebook Page @PerkValleyChamber.

COVID-19 Resources:

perkiomenvallchamber.org/covid-19-updates-and-resources/

Please visit the PV Chamber website for COVID-19 health updates and business resources, webinars and event schedules. Be safe and healthy!

WELCOME NEW MEMBERS!

True Vine Organics – Vinodha Rajasekaran
www.truevinecnmnhny.com

True Vine CNMNHNY™ is a natural blend of Organic Ceylon Liquid Cinnamon and Organic US Grade A Brazilian Honey that boosts immunity and stops infections in its tracks. Use this all-natural, antioxidant-rich organic supplement for cold, cough, and flu symptoms with no side effects. Proudly made in the USA and made fresh for every order. No chemicals, No preservatives, no added color, and no alcohol, only the goodness of nature delivered naturally.

Flag Factory Lofts

55 W. Fourth Avenue, Collegeville, PA 19426

A residential apartment building - 10 distinct rental units with large open floor plans, and an industrial design. Family owned and operated since 2016.

FEATURED EVENT

SHOP LOCAL, SAVE & WIN!

To support our local business community this holiday season, the PV Chamber is proud to introduce our new Shop Local Campaign. Find special offers and promo codes to use while shopping / dining locally. Enter to win gift/cards and prizes.

To learn more, select the "Shop Local & Win" tab from the dropdown menu under "Chamber Events" at the top of our homepage. From there you can submit an offer, enter to win, view promotions donate a prize and participate in our Annual Silent Auction! All welcome to participate (membership not required). The program will be run through February 28, 2021.

"I like the dreams of the future better than the history of the past."

– Thomas Jefferson

POST EVENT

PV Chamber Annual Holiday Mixer & Silent Auction

Thank You Sponsors, Participants and Donors!

The PV Chamber's long-standing tradition went virtual this year! The event featured a festive business showcase slideshow, trivia, musical performances by Alan Dynin, Community Music School, prizes and online silent auction. Proceeds from the event will help fund 2021 programs. View program recording on www.pvchamber.net

Platinum Sponsor: **TR Insurance**

Silver Sponsors: **Phoenixville Hospital Tower Health | Pine Run Construction | Kelly Insurance | Signarama Limerick**

Bronze Sponsors: **Phoenixville Federal Bank & Trust | Keenan, Ciccitto and Associates | Mailie LLP**

New Chamber Program

Sunrise Power & Gas – Mohsin Hassan
www.sunrisepowerandgas.com
(888) 538-7001

Use Referral Code "PVChamber2020"

Sunrise Power & Gas provides affordable, clean energy to homes and small businesses in Pennsylvania. Sunrise is backed by an award-winning team that has served more than 500,000 residential and business customers over the last 18 years.

For every residential and business customer that subscribes to Sunrise using the promo code "PVChamber2020" the company will donate \$25 to the Chamber!

Free PPE Support Kit

Through a partnership with Montgomery County and the Alliance of Montgomery County Chambers of Commerce (AMCCC), and funded by CARES Act, 12,000 COVID-19 prevention kits are being distributed throughout the County to support small business during the global pandemic.

To reserve your free kit, contact PV Chamber at 610-489-6660 or email renee@pvchamber.net

UPCOMING EVENTS

Visit www.PVChamber.net for details on all of our upcoming events!

• **PV Men [Virtual] Happy Hour – monthly**

• **Business Roundtable – monthly**

• **PV Book Club [Virtual] – Feb. 12 @10am**

"The Happiness Advantage: The Seven Principles That Fuel Success and Happiness", by Sean Achor

• **Paper Shredding Event – in March!**

REGIONAL CHAMBER ROUNDUP

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!

VIRTUAL EVENTS:

All Zoom links can be found at
www.springfordchamber.com

**Thursday, January 7th and
21st- 11:30am**

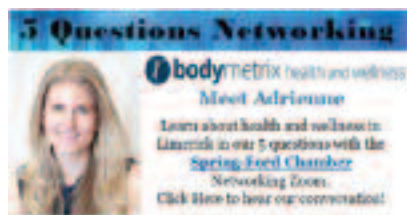
**Shark Think Tank –
Business Owners Only**

**Wednesday – January 14th –
11:30am**

**Ask the Experts – Chamber
Zoom Topic**

Watch the Chamber Facebook Page, Website and Email Blasts for special webinar's and check-in networking events.

*See the Chamber website and facebook page for our Zoom Room link.



NEW – 5 Questions with the Spring-Ford Chamber

In November the Spring-Ford Chamber started a new networking zoom interview vlog. Each week the chamber will be interviewing local business people and they will be posted on our Spring-Ford Chamber facebook page. Newest interviews include Allison Sandberg; Magical Memory Planners & Pam Mann; Help at Home with Pam.

A Special Message

A special Thank you to the Spring-Ford Community. 2020 was a difficult year for everyone but we truly appreciate all of the participation, engagement and support of our chamber last year. We hope everyone felt the love and support we gave back to our businesses as well! 2021 is starting off with more of the same, however we need to all have a positive outlook for a better year; one that includes networking, handshakes and face to face engagement. We often say we LIVE HERE, WORK HERE & PLAY HERE; let's come together this year to support everyone in our community by continuing to engage, shop, eat and purchase from our area small businesses. 2021 will be a better year if we all work together to stay healthy and safe! We wish everyone a profitable and prosperous new year!

Sincerely, Spring-Ford Chamber of Commerce!

In November the Spring-Ford Chamber started a new networking zoom interview vlog. Each week the chamber will be interviewing local business people and they will be posted on our Spring-Ford Chamber Facebook page. Newest interviews include Allison Sandberg; Magical Memory Planners & Pam Mann; Help at Home with Pam.

Ask SCORE

The B2E (Business to Employee) Focused Company

Naturally, most small businesses put a lot of time, energy, and resources toward catering to their customers. Whether your business is B2C (business to consumer) or B2B (business to business), there is another audience you need to keep happy: your employees.

In a 2015 report by Glassdoor, <https://b2b-assets.glassdoor.com/50-hr-and-recruiting-stats-for-2016.pdf>, 47 percent of the small businesses surveyed said they had difficulty finding qualified candidates for the positions they were trying to fill. So, to recruit and keep top talent, your small business needs to create a top-notch work environment.

To answer that challenge, a growing number of businesses are integrating a "B2E" (business to employee) approach into their company cultures. The overarching theme of B2E efforts is showing employees they are as valuable as a business's customers. B2E goes beyond the occasional staff appreciation gestures; It envelops all of the initiatives and programs a business offers to create a working environment that attracts and retains highly competent employees.

Some components of companies' B2E strategies include:

- Creative recruiting tactics
- Flexible working hours
- Bonuses
- Professional development opportunities

Another way your business can provide a quality experience to employees is through robust intra-company tools that streamline finding information and performing tasks. For example, implementing a company intranet that makes information, business applications and collaborative capabilities readily available in one central place can boost efficiency and employee satisfaction.

Elements of an Ideal Small Business Intranet

A few examples of the information and capabilities companies offer to employees through their intranets include:

- Company announcements
- Request forms for ordering office supplies
- Special deals on company merchandise
- Online management of insurance policies and 401K plans

And with a B2E portal (an intracompany homepage or desktop screen) that allows employees to customize elements of what they see, some companies also include individual employees' special interests:

- Stock reports
- News clips
- Weather forecasts
- Sports scores
- Games

By having an intranet for your business, you can give employees one centralized location to access what matters to them. Then you can use other traditional means of communication like email to reinforce information.

Benefits of a Small Business Intranet and the B2E Mindset

A B2E focused intranet gives employees a direct route to what is happening within a company and promotes a sense of community within a business. It can improve employee morale and save time as individuals can easily find and access the tools that they need to do their jobs and review or change their human resources related information. Having forms and documents online can also cut expenses as a business can rely on printers less and will not have to manually handle as much paperwork.

Where to Begin

If you are interested in implementing a company intranet for your small business, considering asking for a free consultation from one or more companies that specialize in developing intranets for small businesses. That will help you understand the available capabilities, implementation process, training requirements and pricing.

Remember, there are other strategies as well that can help make your company B2E focused. Contact SCORE to talk with a business mentor who can help you brainstorm ideas for practical and effective business-to-employee initiatives. SCORE mentors have expertise in all aspects of starting and growing a business, and they are available to provide you with the guidance you need to succeed.



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

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THE SBRA COMMUNITY CUSTOMER RETENTION — TREAT THEM LIKE A GUEST



By Gary Seibert, CEO,
Small Business Resource Association

Have you ever thought about the difference it might make if you were to focus on customer retention as your primary way of measuring and maintaining your customer base?

I would like to use an example and do some simple math to start this article. Consider, you are a small business owner and you do business in a community of 100,000 people. Half of that population is either too young or too old to use your product or service which would leave 50,000 potential customers. There are 10 other businesses that sell a product similar to yours and they each have an equal share of the market leaving 5,000 customers to buy from you. You typically service 15 customers a day and you are open 6 days a week. This would indicate that you sell to approximately 90 customers a week or a total of 4680 per year. By using this simple example, you can see that if there was no such thing as customer retention, you would run out of clients in slightly over a year, unless you could start stealing some of your competitor's clients. Since I would never encourage someone to start stealing, I am going to focus this article on how to grow your business from within (RETENTION). Then, through your existing customers, watch your business continue to grow from the other 45,000 potential customers being served by your competition. The principles are simple, the application is the challenge. Are you up to it?

First and foremost, I would like to make a substitution. I will no longer use the term "customers" but rather, they will be referred to as "Guests". You see, a customer is someone that just purchases something from you. You do not need to know their name or anything about them. They are just a number on the cash register's daily total. A guest however, is someone special that you prepare for, greet with a smile and make sure they are well taken care of until the time they depart. You get to know them and look forward to a return visit. You know their name and they know yours. Do you remember the TV series CHEERS "where everyone knows your name"? Make your customers feel like Guests and they will no longer feel like customers. They are treated like customers everywhere but you treat them differently. Remember, *your customer doesn't care how much you know until they know how much you care.*

Now that we have a new title for your customer (guest), let's start talking about "guest services" and how that will impact your business. When preparing for a guest coming to your house for dinner, I am sure you have a pretty good understanding of the kind of food and drink they enjoy before starting to prepare the menu. You have also alerted them as to whether the attire was casual or formal, and I am sure you have paid special attention to the appearance of your house, especially the areas they will be exposed to. In other words, you know your guest and you want them to feel comfortable and at ease. The more you

engage with your guest the clearer things become and the easier it will be to determine what is needed to make their experience doing business with you far better than what they get from your competitors. The price of the product may no longer be the sole reason they do business with you, but rather, you treat them with dignity and respect, they feel comfortable with you and your staff and the entire experience is enjoyable. The key is to know and understand your guests so well that your products and service fits them and sells themselves. Know your Guests.

As owners or managers of businesses we know what needs to be done to consistently give outstanding guest service, however, we cannot always be on the floor and dealing with every guest. Therefore, if you are not serving the guest yourself, your job is to be serving someone who is. In other words, your job is to train and supervise your staff to insure, that they believe in and live out your culture of hospitality.

Customer satisfaction is a rating that may not be too difficult to attain but having loyal and repeat guests is a sign that you have created a Brand that people trust and feel comfortable doing business with. Note, you don't earn Loyalty in a day, you earn Loyalty day-by-day.

So, let's go back to our example in the beginning of this article. Using the 5,000 potential guests you started with, just imagine what your business would look like a year later, because you had created a culture of outrageous guest service.

(Continued on page 33)



CUSTOMER RETENTION — TREAT THEM LIKE A GUEST

(Continued from page 32)

Now, almost all of your guests not only became repeat guests but they enjoyed doing business with you so much that they started telling all their friends and family about you. You aren't even considering stealing your competitors customers because all your satisfied guest are encouraging some of those other 45,000 potential guests to do business with you.

Your guest services program has now become your retention program and your retention program has become your referral program. No gimmicks, no magic, no high-pressure sales people and no costly sales and marketing program. Just good common sense. People like to do business with people they like. "Do what you do so well that they will want

to do it again and bring their friends" (Walt Disney).

You can also increase your retention by adding some related products and services to what you already offer. Ray Kroc, the founder of McDonald's once said "It is far more profitable to sell many products to one customer than it is to sell one product to many customers". The guest is already in your establishment buying something from you because of your brand and their loyalty, why not engage with them to find out what else they are buying elsewhere that they would be willing to buy from you?

Now your retention program is not only growing your customer base, it is also growing your product line, based on first-hand information of what your guests want. Pretty simple, it's up to you.

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**PROUD
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NATURAL IMMUNITY IN THE HOLIDAY AND WINTER SEASON



By Nick Kleinsmith, Owner of Miach Herbs, Proud SBRA Member

Have you ever wondered why so many people get sick around the holiday and winter season? The answers are more common sense than many know. When it comes to natural immunity many people think to add in things like vitamin C, zinc, garlic, etc. to build up their immune system. Which is great, and we will be talking more about vitamins and herbs you can take to boost your immune system, but have you ever thought about what you need to subtract from your life to boost yourself? Many people don't.

Sometimes the best healing we can receive for our bodies and mind is to remove and not add. One of the biggest areas of subtraction to help and aid our immune system, is to get rid of stress! Often around the holidays we find ourselves stressed out over a plethora of things, running late on getting presents, end of year work stress, having or not having certain relatives or loved ones around. There are many reasons we may find ourselves extra stressed in the holiday and winter season. The important thing for you is to identify what stress you out personally, and remove it from your life or change your attitude towards it. I know, easier said than done, but if you want your physical and mental health to be in good shape, stress should likely be first on your list to be taken care of.

Another big thing people might need to subtract from their life, mainly around the holiday season, is sugar. Sugar in its processed form can have a powerful weakening effect on our immune system. Whenever sick, sugar should be avoided unless it is raw local honey or low sugar fruits like berries and lemons. On the flip side of the subtraction coin is addition. What should we be adding into our diet and life style in winter to help our immune systems stay strong? One of the biggest factors is vitamin D. We call vitamin D the sunshine vitamin because our bodies produce it by sun exposure on our skin. Unfortunately we cannot make vitamin D during fall, winter and most of spring so if your vitamin D levels are low, this can put your immune system at a big disadvantage. Taking vitamin D through supplementation is our only decent option for many of us in the winter. The best form of vitamin D to take is called "D-3", which is a

highly absorbable form of the vitamin. The best way to take vitamin D is after a meal with some form of fat included for proper absorption. Taking it either in breakfast or lunch is the best time to take it.

Some of the best helpers we can add into our immune assisting arsenal are herbs and mushrooms. Some of my favorite herbs to use for boosting our immune system naturally are Echinacea, elderberry, rose hips, olive leaf, any many more. These herbs have great immune boosting properties and are great to taken when you feel a cold coming at the onset, or you know you are run down and more susceptible to getting sick. Herbs can act great as a preventative or help you while in the throes of being sick. Mushrooms like reishi, turkey-tail, and chaga are all wonderful immune system modulators, which means they are good at helping to balance and fortifying our immune system. Mushrooms are often a great option for people with auto-immune disorders because of their balancing effects instead of pure boosting effects you get from a herb.

There are many herbs for us to use in our daily lives, and some works better for you than others. It's important to learn and identify what herbs work best for you specifically. Many would be pleased to learn how many safe and effective herbs are out there for us to use as the wear and tear of life happens. Stay healthy and happy this winter and holiday season. Remember good health and balance is what your body is always seeking, take good care of it and it will take care of you."

Miach Herbs is located at 3451 Saint Peters Road Saint Peters PA, 19470. For more information visit www.miachherbs.com or call 484-706-3412.

NEW SBRA MEMBERS

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- Honist Solutions
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- MECAdvising

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
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Tune Up Tuesdays 9:30-10:30 AM

- 1/12/21 – Healthy You, Healthy Business
- 1/26/21 – Brand vs. Demand - Tools & Platforms That Make Marketing Easy



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BlackJaxAmericanPubGrill.com

Uncle B's BBQ

"B" is Brian — The smoker, the creator, the chef, the uncle...the man!

Born and bred in the true south, B came up in the homestyle kitchens of Florence, Alabama — on the banks of the Tennessee River — where he was educated in the fine art of meat smoking from a very young age. The northwestern region of Alabama is famous for their BBQ and, specifically, their Alabama White Sauce and a Southern Style Vinegar Sauce.

B left Alabama in his early twenties. Manufacturing, his first career brought him to various areas of the country. Through the years, B collected experience and recipes cooking in kitchens throughout the South, (from Texas to Florida, the Carolinas and Virginia) continually perfecting his signature style. Eventually, B found himself changing careers and working in the restaurant world. Which brought him up north, where he met Beth. The two fell in love with Phoenixville while B's family was living in the area. They moved to Phoenixville in 2011.

In 2013, B went out on a limb, put his delicious knowledge to practice and bought and old oil tank smoker. Starting out roadside, B soon became a local favorite. The community supported and embraced the B spirit. And B loved it right back. B had a few stops before landing at 425 Bridge Street near his home. Soon after starting up roadside, B moved to sharing a kitchen in Eland Downe (the Old Epicurean — then Fenice Creolo). Other stops included setting up at Stable 12, finding his first home next to Rita's on Schuylkill Road. From Sunday Football to the annual Egg Hunt and of course Dogwood and Firebird Festivals, B has become a local staple! Being here in downtown Phoenixville is fitting. B has now settled in at home.

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WHAT ABOUT A POWER OF ATTORNEY?

Why a POA should be a part of your basic estate planning.



LEGAL PERSPECTIVES

By Carolyn Marchesani, Esq.; Wolf, Baldwin & Associates, P.C.

Why might you want to schedule a phone call or visit an attorney for estate planning when you do not have the time, or a large estate, and have other more pressing concerns?

Over the last few months, I have had more than a few real-life reminders, both in my family and my practice, of why it is always important to have a Power of Attorney as part of your estate plan. Maybe for a simple transaction, maybe for a significant lifestyle change due to aging and disease, maybe as a result of an accident or a need to care for minor family members, a Power of Attorney can solve many problems before they even begin.

Case 1: A simple Transaction. Sebastian, age 72 and Louise age 67 are loving partners who have been together for 13 years. They are devoted to each other. Sebastian has developed dementia. Because he is over 72, and has an IRA investment he must begin to take the RMD (Required Minimum Distribution) from his 401(k) investment. Sebastian is unable to complete this transaction due to his diminished capacity. However, he never appointed anyone to be his Agent with a Power of Attorney. Now he is unable to access this account and meet this mandatory requirement. If he had a Power of Attorney appointing Louise as his agent, she could present this document to the bank/investment company and

complete the transaction. The fee to obtain a Power of Attorney for both Sebastian and Louise, is modest at most law firms. Now, with Sebastian's health declining, the only recourse for this couple is for Louise to obtain a court-ordered Guardianship for Sebastian. The time involved is likely months, the expense is likely at least \$2,000.00 to \$5,000.00. This process may be made even more difficult if there are family members who claim that they should step into this role of guardian in place of Louise, the person Sebastian would prefer to be his guardian.

Case 2: Lifestyle change/Aging. Edith is 88, Alfred is 90; they have been happily married for over 60 years. They were living independently in an over-55 independent community. Al had felt a weakening in his grip and his step, but it was mostly attributed to tendinitis and rheumatism by his physician. Eventually this condition worsened and he was diagnosed with ALS. This disease has a daunting prognosis. Up until this time he was still doing Tai Chi, meeting with friends at the 65-and-over club, playing golf and enjoying time with friends and family.

(Continued on page 36)

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LEGAL PERSPECTIVES

(Continued from page 35)

His professional career was as a pediatrician spanning over 40 years, helping countless families. Always active and healthy, was it this significant stressor that caused him to have a stroke in July? Perhaps. Now he is dependent on a wheelchair.

The couple has been pressured with many changes and decisions and they need support. They had a Power of Attorney (POA) in place. They had chosen carefully the persons that would help when they were in need of assistance. However, they did not fully inform their family of their decisions. They didn't want to hurt the feelings of the children who weren't chosen as POA. They also did not want to talk about the POA because they felt it was not going to be necessary for a long time. One of the adult children wants to make all the decisions but was not named as the agent. Now, they have discord in the family. Communication with all family members when you execute the Power of Attorney (POA) is a necessary part of having an effective estate plan.

Case 3: Accident. Colleen, age 19, was living at home but is now attending college. She was involved in a car accident and is hospitalized. Her parents would like to know what treatment she is receiving

and who is caring for her. They would like to discuss her condition with her healthcare providers. But, without a Power of Attorney executed by Colleen, her parents are not legally entitled to this information.

Case 4: Planning for Care for Minors. Max is the father of three minor children. His wife, Alex, died 3 years ago as a result of breast cancer. He is managing a single-parent household well. His brother and sister-in-law, Charles and Danielle, who live nearby, provide regular support for him and their nieces and nephew. Family friends also are helpful to transport and support the children with their various activities when Max needs help. Max has a Will in place if he should die unexpectedly, of course he thought of that, after what he and his family has been through! He has named Charles and Danielle as the guardians for the children, and he knows that his children will be cared for in the event of his death. But Max didn't consider his own incapacity. He does *not* have a Power of Attorney in place. He needs this document to nominate Charles and Danielle as guardians for his minor children, if he were still living but unable to care for them.

(Continued on page 38)

Wolf, Baldwin & Associates Opens New Location in Pennsburg

Wolf, Baldwin & Associates, P.C. recently announced the opening of its new office in Pennsburg, PA. This is the fourth office location for the firm, joining its main office in Pottstown and satellite offices in Reading and West Chester.

Pennsburg attorney Michelle M. Forsell, Esquire joined the firm on November 16, 2020. Ms. Forsell will continue to serve the greater Pennsburg area, focusing her practice in Estate Planning and Administration, Elder Law, Business Representation, Real Estate and Veterans' Benefits. Ms. Forsell was previously associated with the law firm of Norris McLaughlin, and prior to that, with the firm of Tomlinson & Forsell.

The Pennsburg office is located at 570 Main Street.

"We are extremely excited to expand our firm's presence into the Upper Perik Valley and to serve the residents of Pennsburg and beyond," said managing attorney Levi S. Wolf. "We believe that our core practice areas of workers' compensation, estate planning and probate, real estate, and small business representation will provide area residents with first-class

legal representation without having to travel to Allentown or Philadelphia."

Mr. Wolf is a second-generation attorney. 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. The firm and its attorney Charles D. Garner previously served Pennsburg as the Borough Solicitor.

"I am thrilled to join a firm that has already been serving the Upper Perik Valley for many years," said Ms. Forsell. "I look forward to working with them to continue to serve the community with exceptional professionalism and client service, while maintaining the personalized attention my clients know they can expect from me."

Wolf, Baldwin & Associates, P.C. currently employs 18 people. The firm was founded in 1973 by Jack F. Wolf. Bruce Baldwin joined the firm in 1987. The firm is committed to maintaining safety during the COVID-19 pandemic and is offering phone or video consultations in order to safely serve its clients. Their website is www.wolfbaldwin.com.



Michelle M. Forsell, Esquire



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LEGAL PERSPECTIVES

(Continued from page 36)

He also needs to appoint an advocate for himself, to transact business and make medical decisions for him if he becomes incapacitated. The Power of Attorney document will assist with all of these needs.

A Will is the document many consider when they decide to have an estate plan. The Will is an important document to provide direction and instructions as to distribution of your estate after your death. Executing a Will puts these decisions in your hands. You provide specific instructions for the disposition of your estate. This written testamentary document will inform your loved ones of what your wishes are, who will administer your estate, who will take care of minor children, or aging parents, and who will inherit your estate. This is the preferred approach, that *you* decide your legacy, not a default set of laws.

Fortunately, however, there is a “default will” — the Pennsylvania Intestacy laws provide direction and instructions in cases where someone dies without a Will. The law provides that “the natural objects of one’s bounty” will receive your estate, in other words, the closest surviving members of one’s family. The court will appoint an administrator to manage the estate.

What about a Power of Attorney? When an individual reaches the age of 18, regardless of any functional limitations or disabilities, that individual has the legal right to make decisions on his or her own behalf. If there is **not** a Power of Attorney in place and the adult becomes unable to make decisions, only a court, after a legal proceeding, may judge an individual to be incapacitated and appoint a guardian for him or her. There is no “default” Power of Attorney under Pennsylvania law.

A simple solution is the Power of Attorney. The procedure to obtain a Power of Attorney document is a phone call or videoconference meeting with a lawyer to

discuss and provide the necessary information, such as who will be your agent, first choice and second (you always want to have back up), then the lawyer will prepare a draft document and follow up to review and sign the papers — in the parking lot, if social distancing is required. The whole process could take perhaps two to three weeks from start to completion, but can be expedited if necessary.

On the other hand, a Guardianship involves providing medical records, written testimony from a physician or physicians (which means writing to the doctors to obtain the needed records) interrogatories providing information about next of kin, medical condition, patient history, finances, and multiple phone calls and meetings with an attorney in order to prepare court documents to be presented to an Orphan’s Court judge. Once all of the documentation is collected, prepared and finalized, they are submitted to the Orphan’s Court so that a judge may be assigned, and a hearing may be scheduled. The time involved is typically months, and the expense at least \$2,000.00 to \$5,000.00.

A Will is a core part of your estate plan. And the intestacy laws are the provisions that are followed when you have not executed a Will. But there is no comparable alternative when, as an adult, you become injured, incapacitated and in need of support if you did not execute a Power of Attorney when you were able to do so. Your only recourse is a Guardianship. These are very good reasons why you want to include a Power of Attorney in your estate plan. Make arrangements to speak with an experienced estate planning lawyer today.

Carolyn M. Marchesani, Esq. is an associate in the law firm of Wolf, Baldwin & Associates, P.C. She focuses her legal practice in estate planning and probate and estate administration in Montgomery, Berks and Chester Counties. She can be reached by phone at 610.323.7436, or by email at cmarchesani@wolfbaldwin.com.

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BUSINESS PROFILE

Advanced Screeners of America

Tom Wentling founded Advanced Screeners of America, a national background screening firm, with a focus on assisting lean Human Resource departments with their results-oriented hiring challenges. Having experienced these same challenges as HR Director at a previous firm, Tom has firsthand knowledge of the national, multi-state, and off-premise (contractors/1099) requirements unique to the practice of hiring quality, productive employees. In fact, Tom admits "that it is my mistakes that led me to believe I could offer sage guidance and quality results." Background Screening allows an employer to minimize hiring risk (criminal acts related to job performance, drug/alcohol abuse, etc.) and maximize the safety and productivity (current employees feel more secure knowing new hires are vetted, and higher quality hires leads to higher productivity) of all company employees.



Tom Wentling

On Marijuana testing. There is sometimes a misunderstanding related to medical marijuana acceptance. Tom states that "a medical marijuana card is not a legal contract that allows one to be at work under the influence." Just as alcohol use at work is subject to restrictions, so too is marijuana acceptance. Prior to the pandemic, some employers were omitting marijuana testing from pre-employment background screening hoping to increase their employment roles during a time of extremely low unemployment. The cautious HR managers made sure their policies and procedures included a reasonable suspicion clause that allowed for on or off premise testing for alcohol or marijuana under specific rules. Advanced Screeners can provide employers with state specific drug/alcohol policies and procedures and provides the required training for managers to be proficient in executing the procedures effectively.

On Multi-State Employees. Many local employers hire for jobs outside of Pennsylvania. It is imperative that HR managers are aware of each state's pre-employment background screening rules. Per Tom, "those rules vary considerably." Advanced Screeners online screening application minimizes the HR manager's need to know all the rules. Its system uses the state in which the hire will be located to automatically provide screening based on the hires location. Given the large geographical range of employees' locations, Advanced Screeners

has also partnered with drug testing labs offering over 10,000 laboratories nationwide.

On Background Screening Per Role.

Tom says the biggest mistakes he sees are employers without the proper decision matrix for background screening. Not all hires require the same level of screening, but a minimum level of screening provides comfort for the safety and productivity of existing employees. A decision matrix (free and available at advancedscreeners.com)

keeps employers from over or under spending based on the requirements of the job.

At a minimal level, background screening should include the SSN search,

National Criminal, and a 7 yr. County Search. The 7 yr. County is important because we live in a transient society and previous residences offer a broader and more accurate view of the applicant's history. All too often, Tom continues, "to save expenses, employers do not run credit checks on candidates who will be handling cash, banking, or credit advisory roles." The savings do not compare to the \$5,000-\$10,000 losses employers may experience due to theft or fraud. He admits, he has suffered this during his stint as HR Director. Tom likens this to the Liberty Mutual EMU ad, "Customize your background screening."

For more information, call Tom Wentling at 610.779.5464, or email tom@advancedscreeners.com, and please visit www.advancedscreeners.com.



THE YEAR 2020 NEVER CEASES TO AMAZE ME



DOWNTOWN MARKETING & DEVELOPMENT By Barry Cassidy

The shutting down of restaurants and bars has had a lethal effect on small towns that have a healthy food and beverage industry as part of their revitalization strategy.

The atmosphere, the events, and the areas used as a common gathering space for festive recreation add to why downtowns have been successful.

The Governor issued an order, and it should be obeyed. If the evidence shows a threat, perhaps it is a good action, and I will not go through the dynamics of the spread of the disease. My ideas are not mainstream and not intended to get too Thomas Dolby with everyone.

As a career government and nonprofit administrator, I look at service delivery and effectuating large scale implementations of programs. It appears that the root

of the current problems is available hospital beds and Intensive Care Unit (ICU) facilities.

The nature of the disease is that it affects people differently and depends upon underlying conditions and genetic makeup. So, the number of people getting the disease is spread to the subset of vulnerable people, and the vulnerable people need to be hospitalized.

(Continued on page 42)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 41)

Available hospital beds seem to be the metric, and of course, that is a function of how many vulnerable people need to occupy beds. The second part of that is the disease seems to come in waves. This last one happened right before we were going to vote and then again right before Christmas. The initial wave was sometime in March that overwhelmed hospitals in New York City.

It occurred to me that there should have been a different approach from a service delivery perspective. Suppose centers were set up in vacant warehouse space around the different metropolitan and rural areas. In that case, the treatment could have been segregated from the regular hospital crowd that provide regular 24-hour emergency care for the people. This action would have also centralized the equipment and care.

My wife told me that Temple created a facility, but it was not used much. Once the initial wave of infections died down, people were not crowding the hospitals. There would be an inefficient use of labor for the downtimes. For the staffing reason alone, I feel that all of it should have been a federal initiative. They had to know there would be subsequent waves... the

"trust the science" argument.

I also believe this disease should have been taken out of the insurance system. This event was too big not to have centralized intake and delivery. Let the health care system function for true medical emergencies and illnesses, cancer, and the like. The federal government could have relied on military personnel to function as support staff. The military is being paid anyway, and they would only be used during the wave to augment the medical staff that would be hired full time.

The care would be uniform, with a consistent medical procedures and operational plan for transport and supply delivery. I believe between March and November, that could have been accomplished. It would give the pork to consultants to train people and develop a consistent care pattern to fit in with what we know about government today. The vaccine is on its way, and the centers could have been used to distribute the vaccine on an egalitarian basis. I am not so sure that will happen through the current health care system.

I started to have this column update my train project, but something hap-

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pened on Thursday that made me start over again and write about the hospital bed issue. Thursday, I was scheduled to meet Connor, one of the owners of Molly Maguires Pub in Phoenixville, for some snacks and drinks. When I got there, I had no sooner got an eggroll in my hand, and the Governor came on TV and said he was shutting down the bars and restaurant dining. The pending scarcity of hospital beds had driven the system over the edge.

As we ate our wings, cheesesteak eggrolls, and big pretzels, Conner said to me that the bartender was crying. I can't hear very well, and he had to repeat it a couple of times. I realized that here we were a couple of weeks from Christmas, and she was unemployed. This same scenario played out across the Commonwealth when people found that they had an interrupted income source right before the holiday. Waitstaff, chefs, and the owners were all in a precarious position before the surge.

I was sad for her and the situation. I mustered up enough energy to down the second shot of tequila and thought about the situation. I pondered the thought that although the virus was surging, it was the subset of the surge,

hospital beds' availability that made this an urgent decision.

I honestly do not think it should have come to this end. When something like the virus happens, there will be a need for universal service delivery that has to be utilitarian and financially feasible. There is little utility in the current method of dealing with the virus. Oh, I wear my mask every day even when people make fun of me because I am careful. I wash my hands too much because my wife yells at me if I don't. I am one of the vulnerable people, and I try to be responsible for myself as I like my life.

I had planned to die a Godfather III ending with a glass of red wine on the beach at Rossella Ionica in Calabria, Italy... but the virus took that from me. This dream was not the only dream interrupted; this last year has been an unprecedented attack on the small business owner. Riots and looting robbed many of their livelihood. The spread of the virus calmed expectations for earnings. Now the closure of sector hospitality right before Christmas. These are real arrows injuring real people, and it appears very well organized.

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



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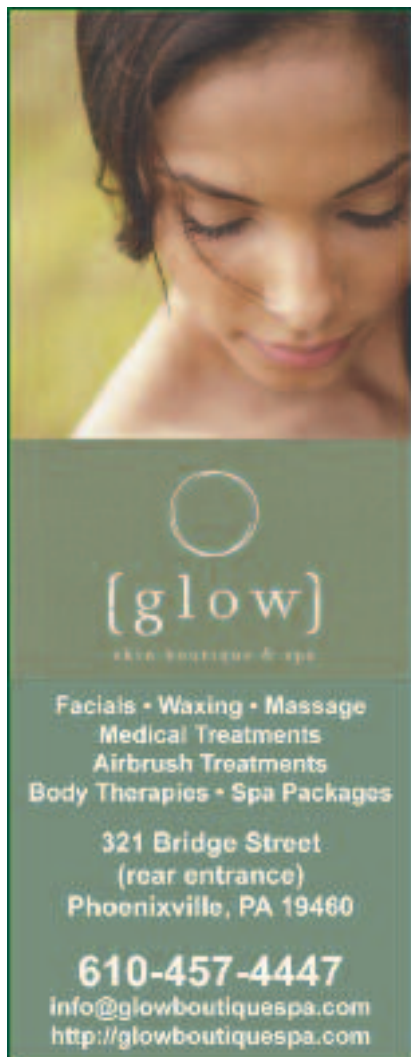
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Glow Skin Boutique Spa is a cozy and rejuvenating day spa located in the heart of downtown Phoenixville, PA. Glow survived the pandemic by reinventing itself to provide not only the best skin care services but also catering to ones well being as whole. "Being shut down for four months and still not being allowed to do skin care services when we opened was truly crushing but it really forced us to rethink our approach to services we provide. We now not only provide the best facials, but also have space where clients can meditate, relax and heal" says Sangee Mohan as she establishes Glow as a highly sought-after retreat for those seeking a transcendent spa experience.

Glow coming out of the pandemic has emerged as the ultimate day spa where one can truly unwind and take some time off from



As part of ongoing effort to make self-care a necessity Glow has also made the massage services affordable to everyone. All of our different massage services are the same price. The prices does not differ regardless of the type of massage requested by the client.

On your feet all day? Consider a 30 minute foot soak. Freshly handmade by our therapists upon your arrival, they come out to you in a large hand-hammered bowl and are made with clean, nourishing ingredients. Glow Spa's foot soak services include a warm agave oil massage, followed by hot stone massage with shea butter. Following that up with a honey-based serum wrap as a treatment for your feet, brushing the serum

on dry heels and toes and drying of feet to ensure a lasting, silky soft feel.

home. Whether you are looking to unwind and relax or you are looking for specialized skin care treatments, Glow Spa has become the go to place. Glow's new services include the healing Ayurveda Facials including Shirodhara, the Hydradermabrasion Facial in combination with an Oxygen Infusion treatment for people looking for focused skin care routine and these new treatments gives an even skin tone and induces peptides, antioxidants and brightening serums truly leaves your skin radiant. Dermaplaning and Microneedling is also offered and both have become quickly popular during the Pandemic. Our other treatments include vitamin c facial, diamond peel microdermabrasion and a variety of body wraps and treatments, waxing, and much much more!

Glow now is fully open with Covid Precautions and offers a wide array of services including Facials, Massages, Medical Treatments, Meditation, Foot Soaks, Body Wraps, Waxing Services and its award winning Spray Tans. Regardless of the services offered, there is no compromise on the products used or the level of customer service we provide. All products are organic, natural and exclusive. Signing off Sangee says " We are so thankful to each and every one of our clients and the wonderful and positive wishes you are sending Glow during this time. This has been a challenging year for us and without our friends, family, staff and most importantly YOU, we know our doors would not be still open".

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Ask SCORE

TIPS FOR HIRING THE RIGHT TALENT FOR YOUR SMALL BUSINESS

At some point along the way, small business owners realize that they cannot do it all themselves and still do it all well. Running a company is a huge undertaking and the larger and faster your company grows, the more you are going to need to rely on a trusted set of employees to continue to produce a quality product or service.

Hiring, however, introduces an entirely new variable to running a business and is a big change when you are used to running a company of one. Hiring the right talent comes down to honestly assessing the skills and talents your business needs most, being diligent and having patience in your search.

HIRING THE RIGHT PERSON IS A CHALLENGE FOR EVERYONE. THERE IS A LOT AT STAKE.

In its latest estimate, the U.S. Department of Labor reported the estimated cost of a bad hire is about 30-percent of an employee's annual compensation. Most small businesses cannot afford to make the wrong hiring decision.

Making smart hiring decisions is less of a science than an art. SCORE CEO and former V.P. of Marketing and Communications, Bridget Weston, recommends that small business owners focus on refining the three primary areas of their hiring process to find the best candidates. She offers her advice on how to *clarify the role, find qualified applicants and choose the best employee*:

Clarify the Role

Make the position you are hiring crystal clear to potential applicants so you can attract qualified candidates and avoid having to weed through irrelevant resumes. Write a detailed job description that identifies responsibilities and required skills and expertise. The more

accurate your description, the more effective you will be at attracting the right talent right off the bat.

Find Qualified Applicants

Half of the battle of hiring the best talent is finding the best talent. Posting a job description to a job board is a good start. But to find great talent, do some work to put the opportunity into the right hands. Leverage your network of professionals and ask whom they may know who could be a good fit. Use social media platforms, particularly LinkedIn, and do some homework to uncover other potential candidates. More and more people are finding jobs via social media and it is now a hiring pool that employers cannot ignore.

Choose the Best Employee

The key here is to take your time. Choosing the best employee is a process and requires that you do your due diligence. Review resumes and speak to top candidates. It may take two or three rounds of interviews to get a solid understanding of which candidates are best for the job. When you are interviewing, do not undervalue the softer attributes that are not as easy to identify on a resume, like cultural fit and the candidate's ability to communicate clearly with clients or customers. Finally, check references. References can help you learn more about how the candidate performed in past roles and whether they would make a good fit within your organization.

(Continued on page 48)



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(Continued from page 47)

Before you take these steps or bring any candidates in for an interview, read the SCORE article, “Are Your Small Business Hiring Practices Discriminatory?” at <https://www.score.org/blog/are-your-small-business-hiring-practices-discriminatory> to make sure you are conducting interviews legally.

Also, read the SCORE article, “After they Say ‘Yes’: The 5 Legal Steps You Must Take Every Time Your Hire,” at <https://www.score.org/blog/after-they-say-%E2%80%9CYes%E2%80%9D-5-legal-steps-you-must-take-every-time-you-hire> to understand what legal steps to take after a candidate accepts an offer.

RELY ON INSIGHT FROM TRUSTED MENTORS AND COLLEAGUES BEFORE YOU MAKE A HIRING DECISION.

Even if you are a sole proprietor, do not make hiring decisions in a vacuum. Consult trusted industry partners or mentors as you go through the hiring process and get additional insight to round out your thinking.

One of the best resources to help you hire the right talent is with the guidance

of a SCORE mentor. Your SCORE mentor will become familiar with your business and help you through your hiring from start to finish so you hire the best talent for your business.

ABOUT SCORE: 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, <https://tricity.score.org/content/find-mentor-183>.

Today at SCORE, we are on the frontline fighting to keep Main Street America in business. If you believe that you can help a small business with your experience, advice and mentoring please think about joining us. Email us at tricity@scorevolunteer.org, call us at 610.327.2673, or to learn more. To submit an application to be a SCORE TriCounty volunteer, visit our website at <https://tricity.score.org/become-volunteer-2>.

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Ask SCORE

SOLOPRENEUR TIPS

Ways to Grow a One-person Business

Solopreneurs encounter many of the same challenges that other business owners face — and some unique ones, as well. Tasked with single-handedly managing all aspects of their businesses — sales, marketing, production, office management, accounting, etc. — they can quickly become overworked and overwhelmed. They may also find it difficult to grow their businesses as they deal with competing priorities and not enough hours in the day.

Fortunately, with dedication to working smarter and not harder, solopreneurs can gain the capacity to devote more time and energy to revenue-growth.

If you are starting or running a one-person company, consider the following suggestions:

TIPS FOR GROWING A SOLO-BUSINESS

Here are five ways you can empower yourself to have the time and focus to grow your business.

1. **Get organized.**
2. **Boost efficiency and productivity.**
3. **Don't sell yourself short.**
4. **Outsource tasks.**
5. **Ask for guidance from a SCORE mentor.**

Get organized. Use technology tools to help you keep track of to-dos, deadlines,

and important information. For example, block out time on your calendar for all of the projects and tasks you need to accomplish. Also, use platforms like Evernote or Dropbox to save and organize information you'll need to reference later. For keeping projects on track, cloud-based software services like Trello provide collaborative features that streamline communication with project partners and maintain all project information in a central place.

Boost efficiency and productivity.

Figure out the times of the day when you are at your peak performance and schedule your work for clients during those timeframes. This will help ensure you are putting your best foot forward on the tasks that matter most.

(Continued on page 50)

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(Continued from page 49)

Also, consider using platforms and features that allow you to automate certain aspects of your business. For example, you can streamline social media efforts by composing and scheduling posts with Hootsuite or Buffer. In addition, if you have clients that you bill the same amount to at regular intervals, you can save time by scheduling recurring invoices in QuickBooks.

Don't sell yourself short. If you bill hourly for your services, use a time-tracking app (like Toggl or Hours) that you can turn on and off easily whenever dedicating time to a client. This will help ensure you are not missing out on billing for five minutes here and ten minutes there — those short increments can add up! Also, review your rates to make sure you are being paid fairly for your services. Often, startup solopreneurs will charge a little less to ramp up their client base. If this is the case with you, you may want to revisit your rate schedule and adjust it upward as demand for your services increases and you build a reputation of dependability and value.

Outsource tasks. Just because you do not want to hire employees does not mean you cannot get help with different aspects of your business. To give yourself

more time to work on revenue-generating activities, consider outsourcing tasks that you either...

- a) aren't adept at, or
- b) dislike...

to freelancers and independent contractors. Some activities you might consider outsourcing include bookkeeping, writing blog posts, and researching (competition, industry, etc.).

Ask for guidance from a SCORE mentor. Mentoring is free of charge and SCORE volunteers have expertise in all aspects of starting and growing a small business. They can provide you with guidance on how to scale your one-person operation. Just because you are a "solo"-preneur, doesn't mean you have to go it alone! Contact SCORE to request a mentor and get the insight and feedback you need to grow your business.

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

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