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The Region's Community-Focused And Trusted Partner

Small businesses right here in our community drive this country's economic prosperity. When you shop at these businesses owned by your friends and neighbors, you support their dreams and fuel local innovation. This is at the core of who Tompkins is, and what they do.

As a true community bank with the strength and technology of larger financial institutions, Tompkins provides local decision making, access to company leadership, responsiveness, and a desire to build relationships, all while offering the technology and mobile options business customers have come to expect. It's the best of both worlds. Tompkins focuses on making the business side of banking easier and more streamlined so that small businesses in the community can focus on what matters most.

As one of the first banks of its size in the Tri-County region to offer an online

business loan application platform, Tompkins was, and continues to be, committed to offering products and services its customers need to be successful. With many business customers preferring to bank digitally when possible, it's critical that community banks step up and meet these needs while maintaining the personal touch the community knows and loves.

"When my customers talk about why they enjoy working with us, they always mention how they are happy they deal with local bankers who live and work in the community. Building a trusted relationship between bank and business is



Lisa Lightcap, Vice President of Commercial Banking; Megan La Rosa, Assistant Vice President Cash Management Officer; Bob Massino, Vice President, Cash Management; and Carolyn Buto, Manager of the Pottstown and Oaks branches, practice social distancing outside the Pottstown office.

key to what makes us different," said Lisa Lightcap, Vice President, commercial banking relationship manager.

While Tompkins has always been customer and community focused, the COVID-19 pandemic only strengthened its relationships with customers of the Tri-County area. According to Lightcap, "The pandemic presented many unique challenges to our customers and it required us to become even closer to our clients by reaching out quickly to determine their needs and respond with a variety of customized solutions. I'm proud that we were able to step up and help these businesses through such a difficult time."

Tompkins will soon open a new ATM in Pottstown to give the local community more access to the Bank. More information will be posted at www.vistbank.com as it becomes available. As always, the Tompkins team are ready to meet with businesses either in-person or virtually to discuss their unique business needs.



At the Boyertown Branch Office, Lori Carnes, Branch Manager; Nick Litrenta, Assistant Vice President, Commercial Lending; and Lisa Lightcap, Vice President of Commercial Banking with the branch's decorative bear.

Boyertown Branch

101 East Philadelphia Avenue
Boyertown, PA 19512
Phone: 610-367-0140

Exeter Branch

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Reading, PA 19606
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Pottstown Branch

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Oaks Branch

1232 Egypt Road
P.O. Box 859
Oaks, PA 19456
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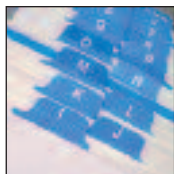
Lisa Lightcap

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Phone: 484-516-7292



PHOTO BY STYLISH IMAGES

Cover Story: For more than 20 years, locally-owned Premier Payroll Services, backed by a national service provider, has provided dependable & affordable Payroll, Time & Attendance, PTO Tracking, Employee Self Service and HRIS solutions with outstanding personal customer service.



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



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Boyertown Museum of Historic Vehicles Opens "A Rosie Outlook" Exhibit

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Blanski Energy Management

The Blanski family has been in the mechanical contracting business since 1962. The company was started by Milton Blanski and Stanley Phillips as Blanski & Phillips Mechanical, Inc.

Over the years, the company has specialized in many areas, including plumbing, industrial piping, heating, air conditioning, ductwork fabrication, HVAC service, and portable boiler rentals. The key to the family's business success has always been their commitment to providing quality service and products.

In 1986, Blanski Energy Management, Inc. was formed to provide quality service for HVAC equipment and systems the company has installed. As time passed, Milton Blanski retired and passed the company to James (Jim) Blanski, the second generation. At that point in time, the company became more of a sheet metal fabrication and installation firm and continued to service many types of HVAC systems.

Blanski Energy Management has completed numerous sheet metal projects in, and around Philadelphia since becoming more of a sheet metal company. They were involved with the Please Touch Museum; Samuel Fels High School; Jewish National History Museum; Swarthmore College Dormitory (2); Girard Music Academy; Temple Baptist Renovation; Temple-McGonigle Renovation, and many more. Outside of Philadelphia they have completed projects at Graterford Prison Boiler Plant and School, Northampton Prison Renovation; Yuengling Plant #2; Coatesville 9-10 Center; Lincoln University Science and Cultural Center; (3) Connective Power Plant Projects;

and reproductive Science Institute Laboratory and Operating Rooms.

Recently, Jim Blanski, CFO, has semi-retired and Nathan (Nate) Blanski, the third generation, has assumed control of operations as president, and is continuing the company's dedication to providing quality services and products. Blanski Energy Management is currently working on projects at West Chester Science Building; Philaport Vehicle Staging Center; Belmont Behavioral Hospital; Bimbo Bakeries; Solomon Solis Cohen Elementary; and Valley Forge Visitor Center, among many others.

Through all generations the company continues looking out for their customers' best interests by providing education and training with their partner, the Sheet Metal Workers Local Union No. 19, and by financially supporting their pension, and health and welfare funds. In addition, they support local and national charities, including: the Olivet Boys and Girls Club; the Reading Police; PA Professional Firefighters; Mary's Shelter; Wounded Warrior Project, and many others. Blanski Energy Management gives back to the communities in which they operate and hope for a better future for all.



Heather, Kim, Janelle, Jim and Nick



Phil, Nate & Josh



Coil line



Matt, shop foreman & Plasma table



CAD Drafting



Spiral machine, brakes, and shop equipment

Blanski Energy Management is headquartered at 1835 Pear Street, Reading PA 19601.

For additional information, please call 610.373.5273 or email inquiries@blanskienergy.com

PREMIER PAYROLL SERVICES

Delivering Dependable, Affordable Payroll and Human Capital Management Services Through a Global Pandemic and Beyond

By Kathy Hunt

In these uncertain times, business owners can remain certain of one thing — whether grappling with a crippling storm or a global pandemic - your employees still expect to be paid. For those unexpected events as well as regular day-to-day business, Premier Payroll Services, Inc. delivers dependable, affordable payroll and human capital management (HCM) services. Founded in 2000 by certified public accountant (CPA) and Widener University grad William D. March and his wife Dianne March, who holds an MBA from Temple University, the Royersford-based company emphasizes outstanding customer service and accurate, efficient and customizable payroll options.

“Our goal has always been to help small businesses,” said Sarah Coveney, CPA and president of Premier Payroll. “Our staff is always willing to go that extra mile to help clients and give them the extra attention that they need. Sometimes the larger providers don’t have the resources to give this extra attention, but we do,” she said. An alumnus of Lehigh University, Sarah has worked at Premier since 2007. She is the daughter of William and Dianne March.



**SARAH COVENEY AND
WILLIAM D. MARCH**

PHOTOS BY STYLISH IMAGES



Staying on top of payroll—and clients' concerns—during Covid-19

Never was there a time that clients needed this additional attention and assistance more than during the coronavirus pandemic. Because Premier's staff stays on top of changing laws and available resources, they could support and guide over 1,000 customers through this confusing and uncertain period. When the region went into lockdown, 13 of Premier's 15 staff members were able to work from home. Sarah and another employee continued to report to the headquarters in Royersford, because, as she pointed out, some companies still issue physical paychecks. As a result, she and her colleague processed, printed and mailed payroll checks on site, just as they always had. She added that the configuration for physical checks would have been too complicated to carry out remotely.

As one might expect during an unprecedented period, Premier was inundated with calls from concerned clients. To aid and educate their customers on government relief and tax credits stemming from Covid-19 legislation, Premier set up several lines of communication. Using the online marketing and messaging tool Constant Contact, the company sent out email messages that explained different tax programs, tax credits, unemployment benefits, Payroll Protection Program (PPP) loans, and Families First

Coronavirus Response Act (FFCRA). A Small Business Administration (SBA)-backed, forgivable loan, PPP enabled small businesses to keep their workers employed and paid during the coronavirus pandemic. With FFCRA businesses could receive tax credits for paying employees who had contracted Covid-19. Premier's emails included the paperwork for these loans and offered guidance and resources to those that needed it.

Premier also gave webinars that delved further into tax programs, PPP loans, FFCRA and other relief benefits. The company likewise hosted separate monthly human resource calls to discuss Covid-related issues, and had open networking calls with multiple clients, so that they all could share, work through, and calm their concerns. For those small businesses in need of a payroll loan, Premier connected them with local banks that were participating in the PPP program.

Clients could easily reach Premier's staff, and have their questions and problems quickly addressed. Instead of entrusting phone communications to an answering service or automated messaging system, the staff provided prompt, live responses to phone calls. Keeping Premier's clients informed and in business were top priorities.

"Because the government relief was payroll-related, we had to dig in and figure everything out for our clients," Sarah said. "We wanted to be the solution for our clients, to help them get through this and give them hope that they were going to get through it, and we did our best to sift through all of the changes that kept coming out and make the process as user friendly as possible on their end. We're in the payroll business. You're in your business. We want you to be able to focus on your area of expertise and not be forced to be an expert on payroll, too. That's what you're paying us for. We're the ones who are the payroll experts," she said.

In addition to assisting clients, Premier helped its staff navigate the myriad of regulations resulting from this tumultuous time. After researching and reading through Covid-19 relief articles, newsletters, and websites for the Internal Revenue Service (IRS), SBA and others, Sarah set up a whiteboard and held virtual classes for the staff to familiarize them with the different programs. She noted that the staff has been incredibly resilient throughout the entire pandemic and credited them for the company's success in delivering uninterrupted service to their clients.

"Our people have been so great," she said.

Continued on page 8)

COVER STORY

(Continued from page 7)

Payroll and beyond with Premier Payroll Services and isolved's HCM software

An invaluable tool that enables Premier Payroll Services to stay on top of the pandemic and everyday financial regulations is isolved's award-winning human capital management (HCM) software. One of today's fastest growing HCM software systems, isolved is used by more than 145,000 employers, including Premier, to manage payroll and human resources.

To keep its clients and, subsequently, their client's clients abreast of various rulings and pandemic assistance, isolved has issued summaries that explain how to run specific reports. It has created an online Affordable Care Act (ACA) resource center where employers can learn about reporting requirements and how to be compliant with the ACA. Additionally, it has set up a Covid-19 Toolkit with up-to-date information on the coronavirus, FFCRA, and how to bring employees back to work safely. The kit likewise contains forms for FFCRA's emergency paid sick leave and paid expanded family and medical leave, and self-quarantine travel acknowledgment. All of the information is reviewed by Premier Payroll and shared with its clients.

These additional resources are an added bonus to the software's flexibility. isolved's cloud-based system has allowed Premier Payroll to provide uninterrupted access to payroll and HCM service to its clients before, during, and after this global crisis.



With isolved's secure, cloud-based system, Premier has ceaselessly tendered such essential payroll services as quarterly tax returns, garnishments, electronic tracking of vacation and sick days, direct deposit, general ledger import, custom reporting and administration of 401K plans. Especially handy during quarantines and lockdown, its

Employee Self Service module has afforded 24-hour, online access to personnel information, time off accruals, pay stubs and more. To ensure that personal data remained safe, isolved has a multi-factor authentication software in place.

Yet, payroll is not the only service that Premier Payroll offered during, and before, the pandemic. With isolved's Time & Attendance function, Premier can easily manage employee time and attendance. After being approved, an employee's hours automatically move into a time entry grid. Time-tracking takes place in one space without anyone re-entering, importing and exporting data.

The Time & Attendance module contains labor allocation, monitoring of breaks, meals and overtime, and calculation and management of overtime and paid time off, all of which is based upon a company's specific rules. It even has mobile punch GPS data, which shows an employee's location when clocking in and out at work. Time & Attendance increases the speed and accuracy of payroll calculations and reportedly reduces labor costs by up to five percent.

Along with Time & Attendance, Premier possesses a Human Resources Information System (HRIS) that is fully integrated with payroll. The HRIS simplifies the monitoring of personnel data, including certification and training status, performance reviews, and contact information. It supplies document management and organizes such documents as incident reports and disciplinary actions. It allows employees to access their payroll information, make changes to their withholdings, and update their personal details, further saving time and reducing workloads.

Yet another software feature that encourages efficiency and employee self-service is Benefits Enrollment. Here employees can access their current benefits, compare past benefits, and go through a step-by-step selection process. They can receive email alerts about enrollment deadlines, meetings and more. The benefits module has integrated ACA reporting, which eases the completion of 1095 forms at the end of the year.

What sets Premier apart from the competition

Versatile, award-winning software means nothing to clients if they don't also receive timely and trustworthy support from their payroll provider. Those working with Premier Payroll know to expect exemplary customer service. It's an area in which the company prides itself.

"Businesses know that we quickly respond to any question or concern," Sarah said. "That's been a game changer for us, making sure that our level of customer service is exceptional by being responsive and thorough.

"We want you to be able to focus on your area of expertise and not be forced to be an expert on payroll, too."





And, if we don't have the answer, we always have someone to refer clients to. We've been in business for more than 20 years, and we have developed strong alliances in the community. We can connect our customers to specialists in retirement, health insurance, financial advising, human resources consulting and other areas of expertise. These are people whom we've worked with and have had good experiences with. More and more of our clients have been coming to us, asking for referrals for who to work with, or not, in other specialties," she said.

Premier's referrals to third parties are free. Furthermore, there is no commission fee. The absence of these fees exemplifies Premier's commitment to its clients and its straightforward, affordable business model.

To assist in answering questions and enhancing customer support, Premier Payroll has live email support. It does not use a ticketing system to answer messages and guarantees responses in a punctual manner. Continuing with that personal and personable approach, Premier provides live phone support Monday through Thursday from 8:30 AM to 4:30 PM. On Friday Premier staff members answer calls from 8:30 AM to 1:30 PM. Sarah pointed out that by Friday everyone has been paid and, if everything has gone smoothly, it will be a quiet day with few, if any, calls.

Things do tend to go seamlessly with Premier Payroll. The effortless execution of payroll is due, in part, to its

attentive customer support and partly to its customizable solutions.

"We find out what a client's needs are and tailor our services to meet those needs," Sarah explains. "We only want to provide what a client actually needs and we aren't going to try to sell them additional services that they won't use. We have a client with more than 400 employees and a client with one employee, and both of them will have different requisites. Our services are scalable to their needs," she said.

As an example of a customizable solution, Sarah pointed to a business that pays its employees for the number miles driven or cases completed. So that there is no confusion about why an employee received more or less than expected, Premier Payroll includes this information on each paycheck. That way, the employee can see and understand why the check is for a certain amount.

Customizable solutions are reflective of Premier Payroll's dedication to its customers. They also denote the company's investment in technology. Without it, payroll could not be tailored to meet the client's needs.

"With isolated, they're always making enhancements and developments to make things more efficient and customized to the client," Sarah said.

As indicated earlier, Premier Payroll offers guidance and outside resources to its clients. "We're not the kind of business where we want to get into all these different

lanes and offer a laundry list of services," Sarah said. "We want to stay in our lane of payroll and human capital management, but if people need retirement or health insurance services or want consultation on a specific issue, they come to us and we refer them to experienced, qualified people whom we've worked with."

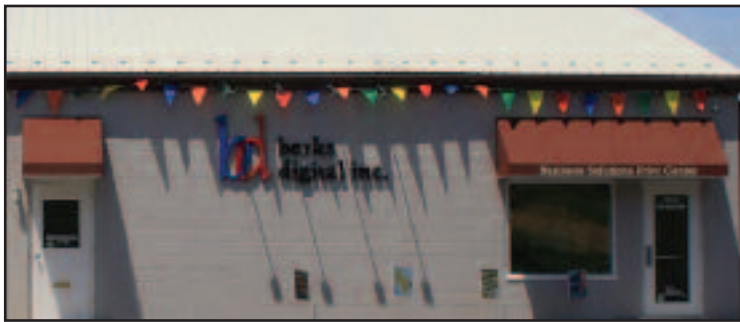
Besides referrals, Premier Payroll guides its clients with its Constant Contact emails. A human resources consultant contributes to these messages, adding pertinent HR documents and keeping clients abreast of any changes.

Reliable live phone and email support. Customizable payroll solutions to meet each client's needs. Innovative, time-saving technology. Dependable guidance and resources. Premier Payroll Services delivers this and more while remaining accurate, affordable and flexible.

Premier Payroll Services is located at 290 Main Street in Royersford, PA. To learn more about its payroll and human capital management services, please call 610.917.2281 or email sales@premiernow.com. You can also visit www.premiernow.com.



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Berks Career & Technology Center Heavy Equipment Operations Program

According to the Bureau of Labor Statistics, the demand for trained Heavy Equipment Operators in Berks and surrounding counties is projected to grow by six percent through 2028. Recognizing the need for Operators, Berks Career & Technology Center developed a state-of-the-art program designed to help fill these open positions. As one of the few Career and Technical Education Centers that offer Heavy Equipment Operations, BCTC offers this program to high school and adult students.

BCTC's Heavy Equipment Operations program begins with jobsite safety and basic maintenance. Theory lessons are delivered at the BCTC East Campus in Oley. Students learn to operate the controls and gears on an advanced simulator before moving to real equipment in a local quarry. There, students operate several pieces of heavy equipment and gain



extensive field practice while work in different weather conditions.

Graduates of the program earn a BCTC Certificate of Completion, a 10-hour OSHA and a PennDOT flagger certification.

An adult student open house is scheduled for Saturday June 12th from 10am to 2pm at the BCTC's Oley campus located at 3307 Friedensburg Road, Oley. For more information contact BCTC Continuing Education at 610.743.7630 or visit www.berkscareer.com/ACE.



Alvernia's Reading CollegeTowne

SLATED TO OPEN AUGUST, 2021

Alvernia's \$20 million renovation project on its newly acquired building at 401 Penn Street in Reading is nearing completion. The facility, which will house the university's new engineering majors, expanded business and communications programs, modern residences, a TV studio, an esports suite, Alvernia's O'Pake Institute for Economic Development & Entrepreneurship, and a Starbucks®, will serve as the hub of the university's Reading CollegeTowne initiative.

This new metro-complex expands Alvernia's campus into the center of downtown in what will be the university's largest facility. The educational experiences students will gain there will make it possible for students to develop marketable skills working with global businesses, build professional networks and have a strong hand in breathing magic back into a city that many have grown up loving. "CollegeTowne is probably the most complex, multifaceted initiative you could take on at a midsize university," 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 support the university's expansion into new technical majors while growing its transformational mission. It calls for establishing a significant physical presence for Alvernia downtown, creating a student-centered business incubator to provide guidance and support to new businesses as they work to get up and running, revitalizing our college of business and communications, introducing engineering, E-sports, and other academic programs, while giving an urban living experience to our students.

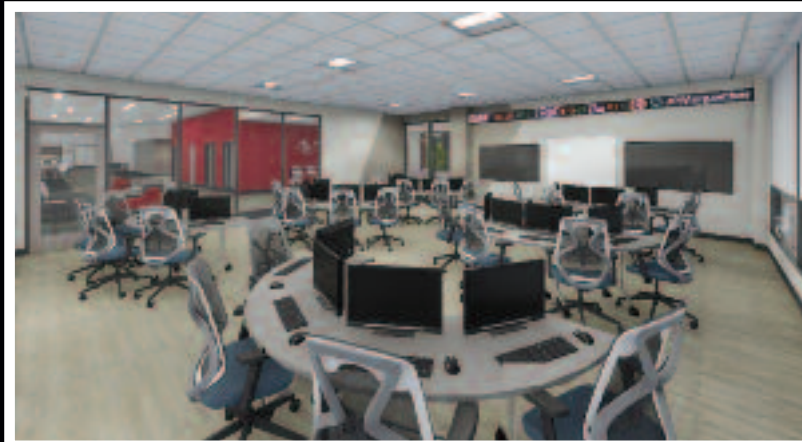
Student Fellows (some of Alvernia's best and brightest) are already working with local businesses and entrepreneurs through the O'Pake Institute's business incubator. More than 20 student fellows have engaged with over 50 companies on real-world projects ranging from social media campaigns to developing licensing agreements to creating industry playbooks. One team assisted a client through the process of business entity formation and trademarking. Another team worked with a pre-revenue client to implement a digital marketing campaign. Fellows on the O'Pake Institute's Intellectual Property Committee use cutting-edge IP software to create IP portfolios for clients in the incubator.

"The O'Pake Institute is addressing the multiple needs of emerging businesses by creating a whole ecosystem to support them, while enhancing our students' learning," said Alvernia Senior Vice President and Provost Glynis Fitzgerald. "The students gain tangible skills and the businesses benefit from receiving services they wouldn't otherwise be able to pay for. The O'Pake Institute puts all the different pieces together for success, whether it's a new business, a business trying to grow or a business trying to navigate through the COVID-19 environment."

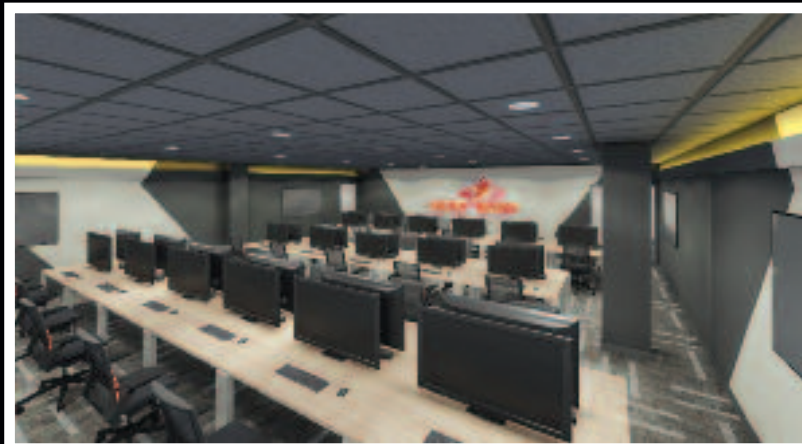
Alvernia's 401 Penn Street property is scheduled for a grand opening in August.



Lobby



Business Trading Lab



Esports



Residence Room

FOCUS ON READING & BERKS BUSINESS

Destination Realty, LLC

Sean Moretti, REALTOR and Broker/Owner, started Destination Realty, LLC in 2011 to provide professional real estate services in Greater Reading and Berks County with a focus on property management, commercial and investment property sales, and leasing in downtown Reading.

Moretti says, "The real estate business is uniquely positioned to add value to our community by connecting investors with properties and introducing them to qualified contractors and community leaders." "We help navigate City Hall and work closely with organizations like Greater Reading Chamber Alliance, Berks County Community Foundation, and Berks Alliance. We facilitate introducing new businesses to these groups, which are filled with people who are dedicated to the community, and able to add value to the entrepreneur—both themselves, and through their networks, which results in new relationships and growth in our town."

What's new in Reading? Micro leasing and modern apartments! Recently, a number of excellent co-working/single



office suites have come available, some with shared conference rooms and impressive common spaces. These co-workspace rentals are perfect for the transition out of the home-office...allowing workers to keep safe while adding value with all-inclusive leases! An added bonus is the availability to network with like-minded entrepreneurs with convenient access to all the amenities that downtown offers.

Up-scale apartments being added in West Reading and Wyomissing has led to

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Contact Sean Moretti of Destination Realty, office # 610.743.3310, or directly at 484.769.3209.



Destination Realty, LLC Sean H. Moretti, REALTOR, Broker/Owner
Office 610-743-3310 or call/text Sean at 484-769-3209 * seanhmoretti@gmail.com destinationrealtyllc.com

an increased demand for modern, market rate apartments in downtown Reading. There are several large projects of that nature in the works now. This exciting development has the potential to increase foot traffic and draw new retailers to the city to serve these new residences. We believe that a tipping point in the development of this type of living space is just around the corner and that Greater

Reading and Berks County is poised to facilitate these projects and benefit from the increase in demand for Reading City real estate.

For additional information, please contact Sean H. Moretti, Realtor, Broker Owner Destination Realty, LLC, Commercial Real Estate at 610.743.3310; email seanhmoretti@gmail.com; and visit www.destinationrealty.com.

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PENNSYLVANIA DEP RELEASES NEW CARBON CAP AND TRADE MODELING

By Christen Smith, The Center Square

State environmental officials released new carbon cap and trade modeling last month as Pennsylvania's scheduled entry into the Regional Greenhouse Gas Initiative draws nearer.

The Department of Environmental Protection provided the latest data to the Air Quality Technical Advisory Committee in May during the first of a handful of scheduled meetings with public advisory boards invested in the final regulations anticipated for adoption later this year.

Allen Landis, executive director of the DEP's Pennsylvania Energy Development Authority, said that key take-aways of the updated modeling shows consumer electricity prices will increase between 84 cents and \$2.70 over the next decade as a result of RGGI participation.

The program's impact on natural gas generation and the state's power exports appears unaffected, Landis said, while total emissions reductions will range between 100 million and 225 million metric tons through 2030 – a "significant" cut that will boost public health outcomes, he said.

All of these projections, Landis clarified, are based on no changes to state or federal policy in the next decade – a variable he finds unlikely, given lawmakers' increasing focus on addressing climate change.

RGGI, an 11-state coalition, requires power producers to buy emissions credits through an annual auction designed to reduce pollution throughout the region. The proceeds will be reinvested into programs that support cleaner air and

water and energy efficiency, though Landis said the department envisions a separate and parallel "discussion" of how best to spend that projected \$300 million revenue in Pennsylvania.

DEP said the annual carbon dioxide allowance budget in the 2022 RGGI auction – the first in which Pennsylvania could participate – will total 78 million metric tons. By 2030, this allowance will shrink 25 percent to 58 million metric tons.

The effect will reduce the amount of emissions from carbon dioxide, sulfur dioxide and nitrogen oxide while lowering rates of childhood asthma, respiratory disease, premature deaths, lost work days and health care costs, Landis said.

Some members of the Air Quality Technical Advisory Committee questioned whether the "significant" level of lowered emissions amounted to much in the face of anticipated pollution "leakage" from non-RGGI states, like Ohio and West Virginia. Landis countered that the observed health benefits alone make participation worthwhile.

Although DEP claims RGGI could help create up to 27,000 new jobs in the clean energy sector, lawmakers worry the program will shutter fossil fuel plants prematurely. About 24,000 residents are directly work for natural gas companies, according to state labor data, and some advocates estimate indirect employment from the industry exceeds 300,000.

Christen Smith follows Pennsylvania's General Assembly for The Center Square. She is an award-winning reporter with more than a decade of experience covering state and national policy issues for niche publications and local newsrooms alike.

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CONTENT CREATION TIPS



SOCIAL MEDIA TIPS

By Theresa Mintzer

There is no right way to post social media content. Truthfully, you

must figure out a system that works for you and be consistent. The best way to stop being overwhelmed is to have a plan. Here are a few tips that might help.

- **Choose a platform.** Instagram is great if your audience is younger or visuals are important. LinkedIn is best for more professional posts. Facebook is good for updates and sharing information. You can be on more than one but if you are overwhelmed you might want to cut back.

- **Craft a message.** Don't post to post. Make a list of a few topics that speak about your business and how you can solve your customers' pain points. Also, keep in mind anything special that is coming up. Do you have new products or specials?

- **Pick a tone.** That is going to depend

on your audience. Always keep it professional, not everything is appropriate from a business page.

- **Grab a calendar or create a spreadsheet.** Try to plan out at least a month's worth of content. Make note of videos, pictures, or graphics you need. Some other suggestions are Motivation Monday, Tip Tuesday, Feature Friday, etc. Creating valuable content that customers might share helps spread word about your business. Always keep your audience and message in mind when creating posts. Try to make as your posts evergreen, posts that can be shared again and again.

- **Execute your plan.** You can schedule posts out for the future on some platforms. There are scheduling programs that will schedule multiple platforms at the same time. Also, you can hire a freelancer to schedule your social media for you.

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

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BUSINESS PROFILE

Embody's Sunoco Service Center

Embody's Sunoco Service Center, located at 1435 East High Street in Pottstown, has been serving the surrounding area for more than 44 years. The business is a family-owned and operated establishment. Owner Terry R. Embody oversees the nine employees. All makes and models of vehicles are serviced by expert technicians, under the management of Scott Morgan.

Embody's is the only 100 percent service center in the Pottstown area providing old-fashioned service, which includes washing windshields, checking fluids under the hood, and checking air in tires. Offering road services for flat tires and no starts, the service center also performs a complete safety check at no additional cost with every oil and filter change.

Other services offered by Embody's include: Pick up and delivery of vehicle; PA State safety and emissions inspection; factory-scheduled maintenance; sales and service of many major brands of tires; computerized wheel balancing; brake service; exhaust repair and replacement; air conditioning and cooling system maintenance and repair; tune-ups and comput-



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Energy Savings

Besides the improvement to curb appeal, a new garage door can make your home more energy efficient. By maintaining a consistent temperature throughout the year, you save money with an insulated door, because you do not have to raise or

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- **Safety:** By letting in natural light this makes it safer to maneuver inside your garage, especially if there are no other windows. This helps to eliminate tripping or anyone getting hurt, when the garage door is closed, and the lights are not one.

- **Savings:** There is no need to turn on the lights and waste electric when you don't need to.

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- **Size** — If you are buying, plan on future expansion, buy one third larger than your present need or have enough ground to build on.
- **Budgetary Constraints** — How much are you willing to spend? Are additional related costs figured in?
- **Term Commitment** — If renting, how long of a Lease term? Lease terms less than two years are highly unusual, and most often unacceptable. Expect an annual adjusting rental. Option to renew is practical, normal and extremely important.

Important issues when Shopping for a Location:

- **Governmental Restrictions and Requirements** — Zoning. Is your use permitted? Requirements change from Municipality to Municipality.
- **Taxation** — Wage Taxes, Per Capita Tax, Business Privilege Tax & Others?
- **Real Estate Terminology and Documentation.** Avoid using terms such as net, gross, triple net. Be specific. Who is responsible for what? Anything of an important nature should be written in the Agreement. Leave as little as possible up to chance.



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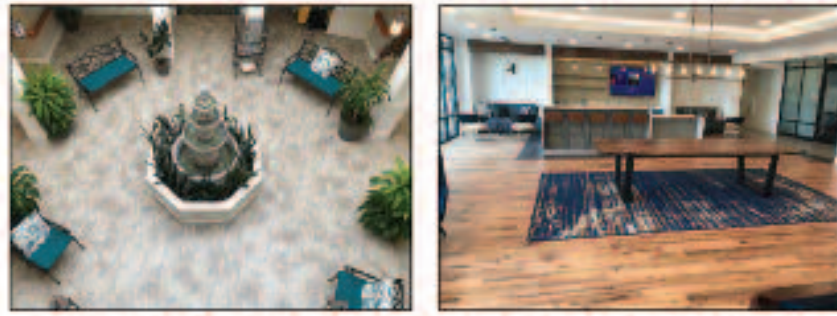
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At Home Service A Short Story of a Lifelong Journey



By Chris Knox, Owner,
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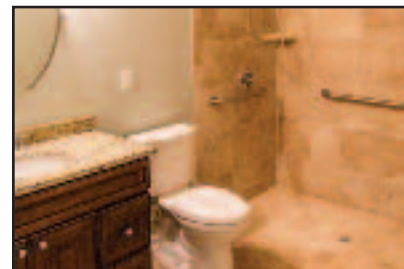
Life is a journey. Yes, it is a cliché, but true. And the thing about life's journey is it always moves forward along a completely unpredictable path. Yet with all the unpredictable highs and lows, we always have the ability to choose a new path. Still an unpredictable path, but a new and exciting one none the less.

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Ask SCORE

THREE BASIC FINANCIAL DOCUMENTS YOUR BUSINESS CAN'T IGNORE

Making time to manage your business' financials can be hard for many small business owners. Nevertheless, there are three financial documents you cannot ignore: the balance sheet, the P&L and the cash flow statement.

When you own a small business, you have deadlines to meet, customers to keep happy, orders to fill, products to ship — and a million other tasks on your plate. Finding the time to work on your business and manage the financials can feel overwhelming for many owners who are knee-deep in the day-to-day.

fiscal quarter and year. This is the financial statement you'll use to understand how your revenues and costs impact your profitability.

• Cash Flow Statement

Your cash flow statement shows your sources of incoming and outgoing cash over a period of time. Cash flow documents are helpful when assessing performance trends and other aspects of your business that would not be as evident if you were evaluating your business only on the basis of the balance sheet or P&L.

(Continued on page 26)

Managing your business' finances does not mean drowning in spreadsheets.

Making the time to manage your finances is a part of what it takes to run a profitable business. At a minimum, there are three basic financial documents that you cannot ignore — your balance sheet, profit and loss statement and cash flow statement. By keeping these three statements up-to-date and within reach, you will always have a strong sense of the financial health of your business.

According to SCORE mentor and retired CPA Frank Curtis, "These financial statements are the keys to understanding any business. In a very precise way, you can determine if your business is growing and succeeding or failing."

• Balance Sheet

Your balance sheet is a snapshot of your business' financials at any given moment and shows you if you are in the red or the black. This financial statement lists your business' assets, liabilities and equity. These elements together give you your company's net worth.

• Profit and Loss Statement

Your profit and loss statement, or P&L, is your income statement. A P&L summarizes your business' revenues and expenses during a period of time — usually by

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Ask SCORE

(Continued from page 24)

Though it is not obvious how to use this financial report, a good discussion of its use can be found at <https://www.investopedia.com/investing/what-is-a-cash-flow-statement/>.

Running a business without regularly reviewing these three financial statements is the equivalent of driving a car blindfolded. Together, these documents give you the state of your business' financial health. Without that information, you have no basis for making fact-based strategic decisions for your business.

"If you review your company balance sheet, you can learn how much cash you have on hand, how much you

owe, and how much equity you have in the business. Your annual profit and loss statement will tell you if you have made a profit and how much. It will also assist you in preparing your income tax return," explains Curtis. "Good financial statements are essential if you need additional funding for your business. Any lender will require these documents before providing additional funds."

Setting up and maintaining your business' balance sheet, P&L and cash flow statements is easier with the help of someone well-versed in business finance, like a SCORE mentor or your accountant. A SCORE mentor will help you to have a clear understanding of the financial state of your business at any time. Contact a SCORE mentor today.

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>.

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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BUSINESS PROFILE

Clean Floors & More, LLC

By Gilbert & Claudia Nazario,
Clean Floors & More, LLC

In March of 2020, like most of us, we were unsure of how the pandemic would affect our company and the way we would be able to best serve our clients. Although having a sanitized facility was now top of mind for every business, across all industries, with a number of our accounts temporarily closing their doors due to the pandemic, we had to figure out what to do. And we had to figure it out quickly.

So, we began to educate ourselves. The CDC and our vendor, Ecolab, kept us up to date with all of the latest information about COVID-19. We then shared this knowledge with our clients to let them know that we were being proactive about the situation, and we were ready to serve them when the time was right. We also informed our clients of the FDA approved hospital grade disinfectant we were using, and told them about the increased training our employees had completed.

Next, we found a local Berks County based solution supplier, and added electrostatic disinfecting to the list of sanitizing methods that we offer. And maybe most importantly, we kept one goal in mind throughout all of this: To educate ourselves and create peace of mind for our clients.

As businesses began to re-open during the first few months of 2021, we were able to retain all of our paused clients. But not only that, we gained new clients and grew dramatically as well! We believe this was due in large part to the collaborations with our friends and allies in Berks County.



Gilbert & Claudia Nazario

For example, during the height of the pandemic, we reached out to *422 Business Advisor* so that they could run a cover story about us in their June edition. The article highlighted the steps that we were taking to maintain our business during the pandemic.

We also connected with local videographer, Mateo Toro from Retorocle, to film our disinfecting, sanitizing and electrostatic cleaning techniques. Then we called on website designer,

Limarys with LMG Marketing, to make adjustments and important updates to our website. Finally, we worked with local SEO guru Alan Robezelli, with Power Marketing International, to help us boost our online presence.

Clean Floors & More's success during the pandemic was a team effort that couldn't have been done without the combined effort of many Berks County business owners who worked together to help keep all of us informed, educated, and open for business. We couldn't be more proud to be a part of this community, and we look forward to continuing to serve it! To learn more about our journey and our janitorial services, visit us at Cleanfloorsandmore.net.



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An Eye on the Future



Riverfront Federal Credit Union is thrilled to be putting the future of banking front and center with the unveiling of its newest branch located at 2609 Keiser Boulevard in Wyomissing. The state-of-the-art retail branch will feature the latest in self-service technology, including video branching and interactive teller machine equipment. The new building will also serve as the organization's headquarters and feature a public café.

Because the past year has changed people's habits in profound ways, Riverfront has worked diligently to enhance the member experience and streamline service delivery through all its in-branch and online channels. The latest evolution began with the launch of Riverfront Live, its face-to-face video branching service, in 2020. Through live video chat, members can speak directly with a Riverfront representative for assistance with a variety of transactions, including applying for a loan, opening an account or adding services. All they need to access the service is a mobile device or laptop, and they can do it from anywhere they happen to be.



RETAIL BRANCH/OPERATIONS CENTER

Riverfront Federal Credit Union's newest retail branch and headquarters located at 2609 Keiser Boulevard in Wyomissing featuring a public café.

The new branch on Keiser Boulevard will also feature VIRA (Video Integrated Realtime Assistance). VIRA is a video teller that enables members to interact face-to-face with a live Riverfront representative for assistance with a wide range of transactions like deposits, withdrawals, loan payments and transaction inquiries. These cutting-edge self-service machines let members do everyday transactions with or without the assistance of an agent.

Plans to broaden its lending and business service offerings will allow Riverfront to continue providing support to local small businesses in the form of commercial mortgages, vehicle and equipment loans and business credit cards. A "Swag Wall" will be available in-branch featuring a selection of Riverfront items available for purchase so while showing Riverfront pride, proceeds will be donated back to local non-profits. Riverfront's ongoing efforts in giving back to the community through donations to local non-profits is in

the organization's DNA and has also expanded since first opening its doors in 1948.

In the upcoming months, Riverfront will be the first local credit union to extend the person-to-person service, Zelle, to its membership. As Berks County begins to recover from a year of uncertainty, Riverfront Federal Credit Union has its eye on the future, seeking new opportunities to meet its members needs today and far into the future.



PUBLIC CAFÉ



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Mission: To be Berks County's leading resource for building a healthy, competitive business community

Vision: Assist companies to retain, expand, and grow their operations and employment and attract new business to Berks County.

GRCA wins national ACCE award for Rebuild Berks campaign

Reading, PA – April 30, 2021 – The Greater Reading Chamber Alliance (GRCA) is excited to announce that it was recognized as a winner in the Awards for Communications Excellence competition from the Association of Chamber of Commerce Executives (ACCE) for its Rebuild Berks campaign.

GRCA's Director of Communications & Marketing Leah Fasnacht and Digital Marketing Coordinator Audrey Krupiak managed the year-long campaign in partnership with the County of Berks and under the guidance of Strunk Media Group, Kutztown.

"The County is thrilled that the Rebuild Berks initiative has been honored by the ACCE," said Berks County Commissioners Chair Christian Leinbach. "Rebuild Berks served a vital role in bringing the Berks County community together to support our local economy throughout the many challenges of the past year. The County is proud of the important work that has been accomplished and will continue through our ongoing partnership with GRCA."

The Rebuild Berks campaign launched in July 2020 and encouraged Berks County residents and businesses to buy and source locally. In addition, the initiative provided critical safety information, free training and funding opportunities through Rebuild-Berks.com. The campaign has continued into this year with new information being added regularly. The COVID-19 Hospitality Industry Recovery Program (CHIRP), which recently reopened for new applications, is also found on the site.



"I am immensely proud that the Rebuild Berks campaign has received national recognition," said Fasnacht. "In practice, this campaign is far from over. Our community needs to continue to come together to support our businesses any way we can. Buy local whenever possible as it is the best way to help Rebuild Berks."

ACCE's Awards for Communications Excellence program is designed to showcase top communications and marketing work of chambers of commerce and similar organizations. The competition, now in its 36th year, garnered 173 entries that were judged by chamber marketing and communications professionals from all over the U.S.

Entries were organized by category — based on the chamber's annual revenue — and entry type: campaigns, digital media, event marketing and print and electronic publications. Judges presented 12 Awards of Excellence and three Best in Show awards.

"Chambers of commerce are the storytellers and megaphones for their communities," said ACCE President & CEO Sheree Anne Kelly. "Their innovative efforts to help drive engagement and change in the regions they serve are inspiring. Creative communications that spur action are what earned them this well-deserved recognition."



Leah Fasnacht



Audrey Krupiak

UPCOMING EVENTS

For further information contact: Leah Fasnacht,
Director of Communications & Marketing lfasnacht@greaterreading.org, 610.898.7780

June 2 - Women2Women

Panel: Real Life. Real Talk. Real Strategies

- Adele Schade, Dean of Pre-College & Summer Programs, Albright College
- Courtnie Nein, President & Co-Founder, Good Life Companies

Virtual Event – Link will be sent week of Event

8:30 – 10:00 a.m.

\$15/person – Chamber Member;
\$25/person – Not Yet Chamber Member;
Advanced Registration Required

June 3– Penn Street Market

Downtown Reading

<https://www.pennstmarket.org/>

10:00 – 2:00 p.m.; FREE to Attend

June 10 - Penn Street Market

Downtown Reading

<https://www.pennstmarket.org/>

10:00 – 2:00 p.m.; FREE to Attend

June 10 – De Mujer a Mujer

3rd Annual De Mujer a Mujer
Awards & Workshop

Virtual Event – Link will be sent week of Event

10:00 – 12:00 p.m.

\$5/person; Advanced Registration Required

June 11 – State Legislator Breakfast

Double Tree by Hilton Reading

701 Penn Street, Reading, PA 19601

7:30 – 9:30 a.m.

\$25/person – Chamber Member;
\$35/person – Not Yet Chamber Member;
Advanced Registration Required

June 16 – Riverview Federal Credit Union Ribbon Cutting

2609 Keiser Blvd., Wyomissing, PA 19610

2:00 – 2:30 p.m.; FREE

June 17 – Downtown Reading Business & Investment Property Tour

Multiple in-person locations, 9:00 – 12:00 p.m.

FREE; Advance Registration Required

June 17 – Berks Alliance Community Forum

Meds as Anchors: The Role of Health Systems in Community Development

Virtual Event – Link will be sent week of Event
11:30 – 1:00 p.m.; Advanced Registration Required

June 24 - Penn Street Market

Downtown Reading

<https://www.pennstmarket.org/>

10:00 – 2:00 p.m.; FREE to Attend

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Celebrating 90 years in the PXV Business Community



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."

CHAMBER EVENTS

Please check Chamber Community Calendar for more details.

Chamber Networking Events will resume in June

2021 Chamber Golf Outing Coming in September

WELCOME NEW MEMBERS

Feel Good Health & Wellness Coaching

MEMBER EVENTS

July 1, 7PM Phoenixville Public Library presents New York Times bestselling, thriller/mystery writer, **Riley Sager** and his new novel, *Survive the Night*, due for release in June. The event will be moderated by #1 International bestselling author, Jeffery Deaver. Go to phoenixvillelibrary.org for more information, Tickets: \$35/\$55.

Join us for a virtual Novel Tea Event featuring:



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author
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Jeffery Deaver
moderator & author
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Th, July 1 @ 7 p.m.

Tickets go on sale May 11

"All of Riley Sager's books take an established horror or thriller trope and give it a smart, knowing twist. This time, it's a creepy hitchhiking situation (with the added bonus of a '90s setting!)" —BookPage

"Survive the Night is the Bitchiest Book from Riley Sager"

Open-Air Set Ups Will Return!

Weekly open-air business set ups will resume on Bridge Street starting April 16th!

Road Closure Info:

Bridge Street will be closed from Starr St. to Main St. and from Main St. to Gay St. from Fridays at 2pm to Mondays at 7am

New Hours of Operation:

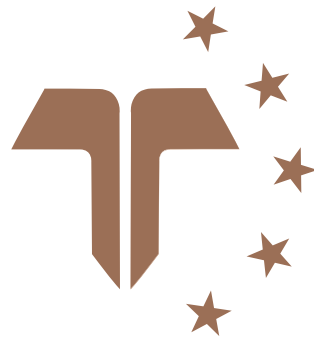
Friday - 4pm to 10pm

Saturday - 7am to 10pm

Sunday - 7am to 10pm



For information please visit the Borough website at: www.phoenixville.org/openairsetup



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Our Mission: Leveraging the power of membership to provide valued membership services and proactive leadership for the tri-county region.

Our Vision: The tri-county area has a strong sense of place – quality of life, economic opportunity, and generations of leaders – to support the region's businesses and communities.

Follow us on:



#WhyTCACC #tcaccbettertogether

Visit the NEW TriCountyAreaChamber.com

Featuring an even better design and easier navigation for you to access important information and resources for you and your business.

WELCOME NEW MEMBERS!

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

When purchasing goods or services, please keep these businesses as well as other TriCounty Area Chamber of Commerce Members in mind while you Always Buy Chamber!

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Smale's Printery

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Avante Apartments

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H & H Systems, Inc.

10 Years

Visiting Angels

5 Years

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INTEGRITY



**By Eileen Dautrich,
TCACC President**

The TriCounty Area Chamber of Commerce Board of Directors and staff recently adopted three core values that we are using to define our organization, how we

interact with our Members, and in designing the programs and services we have for our Members.

The 3 values are actually the same as the 3 words listed on an old membership plate from the former Pottstown Chamber of Commerce.

The first value is **Integrity**. According to www.dictionary.com the word is defined as "adherence to moral and ethical principles; soundness of moral character; honesty." The Chamber wants to represent this value in providing good fiscal stewardship of our organization, ethical decision-making, transparency in all matters, sustained professional development for staff and skills development and programs for small business.

We are a Membership based organization and we repeatedly explain to our Members that this is not my Chamber, or our staff's Chamber – this is your Chamber as a Member of the organization. As a result of this being your (our Members) Chamber we know you would want us to perform to the highest standards of the items mentioned above. The organization has suffered through tough times, similar to our Members, during the 2008 recession as well as through this most recent bump in the road – COVID 19. The Board of Directors has kept a close watch on the financial condition of the organization, and we have made tough decisions but the appropriate decisions for the financial success of your TriCounty Chamber and your investment in this organization.

Integrity shown by our Members has been motivating and inspirational. We are grateful for every dollar of membership dues that we receive, and we cannot thank those 400+ Members enough that have made the choice to continue to support the TriCounty Chamber and have maintained their Membership. Financial decisions and commitments have been difficult for many businesses over the last year and it is appreciated to have businesses in our region understand the value of being a Member of a business advocacy organization creating a ripple effect as their membership enables your Chamber to help other businesses. We have been humbled by the support as we work every day to do our jobs that we are passionate about and make a difference for our Members – your success is our success!

The pandemic has also caused a major shift in many industries' business models and the Chamber made some major shifts as well. Your Chamber has worked very hard to be fair and transparent as we have adopted a new business plan, a temporary plan, but necessary due to the circumstances. Members have been surveyed and have been honest and transparent with their needs and the areas of focus that they would like to see their Chamber pursue. Explanations have been provided by the staff regarding the need for virtual events and acting in the best interest of the safety of our staff and Members. So, we are excited to announce, and we look forward to "progress", (our 2nd core value, that I will talk about next month) as we return to in-person events with a special luncheon for Members on June 16!

We are excited for the opportunities to demonstrate our integrity and showcase the integrity of our Members in our TriCounty Chamber community. "Be the Bridge – problems become opportunities when the right people join together"!

REGIONAL CHAMBER ROUNDUP

UPCOMING EVENTS

Mark your calendars - we have lots of great events happening in the coming months!

For more details and to register for any of these events, please visit our events calendar at www.tricountyareachamber.com/events or call 610.326.2900.

REACH: Empowering and Connecting Women Coffee Chat

Tuesday, June 8 | 10 - 11AM | Free to all

Member Networking Luncheon

Wednesday, June 16 | 11:30AM - 1PM | Brookside Country Club | \$20 per TCACC Member

REACH: Empowering and Connecting Women Coffee Chat

Tuesday, June 22 | 10 - 11AM | Free to all

REACH Half-Day Conference

Tuesday, June 29 | 11:30AM - 5:30PM | SunnyBrook Ballroom | \$150 per person

Chamber Night at the Reading Fightin' Phils

Wednesday, August 11 | 5 - 9PM | FirstEnergy Stadium Complimentary general admission tickets for TCACC Members thanks to the many sponsors of this event

Leadercast Shift

Wednesday, August 18 | 8:30AM - 4:30PM | New Hanover United Methodist Church
\$95 per TCACC Member, \$120 per Non-Member

THANK YOU TO OUR 2021 MISSION & VISION PARTNERS (MVPS)



Do you have a passion for helping the local business community thrive? Join the TCACC team! We're currently hiring for two full-time positions:

- Programs & Member Engagement Director
- AND
- Marketing & Communications Director

Scan the QR code for more information on the roles



Interested applicants must send a cover letter, resume, and salary requirements to Eileen Dautrich at eileen@tricountyareachamber.com.

Learn more about us at www.tricountyareachamber.com



WEDNESDAY, AUGUST 18

8:30AM - 4:30PM [Rebroadcast]

New Hanover United Methodist Church

\$95 per TCACC Member

\$120 per Non-Member

Change is hard. It's risky. Leadercast 2021 delivers elite leadership content and inspiration from speakers who have had the courage to **SHIFT**.



SCAN THE QR TO MEET THE SPEAKERS AND REGISTER

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!

UPCOMING EVENTS

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

Thursday, May 13th - 11:30am - 1:30pm - Shark Think Tank (Bring Your Own Lunch Event)

The business only owners roundtable will be held in person on Thursday, June 10th at 11:30am. Location: Trinley River Park (Trinley Road and Railroad st. – over the tracks and behind the Railroad Bar and Grill).

August and moving forward this group will relocate to their original location at the Copperfield Inn. If you are a business owner member of the Spring-Ford Chamber. Be sure to join us for a lively lunch discussion.

Saturday, June 5th - 10:00am - 1:00pm - Dog Days of Summer- Outdoor Pet Expo event

Free Family Fun event featuring our favorite furry family members. vendors, activities and more in collaboration with the Upper Providence Parks and Recreation.

Wednesday, June 9th – 5:00pm – 7:00pm - Networking Night at Altera Orthodontics

Join us for our first networking night of 2021; Meet this new area business and see what they have to offer our community. Located at: Lakeview Shopping Center, 955 S Township Line Rd Suite 100, Royersford

RSVP on the Spring-Ford Chamber Website

Saturday, Aug. 14th - Noon - 3:00pm - Limerick Community Day

Your favorite Community Day is back for 2021. Vendors, food, music and more in collaboration with the Limerick Township Parks and Recreation.

Visit the chamber website www.springfordchamber.com to register to participate

Spring "Forward" September - Welcome Back Luncheon - 11:30am - 1:00pm

Thursday, September 9th

11:30am - Location TBD

Spring-Ford Chamber's 1st IN-PERSON Luncheon. Join us for three mini speakers and a great lunch.

Upper Providence Community Day - Saturday, Sept. 11th - 10:00am - 2:00pm

Community Business Expo, food, music and more in collaboration with the Upper Providence Township Parks and Recreation

Visit the chamber website www.springfordchamber.com to register to participate

**Tune into the Spring-Ford
Chamber facebook and website
as we will be hosting pop-up
networking events through out
the summer starting in June.**



SPRING-FORD CHAMBER IS EXCITED ABOUT THE SUMMER!

Spring-Ford Chamber is excited to be moving forward with planning in-person summer events. The kick off will include the Dog Days of Summer event to be held in collaboration with the Upper Providence Township Parks and Recreation on Saturday, June 5th. This socially distant event will encourage everyone to bring their furriest family members to the park for a day of fun filled activities including: a vendor area, fun activities and food trucks for humans and our dogs to take lunch with them when they head out.

The return of everyone's summer activity – our Limerick Community Day at Limerick Park will happen on Saturday,

August 14th. This event will return in a modified format but will include your old favorites such as our food truck festival, local business vendors and fun entertainment. Registration is now open.

Lastly, the Chamber is excited to announce our "SPRING FORWARD!" In-person chamber luncheon on Thursday, September 9th. More details to follow but until then you can always tune into our monthly webinars, check out our 5 questions networking zoom's or take part in our Shark Think Tank discussions. All links and information can be found on our Spring-Ford Chamber's website at www.springfordchamber.com

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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

COVID-19 Resources:

perkiomenvalleychamber.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!

Free PPE Support Kit

Free COVID-19 prevention kits available for small businesses (fewer than 100 employees). To reserve your free kit, contact PV Chamber at 610-489-6660 or email renee@pvchamber.net

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.

Father's Day Shirt Sale

Support the Chamber and get some great Father's Day shirts! A portion of each sale is donated to the Chamber. Over 70 incredible designs available! <https://pvcc.spiritsale.com>

WELCOME NEW MEMBERS!

Olympus Building Services, Inc. - Diana Saavedra
(610) 533-4872; www.olympusinc.com

Olympus Building Services is a world-class provider of higher education janitorial services, delivering exceptional service and support, and cleaner facilities to our customers nationwide.

Moyer Indoor/Outdoor - Cathy Gear
(215) 799-2000; www.emoyer.com

Moyer home and business services include lawn care, tree & shrub care, pest control, plumbing, heating fuel, water quality, heating and air conditioning and pool and spa.

TLC Massage Therapie - Tammy Antush
(484) 942-7209; www.tlcmassagetherapie.com

Licensed Massage Therapist specializing in Deep Tissue Massage, Medical Massage, Orthopedic Massage, Sports Massage, Swedish Massage, Neuromuscular Massage, Geriatric Massage, and Palliative Care.

UPCOMING EVENTS

June 11, 2021 @ Noon - 2021 PV Chamber Business Book Club

Attendees at bi-monthly PVCC Business Book Club participate in book discussions and "all things business" reviews. All are welcome to attend. Join us for Part 2 discussion "How to Win Friends and Influence People" by Dale Carnegie.

June 16, 2021 @ 3pm-6pm - PV Chamber Reconnect Mixer!

After a year of virtual events, the PV Chamber is thrilled to invite you a Mixer BBQ at the PV Chamber office! Stop by between 3pm - 6pm to network with business leaders, enjoy food and refreshments, compliments of S&B Events Concepts and Catering. Sponsorships available. RSVP no later than June 9th.

June 27, 2021 @ Noon - Business Roundtable

Join us for an interactive discussion and sharing of best practices among other business owners and key decision makers, right from the comforts of your home or office.

FEATURED EVENT

PVCC Annual Golf Outing August 9, 2021 Spring Ford Country Club

Join us for a fun day of golf and networking on a private golf course!

Golf and Sponsorship Details and Registration on www.PVchamber.net or contact Renee Blomstrom to discuss a custom package! Sponsorship packages starting as low as \$100. The Chamber is seeking donations for Golfer Goody Bags, Raffle Prizes and Golf Prizes! Sponsors to date:

Keyser Miller Ford

Kelly Insurance

Trouble's End
Brewing

Flagship Financial

Club Pilates

Motivational
Marketing

Eagle Eye
Inspection Pro, LLC

Patriot Pest
Solutions

The Party Center

2021 Annual Night Out at Reading Phils

Baseball is back! The PV Chamber will be returning to First Energy Stadium this Summer! The event date will be announced in June. Visit www.PVchamber.net for dates and sponsorship details

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at 484.942.9465 to learn more!*



www.pottstownrotary.org

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**Small Business
Resource Association**



THE SBRA COMMUNITY SO, YOU WANT TO BE AN ENTREPRENEUR!



**By Gary Seibert, CEO,
Small Business Resource Association**

My lifelong journey as an Entrepreneur started at the age of six. I wanted a baseball glove so I could play T-Ball and my dad told me I needed to earn the money to buy the glove because, I had ruined the one he bought me the previous year by leaving it outside over the winter. I had to buy #2 glove to teach me the lesson of taking care of your possessions. I was only six, where was I going to get the money? Asking my mom for the money was out of the question as she and dad shared the same thoughts regarding the lesson to be learned. However, mom was a possible resource to help me in my first Entrepreneurial venture. So, I went to her and asked her if we had any sandwich bags and popcorn. She said yes to both and my first business was birthed. We made popcorn and stuffed about 30 bags. I got a card table and a chair, made a sign and set up at the end of our driveway. It didn't take much to start my first business but without mom's help I may not have succeeded in selling every bag and earning \$3. None the less, I had a need (a new baseball glove) and I found a way to earn the money. Dad came home from work and was so proud of my effort, he immediately took me to the sporting goods store, threw in another \$3 bucks and we bought a brand new, all leather, Rawlings baseball glove for \$6. That was 1951, that same glove today would probably cost \$75 to \$100. That simple lesson planted a seed in me that has inspired me for my entire life. If you want something

bad enough, and you are willing to work hard to achieve it, you will find a way to earn it.

From that humble beginning my Entrepreneurial skill set has grown dramatically because of several incredible mentors/business coaches that have guided me along my journey as well as my willingness to "just try it" and learn from my mistakes. I would suggest trying the mentor route first, it is much less expensive and less painful, although, a mistake or two is good medicine and helps build your business immune system that will protect you from making similar mistakes in the future.

For those of you that are about to enter your first entrepreneurial venture or for those of you that are in your first year or two, I would like to share some thoughts that may be of help.

In the Beginning

1. Know your business. Whatever your business does, does it address a need in the marketplace.

In other words, are people in need of and looking for products or services like you will be providing? Are you competitively priced? Do

you know your competition? Are you easy to do business with? Is your location great? Is your staff knowledgeable, friendly and customer service driven?

2. Just as important, do you know yourself? Do you know your strengths and limitations? Do you have people you can count on to support you in the areas that you are not strong? Are you willing and able to listen to other people's perspectives and learn from their experience? Are you creative and a visionary? Can you manage yourself

let alone others that will be working for you? Do you understand the fundamentals of business finance? These are all key questions you need to consider because they are the same questions your competitors are making sure they can answer. They want your customer as bad as you do.

3. You will need Professional help. In most cases, until your business has grown to the point that you can afford in-house professional help, you will need to outsource these necessary services to others. You will most likely need the advice of an attorney in setting up your business structure and in some cases, you might include your accountant in the conversation to make sure you structure your financial and legal entity to best meet your short and long term goals. Your accountant is so very important in helping you set up your books and keeping accurate records to make sure you are operating in financially sound practices. Your marketing strategy needs to address your target customers and you will need someone that can track the success of your marketing dollars.

4. Your Business Plan is a must and most people don't spend enough time preparing that plan, let alone, even looking at it after they open the doors. It's a Business Plan and a plan needs to be followed in order to be successful. If you don't have one, prepare one. If you have one, take a look at what you said you were going to do and see how well you actually did. You might need to make some changes.

From a popcorn stand to a lifetime of starting and building businesses, the concept has never changed. I felt a need to do something and I did it. The only difference is that I learned that starting and growing a business was a lot more than popcorn, sandwich bags and a card table. I learned to ask for and get help from people that had knowledge and experience. I learned from their mistakes and made less of my own. Today my wife calls me a Serial Entrepreneur and I would not have it any other way.



SBRA Business Spotlight

AMERICAN INSURING GROUP, LTD

37 W. Lancaster Ave., Shillington, PA 19607

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We are a second generation independent insurance agency, representing over two dozen insurance carriers. We specialize in small business insurance and personal auto, home and life insurance. We are proud to offer our clients "freedom of choice", unlike most insurance companies that can only offer one company's price such as Geico, Allstate, State Farm, Progressive, and most of our competitors. Our "Pizza Challenge": if we can't save you money on your insurance, and improve coverage, dinner is on us!



SBRA Monthly Member Shout Out

Members Helping Each Other Grow



STORYTELLING IS THE MARKETING SHAKE-UP YOU NEED – HERE'S WHY.



By Kyra Denlinger,
Bell Media Group,
Proud SBRA Member

In 2014, I took a job as a corporate restaurant manager. Part of the gig was learning every station in the restaurant – including prep, line work, and dish. Dressed in an old pair of jeans, nonslip shoes, and a company baseball hat, I showed up at 6:30 AM on the dot for my first day of training. I couldn't wait to get into the kitchen and show all the back-of-house guys that I could hack it anywhere.

Except I couldn't.

I had traditionally been a high achiever in professional and academic settings, and I assumed that success would come naturally. But there aren't any textbooks that teach you how to roll dough. No manuals that explain the cadence of working on a line. And no flowcharts outlining the technical communication required to get 25 tickets on their tables, hot and on time.

Twelve hours later, I was blinking back tears as I continued to pound away at my station. The kitchen manager caught my eye and said, with a half-smirk, "Go home, Kyra, you're done for the day."

Covered in grease and flour and frustrated with myself for my lack of ability to finish the shift, I tore off my dirty apron and exited the back of the restaurant without a word.

But I continued to show up. And by the end of the grueling two weeks, things were looking up. I had built friendly relationships, developed an enhanced enjoyment of food, and, most importantly, gained a new appreciation for a craft that fell outside of my natural ability. I'll never be a great back-of-house employee – but I'll also never look at one the same way again.

Why would I tell you this story?

It's not the most flattering story, in all honesty. It is, however, relatable. It indirectly reveals deeper truths about my personality and provides context for my work ethic. And most importantly – it's real, and hopefully, it's memorable.

Storytelling has become one of the hottest crazes in marketing for a couple of key reasons:

People are wired to understand and remember stories. Telling stories dates to the dawn of humankind - people are wired to understand and respond to them. For centuries, people have used the art of storytelling to document history, convey complex lessons, and inspire action – far longer than they've been presenting PowerPoints or creating social media posts.

Stories influence the customer journey. Establishing trust is a big part of the customer journey – stories can help you get there faster. Storytelling in marketing leverages the power of your company's unique culture to showcase the values you share with your customers and demonstrate why it makes perfect sense for them to buy from you.

Stories help you show, not tell. Simon Sinek reminds us that people don't care about *what* you do; they care about *why* you do it. But your "why" can be complex. Your organization's "why" might be focused on your founder's experience, or it might be built on the collective experiences of an entire population. Either way, stories show the heart of your organization to your customers, driving brand preference and loyalty.

Storytelling is a powerful method that can both enhance your marketing efforts and create meaningful connection. But beyond the ROI and the technical stuff, stories are good for the soul. It's a wonderfully freeing practice to tell them and share them with others. If you're looking for creative ways to make an impact with your marketing, telling your story just might be the secret weapon you've been looking for.

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.

Tune Up Tuesdays
9:30-10:30 AM

• June 1, 2021 –
What's Changed and What Hasn't
presented by John Whitehall of
Sandler Sales Training

• June 15, 2021 –
"How a Mastermind Group can Help
Grow Your Business," Presented by
Terri Hill of Two Hills Consulting



120 MINGLE
NETWORKING
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sbrassociation.com
for location and time

NEW SBRA MEMBERS

- Squawk Cafe
- JT Gourmet
- Moser Roofing Solutions
- Elegant Desires
- GKS Brown Realty
- Precision Health Care
- Security Service Company

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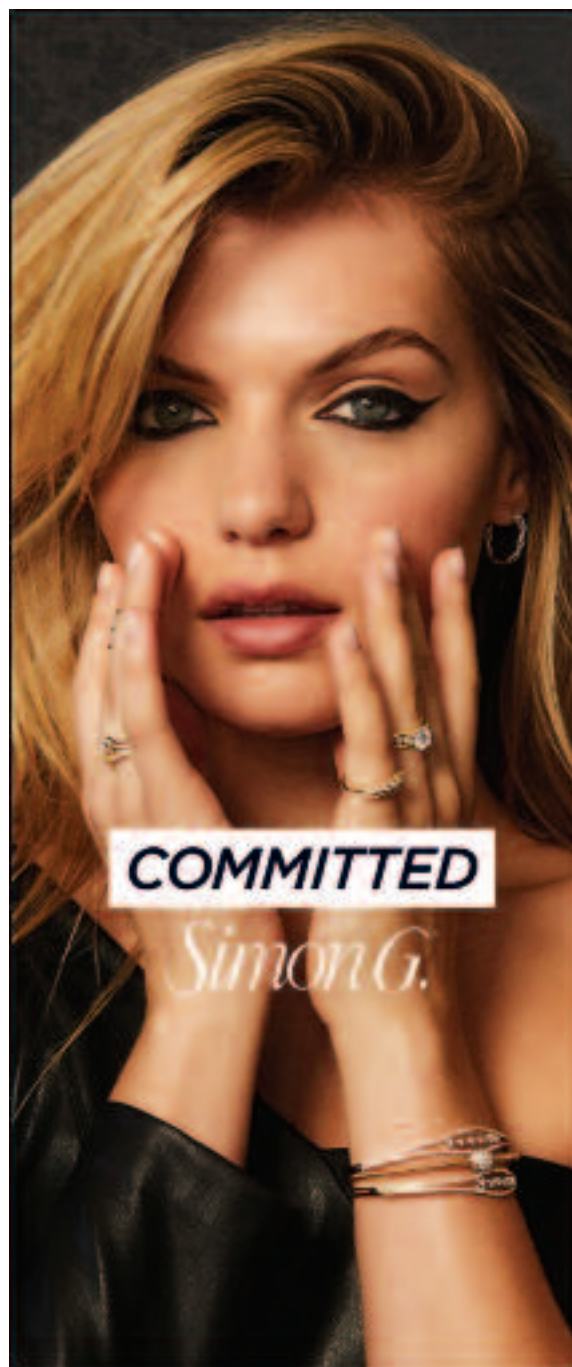
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B left Alabama in his early twenties. Manufacturing, his first career brought him to various areas of the country. Through the years, B collected experience and recipes cooking in kitchens throughout the South, (from Texas to Florida, the Carolinas 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.

UNCLE B's Real Deal Southern-Style Bar-B-Q — now located at 425 Bridge Street in Phoenixville — is a place you'll feel at home, like part of the family. And the food is so good, you will Just Say Uncle.

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Andrew is well known as an innovative, hands on, “can do” professional, who prides himself on aggressively representing his client’s interests at all times. Andrew’s extensive knowledge of real estate law is known amongst his peers, who respect him both as an adversary and as a colleague who will gladly share his knowledge with other members of the Bar whenever asked.

Real Estate Law at MG Law is a daily occurrence. The attorneys in our firm are NOT general practitioners, but professionals who pride themselves in being leaders in their areas of practice. In Andrew J. Monastra’s case, his practice area is real estate. His passion, since being admitted to the Bar in 1991, is providing experienced real estate advice and guidance to clients in Pennsylvania, in areas as close as Pottstown, Boyertown, Wayne and West Chester – or as far as Pittsburgh, Easton and Harrisburg. Andrew has been solving complex real estate issues all across Pennsylvania since 1991.

Jessica R. Grater practices in the areas of Estate Planning, Estate and Trust Administration, Social Security Disability and Litigation. Jessica has assisted hundreds of clients with estate planning, estate and trust administration, guardianships, Social Security Disability and has litigated numerous matters in the Courts of Common Pleas in the Civil and Orphan’s Court divisions.

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MUNICIPAL GOVERNMENT OPERATIONS POST-COVID-19



LEGAL PERSPECTIVES

By Charles D. Garner, Jr., Esquire, Wolf, Baldwin & Associates, P.C.

In March of 2020, our lives were turned upside down due to the coronavirus. Normal daily events and schedules ranging from personal matters, social matters, educational matters, and business matters all were impacted and changed drastically over the following twelve months. We learned and started using terminology that was once foreign to us, and now is common in our vocabulary, including terms like "pandemic," "social distancing," "shelter in place," "double masking," and "mandatory lock-downs." The pandemic affected people of all ages and disrupted every aspect of what we all considered, at that time, normal lives.

With the creation of the vaccines, it now appears that there may be a return to some degree of normalcy for all of us as we emerge from the pandemic. Schools and businesses are reopening and activities that were being held virtually are now slowly returning to in-person events, with appropriate precautions.

Local governments were also impacted by the pandemic in a number of ways. The immediate effect was undertaken through legislation to permit municipal meetings to be held virtually during periods of Emergency Declaration. Many municipalities are still holding their monthly meetings virtually, as they struggle with the balancing of public safety while, at the same time, allowing for public input into the local decision-making processes.

Perhaps more interesting, however, will be the long-term effects on municipalities. While it will take some time to fully appreciate these impacts, there are a number of questions and issues that have arisen. While this article will not necessarily answer those questions, it will identify those items for consideration moving forward.

Municipal Facilities

During the pandemic, many employees and departments were divided, alternating between working from home and working at the municipal building. This allowed municipal governments to evaluate if working from home was a viable permanent alternative. If successful, long-term, it can certainly change the need for physical space within a municipal building.

(Continued on page 42)

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LEGAL PERSPECTIVES

(Continued from page 41)

In addition, over the past years, even before the pandemic, there had been a trend to eliminate the need to appear in-person at municipal buildings to pay bills, obtain permits, and other normal activities which traditionally take place at the municipal building. As technology improves, except for, perhaps, some hesitancy from older generation individuals, the trend is to not need to physically appear at a building to conduct business. While this may not necessarily hold true for police business, where residents still prefer police interaction, the movement is headed toward conducting business on-line. However, even with the newest trend of police reform, it may result in a pause to determine exactly what might be required in a municipal facility, both for police stations and municipal administration.

While these components of change would suggest reducing the size of municipal facilities, the pandemic could cause the need to increase the size of the municipal meeting room so that, in the future, proper social distancing could occur in a live meeting when meeting virtually may no longer be an alterna-

tive. During the pandemic, many municipal meeting rooms were temporarily reconfigured, removing chairs and providing plexiglass screening in an attempt to enhance the safety of the meeting attendees. In planning for future municipal buildings, the size of the meeting rooms could be a factor due to the need for additional space if social distancing needs continue or recur.

Policies/Ordinances

In addition to municipal facility considerations, the pandemic has caused the need for municipalities to examine their policies related to their employees. The scheduling changes, the ability to work from home, and general terms and conditions of employment are likely to change, due to both the after-effects of the pandemic and advancing technology. Where municipalities have unions, the pandemic will likely cause the need to implement changes to the Collective Bargaining Agreements, through negotiation, and where no unions exist, personnel policies will need to be reviewed and updated.

Also impacted are zoning ordinances and other regulatory ordinances affect-

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ing land use. Many retail stores are now utilizing on-line services which could result in the decrease in demand for retail shopping centers. The "work from home" mentality also may cause existing offices to be vacant. Retail facilities and offices will likely need to be reused with more modern types of uses, such as in-line restaurants, warehousing and other uses that were not originally contemplated when the economy was functioning pre-pandemic. This will require adjustments in zoning ordinances, parking requirements, and the examination of comprehensive plans for future, long-term planning to properly control growth and benefit the municipality.

Many of the issues discussed in this article were likely not even considered

or on the horizon in 2019. However, this pandemic has led to municipalities, both through their municipal managers and elected officials, having to rethink long-term goals and how best to serve their constituents moving forward in the future where there is so much uncertainty.

Charles D. Garner, Jr., Esquire is an attorney in the law firm of Wolf, Baldwin & Associates, P.C., which maintains offices in Pottstown, Pennsburg, Reading and West Chester. He has significant experience in municipal representation, zoning, and land use matters. He and the firm have other diverse experience including small business representation, municipal employment negotiation and litigation, contracts and civil litigation, and estate planning and administration. In addition, Mr. Garner is currently the Vice Chairman of the New Hanover Township Board of Supervisors and has served as an elected supervisor since 2016. Mr. Garner can be reached at 610.323.7436 or by email to cgarner@wolfbaldwin.com.

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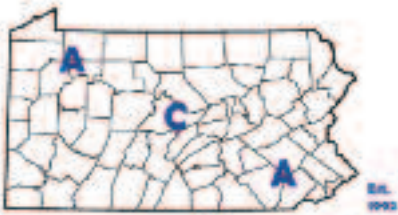
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Boyertown Museum of Historic Vehicles Opens *A Rosie Outlook Exhibit*

The Boyertown Museum recently announced the official opening of its newest exhibit *A Rosie Outlook: WWII and the Girls with a Star-Spangled Heart*. This exhibit features several military vehicles, including a rare Bantam Jeep built by the American Bantam Company of Butler, Pennsylvania and on loan to the Boyertown Museum from the Military Technology Museum of New Jersey, as well as three vehicles built by the Boyertown Auto Body Works. Of these Boyertown-built pieces, two are being displayed for the first time since becoming part of the Boyertown Museum collection. The one, a 1942 Dodge WC-54 ambulance, was converted by the Boyertown Auto Body Works in 1951 to a S-8-MA-50-1 Ambulance. These conversions allowed for more space for wounded soldiers — the WWII models previously could only carry four wounded soldiers, but the Korean War era conversion allowed for six stretchers. It is believed that 1500 of these Dodge ambulances



were converted by the Boyertown Auto Body Works for military use in the early 1950s.

The other vehicle making its debut in *A Rosie Outlook* is a Mobile Shoe, Textile, and Canvas Repair Unit mounted on a Dorsey frame with body work by the Boyertown Auto Body Works. This was one of 2500 trailers the body works built for the United States Marine Corps for use in the Pacific Theater during World War II. While these were built for a multitude of uses, including machine repair, dental and medical care, and radio communications, the Mobile Shoe, Textile, and Canvas Repair Unit on display is one of 140 built for that specific task.

(Continued on page 46)



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A ROSIE OUTLOOK

(Continued from page 44)

These trailers, along with the 900 ambulances built by the Body Works and mounted on International Half-Ton chassis, earned the BABW a prestigious Army-Navy E Award. One of these USMC ambulances has been part of the Boyertown Museum collection for many years, and will be the third Boyertown-built piece part of the *A Rosie Outlook* exhibit. The Army-Navy E Award was bestowed upon companies that maintained incredibly high quality control in whatever said company manufactured for the war effort. In addition to the quality of the workmanship, dedication of the factory works was also a factor in which companies won an Army-Navy E Award. The Army-Navy E Award flag is proudly on display along with the Boyertown Auto Body Works trailer and ambulance.

In addition to the many dedicated and skilled craftsmen employed by the Boyertown Auto Body Works, the company also saw the integration of women into its factory floor workforce during WWII, typically to fill in for the men who joined

the military to fight on the frontlines. This was a national phenomenon, and one fueled by an incredibly successful recruiting campaign. "Rosie the Riveter" was the star—a tough-as-nails woman in her blue coveralls and red bandanna, ready to fight on the homefront for her country. Between 1940 and 1945, the female percentage of the female workforce increased from 27 percent to 37 percent. The photo archives of the Boyertown Museum of Historic Vehicles contain many images of the BABW's very own 'Rosies' working on the manufacturing and assembly of these USMC trailers. These photos will be part of the *A Rosie Outlook* exhibit. *A Rosie Outlook* will be on display through September 2021.

The "Rosie the Riveter Rose Garden" is made possible by CD's Place Catering & Eatery and the Dietz Family. *A Rosie Outlook: WWII and the Girls with a Star-Spangled Heart* is sponsored by the Peppermint Stick Candy Store. Thank you to our generous sponsors for helping to preserve Boyertown's World War II homefront history.



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The Boyertown Museum of Historic Vehicles is a 501c3 nonprofit organization founded in 1965 by Paul and Erminie Hafer. The Museum, located at 85 South Walnut Street in Boyertown, Pennsylvania, preserves and displays examples of Pennsylvania's road transportation history in the former factory buildings of the Boyertown Auto Body Works. Over ninety locally manufactured cars, trucks, carriages, bicycles, and motorcycles are on display, as well as two examples of roadside architecture — a 1921 cottage style Sunoco gas station and a 1938 Jerry O'Mahony diner. The Museum is open

seven days a week, 9:30am-4pm. Admission is \$10 for adults, \$9 for seniors and AAA members, and ages 15 & under are free. The Museum exterior is currently under construction but remains open—please excuse our appearance! While COVID-19 restrictions are loosening and mask mandates are in flux, we are asking visitors to display extra caution and continue to wear a mask when visiting in the interest of our staff, volunteers, and fellow visitors who are not yet fully vaccinated. For more information, call 610.367.2090 or visit www.boyertownmuseum.org.

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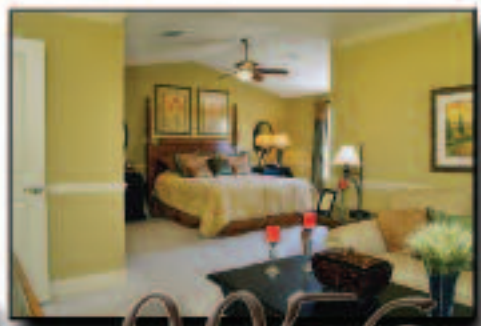
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Richard A. Zuber Realty Announces Winners of Restaurant Raffle

Congratulations to Brittany Koch, Grand Prize winner of \$100 cash prize; and Kimberly Kauffman, Savannah Salguero, Katie Gulotta, Jeff Eickhoff, and Lennon Paris, \$25 gift certificate winners of Richard A. Zuber Realty's restaurant photo contest held throughout April 2021.

Recognizing the uncommon challenges that the area's eateries have experienced during the COVID pandemic, Zuber Realty's agents and staff wanted to help... and have some fun at the same time. Zuber Realty's contest encouraged patrons to "eat in" or order take-out at any of 14 participating restaurants, take a "selfie" holding the restaurants' menus after enjoying their meals, and upload the photos to www.zuberrealty.com/dinelocal/.

"We had a lot of fun throughout April," noted Richard Zuber, owner. "We met some great people whom we hope remember Zuber Realty when they buy or sell their homes, and the restaurant owners were delighted for the extra attention we gave them. We appreciated the servers at each location who encouraged patrons to participate in the photo contest and enjoy the "specials" that were offered," he continued.

"In the end, our investment in our community during these challenging times helped us showcase Zuber Realty's mission: 'We Work for YOU!'" Zuber concluded.

In addition to the photo contest, throughout April 2021, Zuber Realty held "specials" at 5 of the participating eateries: free coffee one morning during designated hours at Brakeman's Café in Boyertown; complimentary breakfasts another morning for 4 customers at Main Street Café in Royersford; buy-one pizza, get-one-free at Mama Maria's in Boyertown one evening during designated hours; and free desserts following dinners on several evenings during designated hours at Cutillo's Restaurant



Grand Prize winner of Zuber restaurant contest : Brittany Koch

in Sanatoga and Copperfield's Restaurant in Limerick.

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HOW TO CONNECT WITH YOUR CUSTOMERS AND BOOST BUSINESS USING LIVE VIDEO

Live video streaming has become one of the most powerful ways to forge stronger connections with customers. Especially now as you are looking for ways to stay connected with your customers or reconnecting as your business reopens. Using the following Apps can help small business owners boost sales and strengthen their brands:

- **Facebook Live:** <https://live.fb.com/>
- **Snapchat Stories:** <https://www.lifewire.com/what-is-a-snapchat-story-3486000>
- **YouTube Live Streaming:** <https://support.google.com/youtube/answer/2474026?co=GENIE.Platform%3DDesktop&hl=en>
- **Periscope:** <https://help.twitter.com/using-twitter/periscope-broadcast>

Going "live" enables people to see what is happening with your business in real-time and offers a more personal view of what your company does and who the faces are behind your logo.

If you're thinking about giving live video streaming a try, here are some ideas to help you go live with content that will engage viewers and shine the spotlight on your small business's strengths.

- **Introduce a new product or service.** Live video provides a memorable way to communicate features and benefits and get people excited about your new offerings.
- **Feature product demonstrations and how-tos.** Live video offers an effective way to demonstrate how products work and teach customers how to use your

products. "Seeing is believing." If you show people your products or services improving productivity or making life easier for a customer, it adds credibility and builds trust.

- **Introduce a new team member.** Sharing the credentials, capabilities, and personalities of new employees can facilitate a stronger personal connection with customers and enhance customers' confidence in what your business can accomplish.

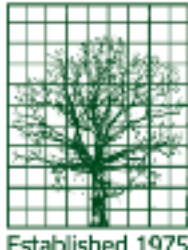
- **Interview a raving fan customer and share their success story.** This type of live word-of-mouth testimonial can serve as a powerful endorsement of your products and services.

- **Show a fun "day in the life" glimpse of your office culture.** Streaming video of your team's camaraderie during work can help humanize your brand and give your customers a sense of what it's like behind the scenes at your company.

- **Feature your company participating in a community cause.** Capturing real-time moments of your team giving back to the community can build a stronger emotional connection with customers. People feel good about supporting businesses that commit themselves to causes that help those in need.

- **Show your team members celebrating a milestone.** Whether it's making a toast to your business's five-year anniversary or announcing a new project partnership, celebrating your milestones through live video can show people you're a thriving and growing company.

(Continued on page 50)



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Ask SCORE

(Continued from page 49)

• **Introduce a new marketing campaign or a branding development.** Streaming video to raise buzz about new promotional offers or rebranding efforts (like a new logo) can generate excitement and enthusiasm—and potentially sales!

• **Show off a team member's skills on the job.** By featuring your employees' expertise and capabilities, you can reinforce why customers should choose your products and services over those from your competitors.

streaming to market your business, reach out to a SCORE mentor for insight and suggestions. With expertise in marketing and all other aspects of starting and running a small business, our mentors are here to provide guidance and align you with the resources 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, <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>.

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.

Gearing Up To Go Live

Before you use live video for the first time, consider watching how other brands that sell products and services similar to yours are using live video streaming tools. That will help you generate more ideas and give you a sense of what resonates with viewers. Also, evaluate which live streaming platforms will benefit you the most. Consider your followers will be the most likely people to tune into your broadcasts. With that in mind, will one platform over the others reach more people in your target audience?

As you explore using live video

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DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

As social mores and values change, so do the programs offered by various agencies of government. Things become popular, and there are buzz words that are used and not fully understood. One of the things that have been given more prominence recently in the news media is the concept of "equity."

People talk about equity all the time but really, what does it mean? Changes in how things have worked in the past and how they will affect the future are being examined. Throughout its history, the United States government has been providing equality to its citizens. Equality has to do with giving everyone the same resources. The theory is that everyone has the same chance to do well. Equity involves distributing resources based on the needs of the recipients.

The question that everyone has to ask themselves is, does everyone get an equal chance in life?

Does an average person have the same access to resources as others in their cohort group? When I was growing up, my mother's side of my family spoke Italian most of the time, but when the kids and grandkids came around, everyone spoke English. The family elders wanted us to be an American and have the same chances as every American. They did not want us to be discriminated against because they spoke broken English. They sacrificed their way to make my life better for their children.

I grew up in the '50s, and early '60s and my mom was a housewife and my dad a union organizer. He provided for us, and like many kids of the '60s, we flocked to colleges. Society watched as women gained equal footing in admissions to colleges and entered the workforce in mass in the early '70s. The self-exertion of

rights of being a human being in the workforce was expanded to include women. During that period, even though there could be a desire to participate in the workforce, most women got married and became June Cleaver, even if they did not wear pearls and a dress all of the time.

I had a chance to excel, but did I have the same chance as someone who had parents that were much better off than my parents? My dad made a good living, but we were not rich. When I started applying to colleges, at my dad's insistence, did I have the same chance to get into Harvard as a legacy candidate who had a father that graduated from Harvard? Most likely not.

What if my father was an alcoholic that could not hold a job and my mom was a black woman from North Philly? What if I had been forced into a hyper-segregated housing situation because my dad was so erratic in his employment and I was of mixed race? Would my chances of success be limited more than just using broken English to communicate?

When building generational wealth, do the families that started doing so generations before mine have a better chance? Did the son of an alcoholic rich guy with a black wife have a better chance than I had? Does the government need to focus resources on me because generations ago, we were late in coming to America, or we had a nimrod dad or a black mother?

(Continued on page 54)

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DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 53)

My questions could easily be answered if there was equality from the beginning, but that was not always the case. I grew up in Fords New Jersey, and my school was 99.9 percent white. In time, I noticed that there was casual racism in how people conducted themselves. For the most part, black people did not attend my school. They could not buy a house in the area where I lived because of whatever mechanisms were used in my town to keep black people out. I also do not remember too many poor people being around. There was equality in my community, but it was equality for my white middle-class peers.

There was pressure too. Pressure to be like my fellow students to shun black people. Since my dad was a union organizer, we had many black people come to our house because they had an issue at work and stopped by to discuss their grievance or their desire to join the Steelworkers Union. That did not go over well with some of the other kids, who made mention that there were times that my mom was alone with black people in the house.

This spoken/unspoken and almost subliminal reinforcement of separation of race, income level, and access to what others felt entitled brings us to the calls for equity. As I work on the train line from Reading to Philadelphia or, as I refer to it, "The Phoenixville Line," I reflect on the following:

The City of Reading would benefit from introducing a rail service to connect the 35.4 percent of the population living in poverty to job centers and the naturally occurring affordable housing located along the route.

The current homeownership rate in Reading of 39.4 percent is significantly lower than the national average of 63.9 percent. The city averages less than the "one car per family" national average and

has an average 24.3-minute drive time to places of employment.

The introduction of accessible and affordable transportation for everyone in the community will result in fair distribution of transportation resources and benefits and increase transportation choice and impact.

The poverty rate further down the proposed line the 19 percent of the population of Pottstown, 14.3 percent of the population of Royersford, and the 10 percent of the population living in Phoenixville will benefit from the increased mobility options to job centers. The connection to the transit grid will provide limitless options for low to moderate-income people in both housing and employment.

The project is a true "Equitable Transit" effort and should be marketed as such when the project is proposed for federal funding. The quality of the transportation access made available through the creation of this line will enhance people's economic and social opportunities. The project would affect development along the line creating housing accessibility, affecting land values and local economic activity.

The project would use Community Development Block Grant (CDBG) and other programs on a state level to create a vibrant funding scheme. Normally CDBG is not a significant part of transit funding, but that might not be true in this case. There should be an effort to research if a corridor-wide coordinated economic strategy for the areas will receive an increased valuation. It would be appropriate to maximize new tax ratable activity in a coordinated effort that could include job creation and affordable housing near stations located along the Phoenixville Equitable Transit Line.

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

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