

ROUTE 422

AUGUST 2021

BusinessAdvisor

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



GOOSE'S

MONTECRISTO CIGAR LOUNGE AND TOBACCONIST

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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE 422BIZMAG.COM

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



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

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

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

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

Occupational Health

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

BUSINESS SPOTLIGHT



JAKUB MOCHON

The Junkluggers of Berks, Chester & Lancaster Counties!

About one year ago, Jakub Mochon left his career of twenty years in the medical device industry and launched *The Junkluggers of Berks, Chester & Lancaster Counties!* Jakub decided to bring the business right to his local area, as he has been a resident of Chester and Berks Counties for the past eighteen years. *The Junkluggers* is rapidly growing in Pennsylvania and is proud to service residential customers and businesses in Berks, Chester and Lancaster counties! The fast-growing eco-friendly junk removal company is on a mission to make Pennsylvania a little greener and eliminate 100 percent of reusable waste from landfills by the year 2025.

Jakub has always been passionate about the environment and the community in this area of Pennsylvania which he calls home. His team of big-hearted professionals are different from anywhere else — they focus on green, community-oriented practices, striving to enhance lives, the community, and the environment by donating, recycling, upcycling and supporting local charities — many of whom benefit greatly from the company's donations.

Customers choose *The Junkluggers* every day because they care about the environment, and they do not want their belongings to end up in the landfill. Just as much as their customers care about the environment, this team cares about their customers and focuses on delivering excellent customer service — a critical differentiation.

The Junkluggers will give you a peace of mind in not only knowing they will remove your junk, but they will also recycle and donate your items — you'll

even receive a donation receipt! In *The Junkluggers'* hands, your junk items will always go to good use or help the environment! "It's all about helping out our community, taking junk away and then giving back to those who need it," Jakub explains. *The Junkluggers* truly want to make a positive impact on the world and Jakub strives to do just that right here in Berks, Chester and Lancaster Counties — with every job taken, every decision made, and every piece of junk encountered.



For additional information, please call 610.864.6514; email: Jakub.mochon@junkluggers.com; and visit <https://www.junkluggersofbcl.com/>





6

Cover Story: Goose's Montecristo Lounge and Tobacconist of Limerick, PA carries a vast array of premium cigars, vape, hemp/CBD products, roll-your-own tobacco, hookah supplies and more, while the 2,500-square-foot lounge provides a comfortable space for smokers to relax, or play a game of pool or chess with fellow tobacco aficionados.



26

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



42

Three financial reports every small business owner should understand.

Visit 422bizmag.com for...

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



Follow us on LinkedIn

at: [linkedin.com/company/macnificent-pages-route-422-business-advisor](https://www.linkedin.com/company/macnificent-pages-route-422-business-advisor)



Like us on Facebook

at: [facebook.com/422BusinessAdvisor](https://www.facebook.com/422BusinessAdvisor)

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com

Contents

- 10** | Focus On Education
- 14** | Focus On IT / Cyber Security
Recognizing A Cyberattack / Challenges of Cyber Security
- 16** | Tech Tips
Latest Scams: How To Lose All The Money You Have
- 17** | Ask SCORE
Why A Strong Business Brand Matters & How To Build One
- 19** | Social Media Tips
How To Be Consistent On Social Media
- 21** | Tort — Full VS Limited
Do You Know The Difference?
- 29** | Regional Chamber Of Commerce Round-Up
Greater Reading / Perkiomen Valley / Phoenixville / Spring-Ford / TriCounty Area
- 34** | The SBRA Community
Helping You Reach Your Personal Potential
- 36** | Advertised Services Directory
What You Are Looking For — At Your Fingertips
- 39** | Legal Perspectives
If I Am Already Getting Workers' Compensation Benefits, Why Would I Need A Lawyer?
- 53** | Downtown Marketing & Development
Office Contraction May Exceed Estimation

... AND MORE!

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

Editor & Publisher — Bill Haley; Advertising Manager — Patti Seigel

To contact the Route 422 Business Advisor:

phone: 610.323.6253; fax: 610.970.6194; email: bill@422business.com

Better payroll is
just around the corner.



We know the value of your time.

The big-box companies aren't the only option for payroll & HR. With personalized, local service, Premier Payroll has a different approach:

- ✓ We answer the phone.
- ✓ We provide guidance & resources.
- ✓ We customize solutions for you.



Payroll+



Employee
Self Service



Time &
Attendance



HRIS



A FAMILY BUSINESS WITH A VISION:

GOOSE'S

MONTECRISTO CIGAR LOUNGE AND TOBACCONIST

By Kathy Hunt

Sometimes you just need to get out of the house, enjoy a good cigar, and play a game of pool or chess with fellow tobacco aficionados. Other times you may need to dash out for a smokable hemp product, vape juice, or cigarette rolling supplies. No matter what your needs are, Goose's Montecristo Lounge and Tobacconist on Ridge Pike in Limerick can meet them. The store carries a vast array of premium cigars, vape, hemp and CBD products, hookah supplies, roll-your-own tobacco tubes and other accessories. For those craving a change of scenery, too, Goose's attached, 2,500-square-foot lounge provides a comfortable space for smokers to relax, light up and enjoy their purchases.



POOL ROOM

PHOTOS BY STYLISH IMAGES



JOHN GIESE SR.

In business for 11 years, Goose's Montecristo Lounge and Tobacconist is the brainchild of John Giese Sr, Joanne Giese and John Giese Jr. The name is both a play on his family surname, which is pronounced "geese," and a nod to the nickname both John Giese Sr and Jr have had during their lifetimes. Produced in Cuba since 1918 and the Dominican Republic since the 1970s, Montecristo ranks high with consumers as well as critics. It made the luxury lifestyle magazine the *Robb Report's* top cigars list in 2020 and 2021. Goose's features the full-line of Montecristo cigars, along with the many iconic brands that Altadis produces; namely, Romeo y Julieta, H Upmann, Aging Room, Vega Fina just to mention a few.

"We are proud to be a Montecristo lounge," said Giese, who serves as Goose's vice-president of sales and marketing. "It's a prestigious designation and we have a great team, the Altadis company, backing us."



The origins of a tobacconist

Giese knows good teams and tobacco companies. He has worked in the tobacco industry for 43 years. He began his sales career in 1978, covering Western Pennsylvania and West Virginia for the General Cigar Company, which sells the Macanudo and Partigas brands. In 1987 he joined the Philadelphia pipe tobacco and cigar company John Middleton Co., which is the home of the Black &

Mild cigar. During Giese's 20-year tenure as director of sales, John Middleton grew from an \$8 million to a \$380 million company. After the business was acquired by the Altria Group, Giese left to start his own business in 2008.



Located at 250 West Ridge Pike in Limerick

"At the tender age of 55 I became an entrepreneur," he said. "It was a huge risk, but I knew the industry because I'd been in it for 30 years. If I can't make it in this industry, I can't make it in any industry."

Giese formed Goose Enterprises Inc. in 2008 with his wife Joanne, and son John Jr. Joanne, along with being the president of Goose Enterprises Inc., is a dental hygienist; and, son John Jr., is vice-president of operations. A fourth member of the team, Brian Bruno, has likewise been with Goose Enterprises since its founding. Bruno serves as director of wholesale sales, and along with John Jr., is the man behind the counter most days at Goose's.

Due to a year-long noncompete clause, instead of immediately opening the store, Giese worked for the Scandinavian Tobacco Group (STG) as the vice-president of sales. Goose's Montecristo Lounge and Tobacconist officially opened its doors on April 29, 2010.

"We decided to go with a brick-and-mortar store because you could have people come in and enjoy the experience and lifestyle of cigar smoking," he said. "People come in and discuss the binder, filler and wrapper of a cigar, where it's rolled . . . it's a more educated group of consumers."



MONTECRISTO LOUNGE & MEMBER LOCKERS

Giese found the space for Goose's while driving along Ridge Pike with Joanne, searching for a place for breakfast. Instead, they spotted a "For Rent" sign in front of 250 West Ridge Pike in Limerick.

Initially, when Giese looked at the rental unit, which was 5,700-square feet of a 10,000-square-foot building, he thought that it was too large. However, as he began to envision the business's layout — an office, a cigar lounge, retail area — he realized that the additional space would give him the opportunity to specialize in not only premium cigars but also destination categories. He could cater to "the lit" as well as "the unlit." He explained that,

within the tobacco industry, "the lit" refers to tobacco that you light or burn. "The unlit" pertains to vaping, where you heat rather than burn the substance.

The property also enabled him to set up a 60-seat lounge featuring TV screens, a pool table, dart board, card table and chess set. It also contains a wet bar where regulars can keep their beverages and a radio and TV studio, which is managed by Goose Pond Media. John Sr., John Jr., Joanne and Brian are the people behind the media group.

The entire lounge can be reserved for meetings, birthday, bachelor or cigar parties, and other smoking or non-smoking events. Although non-smoking events at a cigar lounge may sound counterintuitive, Goose's merchandises a range of smoke eliminating sprays and candles. It also possesses \$30,000 HVAC unit that draws clean air in and pushes smoke out, enhancing air quality and ventilation at the business.

Goose's does sell lounge memberships: Silver, Gold (with a locker) and a coming soon Goose's Media Group membership. With them customers gain access to the lounge, discounts on cigar purchases and use of elegant, humidity- and temperature-controlled storage lockers.

Continued on page 8)



MONTECRISTO HUMIDOR





Lighters



Pipes and Pipe Tobacco



Humidors



(Continued from page 7)

A myriad of choices under one roof

Today, approximately 75 percent of Goose's sales are in premium cigars. The store retails all of the iconic Altadis USA brands, including Montecristo, Romeo y Julieta, H. Upmann, Aging Room, St. Luis Rey and Vega Fina. Additionally lining the shelves of its Spanish cedar, walk-in humidor are such brands as Macanudo, CAO, Rocky Patel, Fratello, Ashton, Padron, Fuente, Alec Bradley, Oliva, CLE and Drew Estate. Goose's offers 2,500 open boxes from which customers can select their cigars.

Once a customer has stocked up on cigars, the next item needed might be a lighter or another accessory. Goose's has Vertigo and Zippo lighters, Xicar cutters and an assortment of ashtrays as well as humidors for the home or office. It's a one-stop shopping experience for cigar aficionados.

For pipe and cigarette fans, Goose's has 50 pipe tobacco varieties from the United States' oldest tobacco company, Sutliff Pipe Tobacco. It also keeps on hand such longstanding favorites as Captain Black.

"If you look at the tobacco industry's figures on pipe tobacco, it's through the roof," Giese said. "It's not because

everyone is walking around with a pipe. It's because people use pipe tobacco to roll cigarettes. There's a lot of flavor and good taste with pipe tobacco. So, when they're buying a 16-ounce bag of pipe tobacco for roll-your-own, that's going toward the overall tonnage," he said.

For those who do smoke pipes, Goose's showcases the luxury brands Savinelli and Peterson of Dublin. Originating in Milan, Italy, Savinelli pipes are made from Italian briar and contain a signature triangular balsa wood filter. Established in 1865 and based in Ireland, the award-winning Peterson is the oldest continuously operating briar pipe factory in the world.

"These are the finest pipes in the world and we have a first-class display of both. You've got to come see it," Giese said.

The store likewise sells roll-your-own tobacco and tubes, stocking such brands as American Club, Good Stuff, Premier and Gambler. It carries tubes in king size and 100's. For those interested in commercially produced cigarettes, the store's best seller is Seneca from the native-owned Grand River Enterprises in Six Nations, Ontario, Canada.

Beyond tobacco products, Goose's has disposable as well as refillable vape, or electronic cigarette, devices such as vape pens and mods, tanks and juices.

"We've carried vape and vape juices for eight of the eleven years we have been in business," Giese said. "It's about ten to 15 percent of our business. Vaping is also a very popular way to quit cigarettes. I've had people come in here, practically crawling on their knees, saying, 'Help me quit cigarettes.' Vaping is a viable alternative. They have come out with products in the juice line, called salt nicotines, that really mimic the taste of a cigarette," he said.

"Salt nicotines are high nicotine. Basically, they became popular when Juul was introduced into the marketplace," Brian Bruno explains. "It introduced salt nicotines into the market. Vaping has become so big in the last couple of years with both adult men and women. While some people do it to get off cigarettes, other people just like it. If you just want to satisfy the oral fixation, you can vape and not do nicotine," he said.



Montecristo Super Humidor



In addition to vape supplies, the store markets hookahs, water pipes that date back to ancient Persia and India, and the specially made tobacco, or shisha, used in them. It also stocks CBD (cannabidiol) and smokable hemp products. One of roughly 113 cannabinoids present in cannabis plants, CBD relaxes but does not produce the high associated with cannabis use. As long as it contains less than .3 percent THC (tetrahydrocannabinol), the psychoactive ingredient in cannabis, CBD is legal to possess and consume in Pennsylvania. The same holds true for hemp.

At Goose's customers can acquire such CBD-infused items as gummy bears, vape juice and "cannadips," which are reminiscent of snuff, as well as hemp oil, creams, tinctures, cigarettes, energy shots, and even bacon-flavored hemp extract for dogs. Its most popular CBD/hemp product, though, is Tree-Rolls. This packaged hemp pre-roll contains organically grown hemp flowers and rolling papers.

"We want to create a store-within-a-store with a Goose's CBD/hemp health wellness center," Giese said. "Even now, Goose's is the "GO-TO" store in the region for CBD products and smokable hemp."



CBD/Hemp Display



RADIO/TV IN-LOUNGE STUDIO

For the creative, D-I-Y or crafting customer, Goose's has a selection of affordable empty cigar boxes. "Some use them for decorative purposes. Some turn them into cigar guitars, which we have on sale. They're a lot of fun," Giese said.

The list of merchandise doesn't end there. Goose's has gift items, such as hats and glassware, as well as Boveda's two-way humidity control packs, which keeps humidors at a steady 69 to 72 percent.

"You could create a separate store for each of these destination categories, but we have them all under one roof," Giese said. "We have the space, and we benefit from that. You could say that we're visionaries. We're a family business with a vision."

Visions for the future

With the wealth of items on offer at Goose's one might assume that there would be nothing left to add. For the forward-thinking Giese Family, there is always something else to provide their customers. This includes Goose Pond Media Group's new, on-site TV and radio studio. From the studio the group will produce two podcasts. HONK! Goose's Full Monte Cigar Talk will explore everything about cigars.

"Full Monte is a reference to you showing it all, the 'full monty' for cigars," Giese said. "Montecristo also makes a line extension called the Monte by Montecristo, so the name has a double meaning."

The second podcast is Goose's G.O.A.T.'s Retro Sports Talk. "G.O.A.T. stands for 'greatest of all time,'" Giese said. "We'll talk to people about who's the greatest 76'er of all time, who's the greatest of all time Phillies team and why."

G.O.A.T.'s will also have notable sports figures on the podcast. "We're a Philly sponsor for a broadcast out of Tampa, Florida called 'Broad Street South with Angel Martinez.' I was introduced to Angel by a customer who's on the Broad Street podcast all the time," Giese said.

"He got in touch with Angel and I became his sponsor. Angel's great. Now he's going to come up here

and do the pre-game of the first Eagles home game for G.O.A.T.'s. We hope to get some big-time celebrities in the sports world on our podcast," he said.

Along with podcasting, Giese and the other members of Goose Pond Media intend to create tobacco- and cigar lifestyle-related videos.

In December 2018 Goose's purchased the 10,000-square foot building and surrounding four acres from the Oehlert family and named the building and the land the Goose Pond Center. The site contains Goose's Montecristo, Sonny's Italian Deli, The Dog House pet groomer, Mailboxes Complete and its most recent addition WXPB 98.5 TV and Radio Studios. The last business is, in part, what prompted Giese to consider setting up a studio at Goose's. "Going forward, events will be a big part of the Goose Pond Center. Music events, cigar events. The options are many," Giese said.

One of the more unique events at Goose's was charity boxing with professional boxer Harry Joe Yorgey. The Goose's team set up a ring on the property's front lawn and drew a crowd of roughly 400 people to watch Yorgey box.

It has hosted music festivals featuring local artists.

Goose's hopes to book country singer Stephanie Grace and rock cover band Dog Bite Money soon. It has also held cigar festivals where companies such as Altadis, General Cigar, Fuente and others set up booths and talked about their products.

"Having WXPB 98.5FM here will greatly enhance our marketing abilities and our ability to get the word out about these events," Giese said. "And they play retro music, which ties right into Goose's retro sports talk show. It's a great fit."

Located at 250 West Ridge Pike in Limerick, Goose's Montecristo Lounge and Tobacconist is open seven days a week. On Monday its hours are noon to 8 PM. Tuesday through Saturday it welcomes customers from 10 AM to 8 PM and on Sunday from 11:30 AM to 7 PM. For additional information, stop by the store, consult the website <https://www.cigargoose.com/>, or call 484.902.8770.



FOCUS ON EDUCATION

Discover pathways to reach your dreams at Penn State Berks

Penn State Berks understands the needs of adult learners. The college's Continuing Education and professional development opportunities offer adult learners the ability to quickly upskill, opening doors to a new career or enhancing in-demand skills to grow their current career through a variety of programs, including skill-building courses and certificates. Programs generally range from seven-week classes, to one year or 18-month certificate programs in areas such as Project Management, Construction Management, Programmable Logic Controllers, Computer-Aided Design or Practical Nursing. Programs are specifically built to meet local workforce needs and graduates benefit from excellent job prospects following completion.

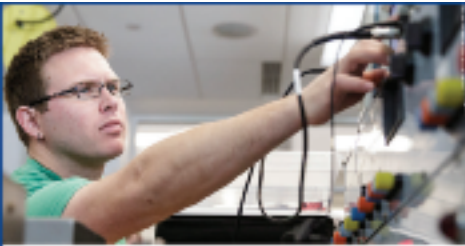
One example is the Practical Nursing

program, which provides a unique opportunity for adult students to enter an in-demand career field and to earn an excellent wage. Students are also able to move from current positions as a medical or nursing assistant into the practical nursing role through the evening and weekend coursework. This part-time program allows students to continue to work full-time while also maintaining family commitments.

Recent Practical Nursing graduate, Amber Breidegam, shared, "My son has been a huge motivation for following my dreams. Evening and weekend hours worked great with having a child, and I also loved that it was 18 months straight." Her advice for others: "Stay organized and remind yourself that if this is something you want, you can and will achieve it!"



AMBER BREIDEGAM



GET AHEAD IN YOUR CAREER

PROFESSIONAL DEVELOPMENT

- Fundamentals & Professional Engineering Civil Exam Reviews
- CPISM® Exam Preparation Course
- SHRM® Professional Certification Review
- PMP® Exam Preparation Course
- Enterprise Resource Planning (ERP) with SAP® Credit Certificate
- Foundations of Employment Relations & Leadership Credit Certificate

NON-CREDIT COURSES AND CERTIFICATES

- Spanish in the Workplace
- Practical Nursing
- PLC for Industry Certificate
- 2D/3D CAD Certificate
- Construction Management Certificate
- Project Management Certificate
- Leadership Development Certificate
- Process Instrumentation & Control Online Certificate
- Building Systems: Design & Construction Courses
- Wine Making Certificate

NEW FOR 2021

- Cloud Strategies for the Enterprise
- Introduction to Business Management Credit Certificate
- Introduction to Corporate Communications Credit Certificate
- Nursing Home Administrator
- Accelerated Personal Care Home Administrator

**Evening
classes begin
August 2021.**

For details and
registration, visit
berks.psu.edu/CE



The program prepares students with the knowledge, skills, values and attitudes essential for practical nursing practice, and graduates are well prepared for the NCLEX-PN exam to become a Licensed Practical Nurse.

Another recent Practical Nursing graduate, Maria Melendez, shared, "After 10 years as a medical assistant, I knew it was time to further my education. My hard work paid off when I passed my NCLEX-PN exam on the first attempt! Earning my LPN allowed me to further my healthcare career; I now work as an LPN for a private surgeon's office assisting surgical procedures, scheduling, and patient triage calls."

Penn State Berks is here to help you take the next step in your career or move into a new career. Learn more about upcoming programs at berks.psu.edu/ce or contact program representative Elaine Berish at 610.396.6230 or EMB1@PSU.EDU.



MARIA MELENDEZ





Berks Career and Technology Center (BCTC)

The Berks Career and Technology Center (BCTC) is regarded as one of the premier technical education facilities in the Commonwealth of Pennsylvania, largely due to the outstanding performance and success of its students. With campuses located in Leesport and Oley, BCTC is conveniently located to serve our students. BCTC provides high-quality technical education and career preparation to meet the needs of today's high school students and adults. The school serves 16 public school districts, numerous nonpublic schools, and the citizens and businesses of the Berks County area.

BCTC operates as a school of choice,

designed for students who are seeking to enhance their educational program with a highly relevant career and technical experience, connected directly to the real world of business and industry. More than 400 business and industry advisors review and update the school's educational program annually. The BCTC experience provides students with a blend of classroom theory, technical applications in state-of-the-art laboratories, and actual off campus work-based experiences. Instruction is self paced, and highly personalized. Students choose from 34 programs of study across the following career clusters: Advanced Materials & Diversified Manufacturing,

Business & Information Technology, Communications, Construction, Engineering Technology, Healthcare, Services, and Transportation. Each year approximately 2,000 secondary and adult students attend BCTC. Many students earn advanced credits through articulation agreements with post-secondary education, complete dual enrollment courses, and earn nationally recognized industry certifications.

State-of-the-art learning laboratories, a highly skilled faculty, and a curriculum geared to industry standards combine to distinguish BCTC as a leading provider of career and technical education.

Continued on page 12)



NOW ENROLLING EMT TRAINING

CLASSES BEGIN: AUGUST 16TH @ 5PM

OLEY CAMPUS
BerksCareer.com/ACE
FOR MORE INFORMATION
CALL 484-255-3389



BCTC,CE



berkscareerandtech



BerksCareer

Berks
Career & Technology
Center



FOCUS ON EDUCATION

(Continued from page 11)

BCTC prepares today's students for tomorrow's emerging technologies and provides them with the competitive edge needed to compete in the global marketplace.

The Continuing Education programs offered at Berks Career and Technology Center is very diverse. We provide an opportunity for adult students to attend quality educational programs in 34 areas during day and evening classes.

Federal financial aid is available for qualified students attending Adult Day School programs.

Apprenticeship programs are available in the evening that are in concert with business and industry to provide theoretical learning that enhances the apprentice's on-the-job practical training. Evening courses appeal to those wishing to further their technical skills to change or enter into a new career field.

New for 2021 are the EMT and Robotic Welding classes. BCTC provides customized training for business and industry that matches training needs for today's workforce.



We also offer online courses in more than 300 topic areas. Online courses offer flexibility, convenience and affordability by allowing you to take a course anywhere there is a computer and Internet access. Learn more about Continuing Education opportunities at Berks Career and Technology Center by calling at 610.743.7630 or visiting www.berkscareer.com/ACE.

FOR EARLY CHILDHOOD EDUCATION

At the Malvern School, your child will learn and feel loved. The Malvern School was founded by teachers who believe in providing high-quality education in a nurturing environment. We welcome children from six weeks to eight years old.

Now Enrolling for the 2021-2022 School Year
CALL US TODAY SCHEDULE A TOUR!

The Malvern School of Royersford
 278 North Jersey Road
 Royersford, PA 17068
 (610) 792-6800

The Malvern School of Collegeville
 1044 S Collegeville Rd
 Collegeville, PA 17024
 (610) 831-8700

Visit MalvernSchool.com to learn more!

TRAINING THAT WORKS

- Career Training for Adults
- CDL Training and Testing
PennDot Certified Testing Site
- Driver Training for High School Students
PA State Drivers Exam Included

Technical Career Center
 Continuing Education

1265 Sumneytown Pike, Lansdale, PA 19446
www.nmtcc.org | 215-855-3931

The Malvern School

The Malvern School, founded in 1998, is a year-round private preschool for children six weeks to 12 years old. The Malvern School believes in developing the whole child in a nurturing, yet engaging environment and offers an innovative curriculum that has raised the bar in early childhood education. Today, The Malvern School has 27 locations throughout southeastern Pennsylvania and central and southern New Jersey and is dedicated to providing curriculum that is designed to meet or exceed the highest standards established by the National Association for the Education of Young Children (NAEYC), the nation's largest early childhood accrediting organization.

Choosing the right childcare is one of the most important decisions you make as a parent. With several location right off 422, The Malvern School of Royersford and The Malvern School of Collegeville provide families in the surrounding communities with innovative early childhood education programming with high standards of quality and service.

The curriculum exposes children to science concepts, language development, multicultural activities, self-help skills, fine and gross motor skills, arts and crafts, and music and movement. The Malvern School believes that learning is best facilitated in an environment that is challenging, hands-on, and of course fun!

In addition to one-on-one classroom time, The Malvern School also has two custom-designed specialty rooms where children have the opportunity to see, touch, and do, through hands-on learning stations. The learning stations focus on sensory experiences, the arts, reading, manipulative play, and dramatic play. Our Fascination Station is a favorite among our toddler children, and the Discovery Room is a special place for our preschool through after school students.

Want to learn more about The Malvern School? Schedule a tour today and visit www.MalvernSchool.com for more information.





Montgomery County Community College is partnering with Challenger Center to open the first interactive, space-themed Challenger Learning Center in Pennsylvania at its Pottstown Campus. Photo courtesy of Challenger Center



MONTGOMERY COUNTY COMMUNITY COLLEGE

Celebrates 25 Years in Pottstown

This fall marks the 25th anniversary of Montgomery County Community College opening the doors of its Pottstown Campus to serve the Tri-County area. Through the years, MCCC has become a valuable resource and trusted partner, always ready to work closely with school districts, area businesses, organizations and agencies.

As the College approaches its quarter of a century milestone anniversary, MCCC's leaders are looking ahead to prepare for

the future needs of students and communities. Exciting changes for the Pottstown Campus are on the horizon – starting with the Challenger Learning Center, the first of its kind to open in Pennsylvania.

"We are thrilled about this innovative opportunity. The Challenger Learning Center will not only introduce youth to science, technology, engineering and math (STEM), but it also will inspire them to pursue higher education and lead them

to rewarding careers in high-demand fields with life-sustaining wage jobs," said Dr. Victoria L. Bastecki-Perez, MCCC President. "In the long-term, this strategic pathway will help to strengthen the workforce for Montgomery County and the region."

For outreach, MCCC will provide transportation scholarships to bring area students to the interactive, space-themed Center, as part of a \$500,000 PAsmart Advancing Grant. For more details about the Center and its opening this fall, visit mc3.edu/challenger.

Other innovative projects are underway at MCCC's Pottstown Campus, too. "During the past year, we've met with business and community members, students, faculty and others to explore possibilities for the Pottstown Campus," said Therol Dix, J.D., MCCC Vice President of Pottstown Campus and Educational Partnerships. "We listened to their ideas and are using that feedback as we make improvements."

At North Hall, 16 West High St., MCCC will convert the existing macadam parking lot into a grass-covered area with tiered rain gardens into Manatawny Creek. The new design will provide both live learning laboratories for students and a public green space for the community.



Montgomery County Community College is transforming its North Hall parking lot into a green space to provide live learning laboratories for students and a public green space for the community. Rendering courtesy of Spillman Farmer Architects

A WORLD OF OPPORTUNITY FOR ALL

A NEW CAREER PATH FOR ME

ENROLL NOW

FOR FALL CLASSES
mc3.edu/ForAll




At South Hall, 101 College Drive, MCCC is renovating the student support spaces to improve the overall educational experience, providing greater access to basic needs services.

Along with construction, MCCC will be offering new programs at Pottstown this fall, including Tourism and Hospitality Management and Sound Recording and Music Technology with a new state-of-the-art laboratory.

For more information about Montgomery County Community College, and its campuses and programs, visit mc3.edu.

BusinessAdvisor

**Promote your business in the
Route 422 Business Advisor!**
Call (610) 323-6253



FOCUS ON IT / CYBER SECURITY

Recognizing a Cyberattack: Save Your Data by Looking for These Signs



By Kelly McNeil,
TechBldrs, Inc.

It may not have hit the headlines like the Coronavirus or election season, but the United Nations recently suffered a major security breach. A vulnerability in their system — caused by a failure to patch a known problem! — was exploited by hackers to hit a variety of targets worldwide. What does the fact that the UN is lagging behind on necessary cybersecurity precautions mean for the rest of us?

Software manufacturers spend millions of dollars a year on patching security flaws and releasing those fixes to their customers. The hole in the UN's security should have been patched by their IT staff within a month of the release of the patch, but it wasn't. Instead, the UN was left wide open to the attack, which was likely orchestrated by an organized group of hackers, and could likely have been helped along by someone within the UN clicking on something they shouldn't have. The extent of the breach remains unknown, but

reports suggest that the thieves made off with a catastrophic 400GB of data to now do with what they please.

This is a situation caused by negligent IT support — but could an employee have helped stopped the breach in its tracks by recognizing a few key signs?

Here's how you recognize a cyberattack in progress, and here's what you can do to try to limit the damage it does.

1. A strange email: Sometimes an email will just look "wrong" to you — whether it comes from an unknown sender, or asks you to accept a payment you never requested, or any other suspicious activity, trust your gut! If it was supposedly sent by someone you know, give them a call or talk to them in person to confirm. Don't click on any links, open any attachments, or reply to the email, just delete it before a hacker uses it to cause damage.

2. A suspicious error message: Sometimes it's the entire screen, sometimes it's just a window, but an error message you don't recognize and doesn't look "official" is never good. When it doubt, don't click on anything, just crash your system: hold down the power button of your computer until it shuts off, or pull your computer's plug out of the wall. Crashing your system will power down your computer and stop an attack in its tracks.

3. Calls or emails from a service provider: Always verify calls or emails from Microsoft, your bank, or any other service provider you use. Hackers who already have some of your information may try to swindle you into giving them more than what they have by impersonating a trusted company, like Netflix, American Express, or Facebook. If something doesn't seem right, hang up/don't click on anything in the email and contact the company's support service to confirm if the person that contacted you was really working for them or not.

4. You're locked out of your computer, but you don't remember trying to logon: If a hacker has your username and/or password (or any you've used in the past), they'll often try to brute force their way into your computer to gain access to your information. In other words, they'll keep trying over and over to guess your username and password combination in hopes that they'll eventually guess correctly. Your computer may lock them out after a certain number of tries, so if you find yourself on the receiving end of a "too many login attempts" error message, hackers may be trying to gain access.

5. Unknown software appears and/or begins installing without your permission: Hackers will often install spyware or other malicious software on your computer once they've gained access. Or it may download automatically after you've clicked something you weren't supposed to! If you don't recognize a program that's running on your

computer, or something you haven't authorized begins to install, immediately power down your computer.

6. Your email suddenly stops working: If it's been a suspiciously long time since you've gotten an email and emails you've sent are appearing as unsent, it could be a sign that someone else has access to your account. If you think this might be the case, it's time for a cybersecurity professional to help you — they can determine if it's any cause for concern, or if your email's just on the fritz.

7. Your mouse/cursor moves intelligently on your screen on its own: While we've all seen our mouse move when we bang our knee on our desk, one of the surefire ways to tell if someone's actively accessing your computer is if your mouse is moving like it suddenly grew a brain of its own. Clicking on folders, accessing files, or opening your system settings are all signs that someone else is using your computer. If you ever see this happening, immediately power down your computer and call in professional help.

While remaining vigilant and educated about cybersecurity is your best line of defense against hackers and other criminals, we always recommend calling us if you think you've been on the receiving end of these (or any!) signs of cyberattack. If the UN can get hacked, so can you, and so can your business.

TECHBLDRS
Business IT Advisors

Essential support for your hybrid office/work-from-home workforce

Continual IT Planning

Cybersecurity Training & Protection

Completely Powerful
Lenovo Nano PC

(610) 601-8017 TechBldrs.com
info@techbldrs.com

Email Security Computer Systems Support

Firewall Installation Computer Systems Maintenance

Mobile App Development Internet / Intranet Software Development

interMEDIA
GROUP INC.

A Full Service
Corporate IT Solution

Technology Solutions
www.intermediagroup.org
611 Jeffers Circle – Exton, PA 19341
Ph: 610.903.4100 – info@intermediagroup.org

I.T.'s best friend
SCHULTZ
technology



**Your One-stop Shop for
Technology Needs**

Our goal is to assist and educate businesses with technology
upgrades to increase efficiency and revenue.
Call us today for a free assessment!

VOIP Telephone Systems & Support
Voice & Data Cabling
IT Managed Services • Data Back Ups
Computer Network Design & Support
Cameras • CCTV Systems
Access Control • Fire & Security Systems
New Construction / Remodeling
24/7/365 Help Desk Support

3117 West Ridge Pike, Pottstown, PA 19464
610.495.6204 www.schultztechnology.com
sales@schultztechnology.com

SysUP
Systems

Your Local Cyber Security Specialists
Knowledge • Experience • Reliability

Ransomware is the #1 cyber threat
to Small and Medium sized businesses.
7 out of 10 small businesses that
experience a major data loss go out
of business within a year (DTI/Price
Waterhouse Cooper)

**93% of breaches can be avoided by
taking a few simple steps. We can
help! Call today for a FREE Security
Assessment for your business.**

We can provide a comprehensive analysis of your
businesses exposure to an attack.

**To schedule your free assessment today,
call 484-854-3242 ext.700
or email: contact@sysupsystems.com**

How to Address the Challenge of Cyber Security

Provided by Schultz Technology

Cyber security presents one of the most challenging scenarios for society and businesses in the modern world. In the age of cloud computing and constant online devices, the stakes have never been higher to protect against unknown threats. Cyber security is important with all types of businesses collecting, processing, and storing ever-increasing amounts of data on computers and other devices. A significant portion of that data can be sensitive information, whether that be intellectual property, financial data, personal information, or other types of data for which unauthorized access or exposure could have negative consequences. Organizations transmit sensitive data across networks and to other devices during the course of doing businesses, and cyber security describes the discipline dedicated to protecting that information and the systems used to process or store it. As the volume and sophistication of cyber attacks grow, companies and organizations need to take steps to respond with proactive long-term changes to enhance their cyber security awareness to protect their sensitive business and personnel information.

Recent polls of more than 2,000 security experts employed around the globe present upwards of 90 percent respondents believing their organizations are vulnerable to internal and external threats. Industries from high profile banking to small mom and pop shops are equal to unknown domestic and foreign attacks.

The rate of change we see in IT has brought advancements in cyber security to allow artificial intelligence (AI) driven mitigations through software. AI driven cyber security solutions never tire. They do not switch shifts or have an off day; they work behind the scenes to monitor and mitigate any detected threat. These threats have been taken priority in terms of responsive action — So much so that the FBI now ranks cybercrime as one of its top activities. Companies' personnel are at the forefront of these protections, and without the proper training and investment into cyber security, one wrong mouse click can take an entire business down.

Schultz Technology recommends a top-down approach to cyber security in which corporate management leads the charge in prioritizing cyber security management across its business practices.

The National Cyber Security Alliance advises that companies must be prepared to "respond to the inevitable cyber incident, restore normal operations, and ensure your company assets and the company's reputation are protected."

NCSA's guidelines for conducting cyber risk assessments focus on (a) identifying your organization's most valuable information requiring protection; (b) identifying the threats and risks facing that information; and (c) outlining the damage your organization would incur should that data be lost or wrongfully exposed. Cyber risk assessments should also consider any regulations that impact the way your company collects, stores, and secures data, such as PCI-DSS, HIPAA, SOX, FISMA, and others.

Following a cyber risk assessment, your company should develop and implement a plan to mitigate cyber risk, protect your most valuable information outlined in the assessment, and effectively detect and respond to security incidents. This plan should encompass both the processes and technologies required to build a cyber security program. While it may seem like a daunting task, start small and focus on

your most sensitive data, scaling your efforts as your cyber program matures.

By shifting the focus from an unknown practice to industry training and from theoretical to practical applications, Schultz Technology advocates the correct employee behavior at the right time to meet the challenge of cyber crime. Our services instrument secure, meaningful protection.

For additional information, please call 610.495.6204 and visit www.schultztechology.com.

BusinessAdvisor
**Promote your business in the
Route 422 Business Advisor!**
Call (610) 323-6253

BODY-BORNEMAN INSURANCE

NEW TEAM MEMBER SPOTLIGHT

The Body-Borneman Insurance family is excited to introduce its newest member, **Tracy Fosbenner-Mayer**. Tracy is a self-motivated insurance professional who has 8+ years of insurance experience and 20+ years working with clients in a fast-paced environment. Tracy has extensive commercial insurance knowledge in various industries including (but not limited to) construction, manufacturing, and specialty insurance. We are thrilled to have Tracy join our team!

Email, call or visit us for your free quote

bodyb@bb4ins.com

www.body-borneman.com

610-367-1100

POTTSTOWN BOYERTOWN PHOENIXVILLE WEST CHESTER

EXCELLENT RATES PLUS SUPERIOR SERVICE

LATEST SCAMS: HOW TO LOSE ALL THE MONEY YOU HAVE



TECH TIPS

By Joe Awe, President,
TechBldrs, Inc.

Here's a simple way to lose all the money in your account.

1. Call the 800 number to fix an erroneous Amazon order
2. Give them Information to help you "figure it out"

It all starts with an emails from Amazon "Thank You for Your Order on Amazon" addressed to you with someone else's email address.

It states, "If you need to track, return or cancel the order, call Opt-in Customer Service: +1 855-948-3740."

If you didn't recognize this is a phishing email scam, you pick up the phone to call and fix the problem.

The really pleasant person on the phone tries so very hard to straighten the alleged mess but can't go any further without getting your banking account information to verify the order.

The second you hand over the account information, kiss your money bye-bye. Unless the scammers perform suspicious activity that would trip *The Patriot Act* there is no recovery for your funds.

The Simple Tip: NEVER

call the number on an email. Look it up, before you dial.



For additional information, please call 610.937.0859; email: jawe@techbldrs.com, and visit: www.techbldrs.com.

TECHBLDRS

YOUR ONE-STOP FOR MACHINE & DRIVELINE SERVICES!

Celebrating our **50th ANNIVERSARY** this year, our machine shop, welding and fabrication team is known for custom work. We are here to help whether you need tooling developed for a manufacturing line, or maintenance and repair needs. We also specialize in driveshaft, PTO and hydraulic cylinder services. Our driveline partners include:



sonnax



3417 Pricetown Road, Fleetwood, PA
610-944-7455 www.levanmachine.com

OTHER SERVICES OFFERED BY OUR TEAM INCLUDE:

Work Truck & Van Upfitting • After-Market Truck Accessories
Spray Liner • Custom Lighting • Liftgates • Toolboxes & Storage
Snowplows & Spreaders • Truck & Trailer Maintenance & Repair



Serving customers throughout PA, NJ, NY & MD!

Ask SCORE

WHY A STRONG BUSINESS BRAND MATTERS AND HOW TO BUILD ONE

Building a strong brand is critical to a business' success. But, it's not an easy thing to do, especially as you're launching. Here is why building a strong brand matters, and how you can get started.

If you do a google search for "what is a brand," you will find endless opinions from countless marketers and other professionals trying to nail down the definition.

The truth is, a brand is an elusive, visceral concept, not a tangible asset. Its value is measured through the emotional connections that exist between businesses and their customers, not with hard numbers plotted on a spreadsheet. This is precisely why building a strong business brand can be one of the most challenging tasks for a small business owner.

Strong business brands are not built overnight.

Your company's brand is represented by more than your logo or tagline. It is the culmination of your interactions with your customers, your business' core beliefs, how you present your company and yourself to the world – and every other aspect of how you do business.

If you do not proactively build the strong business brand you want, the market will build it for you.

Marty Neumeier, Director of CEO Branding at Liquid Agency in Silicon Valley, is a speaker, author, designer and one of the most well-respected authorities

on branding. Through all of his work helping companies like Google and Apple build their brands, he distills his explanation of a brand into the simplest of terms. He is quoted as saying, "Your brand isn't what *you* say it is. It's what *they* say it is."

To build a strong brand, you must create opportunities for your audience to connect with you in engaging ways that allow them to understand your company's purpose and believe in the value you bring to their lives. Their perception of your brand is its reality.

It is critical to understand the importance of branding your business properly. But, how do you build the type of brand that connects with customers and creates loyalty? Start by asking yourself these four questions.

1. What is your business' purpose? What problem does it solve?
2. What is the first thing you want your customers to think of when they see your product or service?
3. If your customer were to tell a friend about your business, what would you want them to say?
4. What do you want your company to be known for?

Your answers to these questions should begin to give you some clarity into what makes your business special and why customers would want to connect with your brand and purchase from your business. This understanding will form the foundation of your branding strategy.

(Continued on page 18)



THE FLEISCHMANN LAW FIRM, P.C.
Focused on Your Business and Protecting Your Estate




- Business Law
- Construction Law
- Wills & Estates
- Elder Law/Medicaid Planning and Application
- Creditor Rights
- Contracts
- Referrals & Free Consultations



3900 Skippack Pike, Suite A8
 Skippack, PA 19474
 Telephone: (215) 234-3344
office@fleischmannlawfirm.com

www.fleischmannlawfirm.com



SCAN ME
TO CONNECT

CONNECT WITH JOHN
TO LEARN MORE

**JOIN JOHN WHITEHALL FOR
SALES MANAGERS FORUM**
 AN EXCLUSIVE GROUP FOCUSED ON
 HIRING | TRAINING | COACHING | MENTORING | SUPERVISING

THE DINNER

Featuring Guest Speaker

Sarah Thomas, the first full-time female official in NFL history; who was also named as one of *Sports Illustrated's* 100 Most Influential NFL Figures of All Time.

SEPT. 9 • 5 - 9 P.M.
Santander Arena

**PURCHASE TICKETS:
GREATERREADING.ORG**

TITLE SPONSOR






ONDRA-HUYETT
ASSOCIATES, INC.
Managers & Builders

Commercial | Data Centers & Mission Critical Facilities
Industrial & Manufacturing | Mixed-Use
Healthcare | Hospitality & Resorts | Educational | Religious




Delivering Construction Services since 1995

ohainc.com 610-366-1709

7564 Morris Court, Suite 218 | Allentown, PA 18106



Tony & Joe's
Landscaping Service




Our Services are Always in Season.

We are a full service landscape and lawn maintenance company serving the needs of homeowner's landscaping projects large or small.

tonyandjoeslandscapedesign.com
Ph: 610.775.5380 | E: toninog1014@aol.com

FREE ESTIMATE

Ask SCORE

(Continued from page 17)

Once you have your branding strategy established, it is time to think through how you will showcase your brand to the world.

Your brand should be unique, easily recognizable and easy to understand. You will next need to develop clear messaging and design elements, including a logo. With everything you do and create, consistency is key.

Once your brand strategy, messaging and design elements are set, you are ready to share your brand with the world through a number of channels. Your brand should be clearly communicated in everything your customers and partners see, such as your:

- Website
- Blog and Social Content
- Advertisements
- Brochures
- Promotional Materials
- Business Cards
- Signage
- Trade Show Displays
- Internal Signage and Documents
- And Anything Else Representing Your Company

Building a brand takes time and consistent effort.

Especially in the beginning, your brand will evolve as you and your

business do. It is okay to tweak messages and make improvements along the way. Then, once you have your brand strategy in place and you know your message is resonating with your customers, stick with it. A strong brand is built through consistency.

Building a strong brand is critical to a business's success. But, it is not an easy task. Developing your business' brand is the perfect time to bring in the support of a SCORE mentor. A SCORE mentor has experience building strong brands and has access to the best resources to help you along the way. 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.

Introducing BYD Forklifts

- 80V AC Technology • Rapid Charging
- 10 Year or 20,000 Hour Battery Warranty

Now Available Right Here at



Industrial Equipment, Inc.

Serving all of Southeastern Pennsylvania Since 1977





**Forklifts • New & Used • Rentals
Sales • Service • Parts • Financing Available**

215 S. Washington Street | Boyertown PA | 610.369.9778
134 W. Franklin Street | New Holland PA | 717.355.2110
www.paindustrial.com

Need Help for a Business

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

Call on SCORE TriCounty

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

Call 610-237-2673 or visit tricity.score.org

We are there for you and your business



HOW TO BE CONSISTENT ON SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

The last year has taught business owners the importance of connecting with their customer base. They can do this through social media. Most social media algorithms reward regular postings and engagements. That is important if you want people to find and get updates about your business.

Facebook is a great way to keep your customers informed about new information like changes to your hours. Customers will be more inclined to visit a business that has up to date information. You really do not want people showing up at your business when it is closed because the hours were wrong.

Here are some great tips to perform regularly:

1. Once a month, set aside time to make a list of what you want to post for the next month.

2. Create and schedule those posts. Depending on your content, schedule them weekly or monthly.

3. Once a month, look up your business on the different social media platforms to see if the information is current and relevant.

4. Look at your information like the customer. One great way to do this is to use Incognito Mode in Google Chrome or InPrivate Browsing in Microsoft Edge. Use Ctrl+Shift+N to launch in either browser.

5. Make sure you are checking for messages daily. It is best if you can receive notifications when someone makes a comment. Respond to your customers as soon as you can.

6. Invite customers to leave a review and acknowledge it when they do.

If you need extra help, I offer Social Media Coaching to help businesses create a plan that works. Head on over to my website at www.MintzerSolutions.com for more information and to schedule an appointment.



Service
Craftsmanship
Integrity

Free Estimates
Fully Insured

610.246.9820

Painting and Coating Solutions for Every Surface!

- Interior Painting and Wall Covering for the finest homes and Commercial and Retail properties.
- Exterior Painting and Coatings
- Historical Restorations
- Power Washing and Cleaning with hot and cold water treatments
- Wallpaper Installation and Removal
- Drywall Repairs and Drywall Installation
- Concrete Repairs and Specialty Concrete Coatings
- Deck Staining and Deck Repairs
- Knockdown finishes

www.agostinellibrospainting.com

facebook.com/agostinellibrospainting



TRICOUNTY AREA CHAMBER ANNUAL DINNER

KEYNOTE SPEAKER

U.S. OLYMPIAN

JOHNNY QUINN

THURSDAY, SEPTEMBER 23RD
START TIME: 5:00 P.M.

PLATINUM SPONSORS:



Exelon Generation



Pottstown Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.



Join us!

- KEYNOTE SPEAKER - Johnny Quinn
 - "Think Like an Olympian"
- Gourmet Dinner
- Fellow Members Honored
 - Chairman of the Board
 - 5 Star Awards
 - Volunteer of the Year
 - Ambassador of the year
 - Top Facebook Fan
 - Engagement Star
 - New Member Star

We're Here For All Your Ups & Downs



**Serving Montgomery, Berks
and Chester Counties
& Surrounding Areas**

HCC# PA150031

25+ Years Experience!

Sales - Service - Installation - Residential - Commercial



**Get a Free
Estimate**



610.220.5168



info@bcgds.com



BCGARAGEDOORPRO.COM

Ohio-Based Advanced Materials Producer Selects Berks County, Creates 65 New Jobs

Materion Corporation, a global producer of advanced engineered materials headquartered in Mayfield Heights, Ohio, will expand its manufacturing operations to a new facility in Berks County, Pennsylvania, creating at least 65 new, full-time jobs at the site and retaining 132 jobs at another existing Berks County site.

Materion, which has operated in Pennsylvania since 1958, received a funding proposal from the PA Department of Community and Economic Development (DCED) for a \$320,000 Pennsylvania First grant, \$195,000 in Job Creation Tax Credits to be distributed upon creation of the new jobs, and \$78,000 in funding for workforce training. The company may also be eligible for the Manufacturing Tax Credit (MTC) program and the Research and Development (R&D) Tax Credit program. The company has pledged to invest at least \$80 million into the project, and will create at least 65 new, high-wage positions at the site.

Materion Corporation is an integrated producer of high-performance advanced

engineered materials used in a variety of electrical, electronic, thermal, and structural applications. The company's products are sold into numerous end markets, including semiconductor, industrial, aerospace and defense, automotive, consumer electronics, energy, telecom and data center.

"Economic growth continues in Berks County with the announcement that Materion is adding 65 full time, well-paying jobs to our community," said Christian Y. Leinbach, Chairman, Berks County Commissioners. "We are thrilled with their decision to expand here in Berks County and appreciate the support from the commonwealth."

The project was coordinated by the Governor's Action Team, an experienced group of economic development professionals who report directly to the governor and work with businesses that are considering locating or expanding in Pennsylvania.

For more information about the Governor's Action Team or DCED, visit www.dced.pa.gov.

Goose's Montecristo Greater Philadelphia Golf Outing Monday, August 23, 2021

Registration deadline: August 16, 2021

**In Partnership with
Brookside Country Club
850 N. Adams St.
Pottstown, PA 19464**



www.cigargoose.com



Silent Auction
to support the
non-profit
radio station
WXPM 98.5 FM.



\$175 per Golfer

FULL VALUE given back to you in Food, Cigars, Cigar Accessories and Swag!

Open to All Golfers • 4 Players Scramble Format • Limited to 80 Golfers

Schedule — 11:00 am - Registration & Driving Range Open

11:15 am to 12:15 pm - Buffet Lunch on Patio

12:30 pm - Shotgun Start - Beverage Stations on the Course

5:00 pm - Cash Bar Cocktail Hour • 6:00 pm - Prime Rib of Beef Dinner

To register contact

John Giese

at 610.420.4742 or

jgiese@cigargoose.com

TORT — FULL VS LIMITED.

YOUR AUTO INSURANCE OPTION. DO YOU KNOW THE DIFFERENCE?



By Heide Peters, Agent, Rothenberger Insurance Services, LLC

The difference between full tort and limited tort insurance is that a driver with a full tort insurance policy retains the right to sue another (at fault) driver for pain and suffering. A driver with limited tort insurance gives up that right.

Although there are a few exceptions to be able to sue with limited tort, in the state of Pennsylvania you must be very seriously injured to sue with limited tort. Serious meaning, permanent disfigurement, dismemberment, serious impairment of body function, or death, which is decided by the state of Pennsylvania.

Exceptions: You are hit by a drunk driver, you are on a bicycle or motorcycle, you were an occupant in a non-private vehicle such as a bus or a taxi, or you were hit while out of state. That state's law takes precedence.

It is also good to know that your tort choice follows you as a passenger in another vehicle.

Imagine the following scenario: You are on your way home from work, driving along in your car, and all of a sudden, with no warning at all, an SUV driving towards you from the opposite direction veers over into your lane right at you! You have nowhere to go, no time to hit the brakes, and the only thing you can do is brace yourself for the impact—AND CRASH.

Next thing, you find yourself scrunched up in a ball, and trapped in your car, yelling for help! Every single airbag went off in the car — and you are

panicking because you see smoke coming from the engine compartment. You are screaming for someone to help you, and you can see the person that hit you get out of their car and walking around.

Time goes by and finally help comes, and they have to actually cut you out of your car, and you are taken by ambulance to the hospital.

You have cuts and bruises, and you need stitches. You also have major injuries to your feet and ankles, and the pain and swelling gets worse over time, which is also causing you to miss work. Your first party medical insurance benefits run out, and now you are forced to use your own medical insurance; that is if you even have medical insurance. This is on top of worrying about your totaled car, and when you can get back to work. Oh yeah, and how are you are going to get to work? And on top of that you have to get physical therapy — when are you going to get there? And there is the mental anguish of it all.

You find out that the at fault driver was found 100 percent at fault.

So, you decide to sue — but guess what? You have limited tort...

(Continued on page 22)



SAVE EVERY DAY WITH OUR FLEET FUELING PROGRAM

Our Fleet Fueling program provides businesses with the ideal tools for overseeing your fleet fueling. Best of all, it's **free** and it comes with a full customer support team from a **trusted, local** company.

- ✓ No sign up or card fees
- ✓ Manage fleets of 1 to 100 vehicles or more
- ✓ Prevents abuse and reduces unauthorized purchases
- ✓ Use at 320,000+ nationwide fuel stations including our Leesport Pacific Pride site

Boyertown
OIL & PROPANE
DIVISION OF THE BUCKLEY-EMERICH FAMILY OF COMPANIES

610.367.2356, option 3
www.BoyertownOil.com

HEATING OIL - PROPANE - NATURAL GAS
HVAC SERVICE, REPAIRS & INSTALLATION

Need help with your auto insurance?

Do you know the difference between full and limited tort?
See our article for more details.
We're just a phone call away to help you!



We provide personal and commercial coverage.

ROTHENBERGER

INSURANCE SERVICES, LLC

DON'T RISK IT, TRUST RIS!
We'll Protect What Matters Most
Your Auto, Home, Family, Business, and YOU!

Two Locations
436 Penn Ave • West Reading • (610) 406-5827
507 Madison Avenue • Reading • (610) 685-2804 • Se Habla Español
www.risquote.com • ron@risquote.com

RISQuote RISLinkedIn

REFERENCES AVAILABLE

DE MEDIO'S

BUILDING MAINTENANCE

30+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com



Victory Bank's commercial lenders have the expertise to guide you through all of your business's financial moves.

Call today for more information.
Real people. No voicemail.



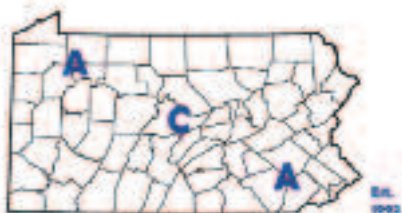
610-948-9000 - VictoryBank.com
548 N. Lewis Rd., Limerick, PA 19468



08/2021

All County and Associates, Inc.

Helping You Make Informed Decisions



All County and Associates, Inc.

Full-Service Civil Engineering Firm

Civil/Site Engineering | Construction
Management | Environmental Services |
Land Surveying | Sewage Disposal
Systems | Wetland Delineation



Tel: 610-469-3830

Web: www.all-county-assoc.com

Email: info@all-county-assoc.com

Serving Berks, Bucks, Chester, Delaware and Montgomery County Since 1992



TORT — FULL VS LIMITED

(Continued from page 21)

If you choose Limited Tort, then you must realize that you are relinquishing your rights to sue. You must decide for yourself if you are willing to risk the possibility of having to pay ongoing costs associated with an accident. This may include lost wages, medical bills, your pain and suffering, and your time.

If you opt for a Full Tort policy, you should not need to worry about paying expenses out-of-pocket for ongoing injuries related to an accident that was not your fault. But you will, pay more for your insurance to keep your right to sue.

It is your choice...

The laws of the Commonwealth of Pennsylvania give you the right to choose either of the two tort options:

A. "Limited Tort" Option — The laws of the Commonwealth of Pennsylvania give you the right to choose a form of insurance that limits your right and the right of members of your household to seek financial compensation for injuries caused by other drivers. Under this form of insurance, you and other household members covered under this policy may seek recovery for all medical and other out-of-pocket expenses, but not for pain

and suffering or other nonmonetary damages unless the injuries suffered fall within the definition of "serious injury" as set forth in the policy or unless one of several other exceptions noted in the policy applies.

B. "Full Tort" Option — The laws of the Commonwealth of Pennsylvania also give you the right to choose a form of insurance under which you maintain an unrestricted right for you and the members of your household to seek financial compensation for injuries caused by other drivers. Under this form of insurance, you and other household members covered under this policy may seek recovery for all medical and other out-of-pocket expenses and may also seek financial compensation for pain and suffering and other nonmonetary damages as a result of injuries caused by other drivers.

Before you do anything else, check your Auto Insurance Policy and see whether you have Limited Tort or Full Tort. Should you be interested in knowing the difference of what it would cost, give me a call, Heide Peters, at Rothenberger Insurance Services 610.406.5827.

Ask SCORE

SOLOPRENEUR TIPS WAYS TO GROW A ONE-PERSON BUSINESS

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

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

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

Tips for Growing a Solo-Business

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

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

Get organized.

Use technology tools to help you keep track of to-dos, deadlines, and important information. For example, block out time on your calendar for all of the projects and tasks you need to accomplish. Also, use platforms like Evernote or Dropbox to save and organize information you'll need to reference later. For keeping

projects on track, cloud-based software services like Trello provide collaborative features that streamline communication with project partners and maintain all project information in a central place.

Boost efficiency and productivity.

Figure out the times of the day when you are at your peak performance and schedule your work for clients during those timeframes. This will help ensure you are putting your best foot forward on the tasks that matter most. Also, consider using platforms and features that allow you to automate certain aspects of your business. For example, you can streamline social media efforts by composing and scheduling posts with Hootsuite or Buffer. In addition, if you have clients that you bill the same amount to at regular intervals, you can save time by scheduling recurring invoices in QuickBooks.

Don't sell yourself short.

If you bill hourly for your services, use a time-tracking app (like Toggl or Hours) that you can turn on and off easily whenever dedicating time to a client.

(Continued on page 24)

New Classes Forming Fall 2021

Open House and Registration: 8/28 from 12 noon to 7 pm; 9/1 from 5-8 pm

PLEASE CALL IN ADVANCE (610-323-2569) TO SCHEDULE A TIME IF YOU WANT TO TOUR THE FACILITY

Classes begin Mon. Sept. 13!

SEEKING DANCERS FOR THE 2024 OLYMPIC GAMES IN PARIS, FRANCE

The ONLY school in the region that has performed in: Lincoln Center and Carnegie Hall in NYC, the International Dance Fest in Poland, the Olympic Games in London in 2012, and the International Arts Fest in Athens, Greece. We will be traveling to Paris, France for the 2024 Olympic Games.



Pottstown Dance Theatre

Michelle Jones Wurtz, Director

610-323-2569

72 W. Main St., Pottstown PA 19465

www.pottstowndance.com

Ballet and pointe, tap, hip-hop, jazz, modern/contemporary, lyrical, Irish Dance, African Dance, break dance, creative movement, and Pilates!

EHR Evans, Hauseman & Richard, Inc.
One Source for Innovative Insurance Solutions

Your Hometown Insurance Consultants



YOUR ONE SOURCE FOR ...

- Auto
- Home
- Business
- Life
- Health
- Disability

TrustedChoice

Your Trusted Choice
Independent Insurance Advisor

Evans, Hauseman & Richard, Inc.

343 E. High Street | Pottstown, PA 19464

610-323-2201

info@pottstowninsurance.com

www.pottstowninsurance.com

Oehlert Bros. Inc.
THE ENERGY EXPERTS

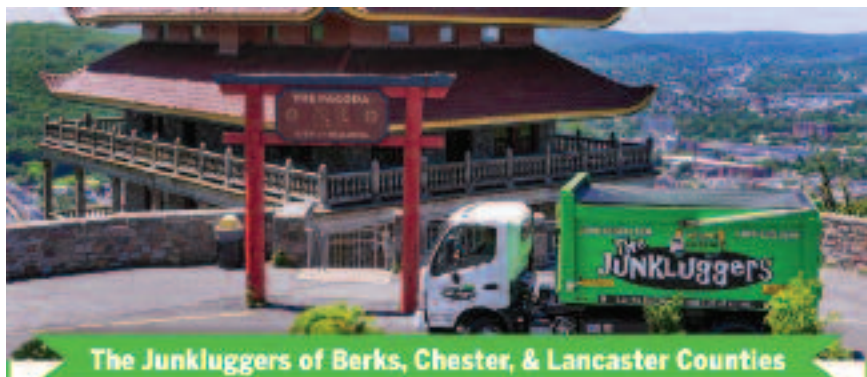
610-326-9881
610-935-9551
610-948-3666

57,000 metric tons of CO2 emissions have been replaced by Oehlert Bros. exclusively delivering BioHeat to all of our home heating oil customers since 2007! You have a choice.

BIOHEAT

A 20% Blend of refined soybean oil with Ultra Low Sulfur Heating Oil





The Junkluggers of Berks, Chester, & Lancaster Counties

Getting junk out of your life, keeping it out of landfills.

The JUNKLUGGERS
1-800-LUG-JUNK

\$25 OFF
a 1/4 truck or more
Mention when booking to redeem. Only participating locations. Limit one per household. Offer cannot be combined. Tax is not included.
COUPON CODE: ROUTE422

What we offer:

- Same and next-day appointments
- Quick, dependable, on-time service
- Fully insured trucks and employees
- Tax deductible receipts for any donations made on your behalf
- We'll take items like furniture, TV's, appliances, clothing, household goods, and much more!

1-800-LUG-JUNK • JUNKLUGGERS.COM
Call or book a job today for a **FREE**, no-obligation estimate!

Ask SCORE

(Continued from page 23)

This will help ensure you are not missing out on billing for five minutes here and ten minutes there — those short increments can add up! Also, review your rates to make sure you are being paid fairly for your services. Often, startup solopreneurs will charge a little less to ramp up their client base. If this is the case with you, you may want to revisit your rate schedule and adjust it upward as demand for your services increases and you build a reputation of dependability and value.

Outsource tasks.

Just because you do not want to hire employees does not mean you cannot get help with different aspects of your business. To give yourself more time to work on revenue-generating activities, consider outsourcing tasks that you either...

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

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

Ask for guidance from a SCORE mentor.

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

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

SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.

FROM OUR MEMBER

"It's a no-brainer to work with Members 1st. They make your life and the entire business partnering process easy!"

SARAH B.
Member since 2003



MYCONCIERGE™

Masters of multi-tasking love the convenience of banking with our MyConcierge service. It's a direct line from our mobile app to a Members 1st associate, a concierge who makes it their goal to help you achieve yours. Best of all, Deb's ready to get to know you and work with your business.

OPEN AN ACCOUNT TODAY.*



DEB PERINI
Personal Concierge



MEMBERS 1st
FEDERAL CREDIT UNION

MEMBERS1ST.ORG
(800) 237-7288
FEDERALLY INSURED BY NCUA.

*Must meet current eligibility requirements. 7-21-007



Proactive ALL-INCLUSIVE IT

No Hidden Costs. Truly Flat-Rate, Predictable IT

BACKUPS

Server and Computer Backups
Data is Secure in Multiple Places
Backup Verification and Reporting
Backup Alerting and Restoration Testing

CYBERSECURITY

24 x 7 Security Operation Center
Multifactor Authentication
Zero Trust Access
Endpoint Security & Content Filtering
Security Policies & Procedures

STAFF EDUCATION

Security Awareness Training
Staff Testing and Education
Simulated Phishing & Training

C-LEVEL CONSULTING

Planning & Project Management
Financial Forecasting
Technology Consulting
Virtual CIO Services



HELP DESK SUPPORT

Remote Assistance
On-site Services
9 x 5 Help Desk
After Hours Critical Support

MONITORING

Operating System Updates and Security Software
Network Monitoring
Microsoft 365 Monitoring
Critical Infrastructure Monitoring
System Health Monitoring

VENDOR MANAGEMENT

Manage Technology Relationships
Single Point-Of-Contact for Vendor Issues

BUSINESS REVIEWS

Technology Business Reviews
Strategy Discussions

New Cyber Threats Require New Solutions

Provided by HonIsT Solutions

My name is Andrew Sonon, owner of HonIsT Solutions. As you may have recently heard, Kaseya – a company who makes software for IT service providers, announced that it was recently hit with a sophisticated cyberattack over the July 4th Weekend. The incident, which is currently under investigation by the FBI, has wreaked havoc on thousands of businesses across the country and is gaining the attention of the Government. This has been one of the worst cyber-attacks to have hit the IT Industry thus far!

In the aftermath of this devastating breach, not only have hundreds of IT service providers been affected but

thousands of businesses being managed by these specific IT Providers. **Supply chain attacks are the scariest type of attack we have seen.** When the software you trust to help you becomes the virus, we are in terrifying times. It is unfortunate that Kaseya and many other businesses have fallen victim due to this cybersecurity breach. I have good news for you – we do not need to sit back and “hope it doesn’t happen to us.”

This begs the biggest question ... Have you been affected and are you protected from this type of attack?

If your IT provider has not had a conversation with you recently about cyber security, you are likely to be

vulnerable to the new cyber threats we are seeing in 2021. Cyber security requires multiple layers of protection. The tools of the past need to be supplemented to stop these threats in their tracks. At HonIsT Solutions, we have completely revamped how we go about protecting clients and we’re actively deploying new solutions and educating companies and their staff on how to protect themselves. No one wants to be the reason that their company is not able to operate for days or weeks after an attack. It is vitally important to implement new tools and provide your staff the education that they need.

To have a quick chat to get your

cyber security evaluation started, type this address in your web browser: www.bit.ly/honistcyber and schedule a quick call.

HonIsT Solutions operates as a managed service provider specializing in cyber security, networks, communication systems, and system infrastructure for small and medium sized businesses. We have been serving Berks, Lancaster, Montgomery, and Lehigh County businesses since. Please visit us at <https://www.honist.com/client-reviews> and see what clients have to say about us.

For additional information, please call: 484. 272. 7240, visit www.honist.com or email: info@honist.com

AD/GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Raise Your Business Visibility

FASTSIGNS

More than fast. More than signs.®



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

DIGITAL PRINTING / MARKETING / ADVERTISING



berks digital inc. | 16 YEARS

Imagine it.
Design it.
Print it.

Creative Custom Graphics
berksdigital.com

BOOKKEEPING / ACCOUNTING

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

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

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

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



GARDEN CENTER/NURSERY

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

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

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



GARAGE DOORS

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

Specializing in Tax Preparation, Accounting and Bookkeeping Services

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

Serving Montgomery, Chester, and Berks Counties and Surrounding Areas

Call Us For an Estimate
610-220-5168
bcgaragedoorpro.com



We're here for all your Ups and Downs

HomeAdvisor
Five Star Rating ★★★★★

Sales – Service – Installation – Commercial & Residential

COFFEE PRODUCTS - RETAIL / WHOLESALE

FREE SHIPPING ON ORDERS OVER \$60



READING COFFEE CO.
EST. 1999

Located in the Large Warehouse Building
Behind Birdsboro Fitness & Splash
316 West Main Street, Birdsboro
610-582-2243 | M-F 8:30-5; Sat. 8:30-2
WWW.READINGCOFFEE.COM

FINE COFFEES & TEAS
COMPOSTABLE K-CUPS
BREWING EQUIPMENT
UNIQUE GIFTING
GOURMET PRODUCTS
OFFICE COFFEE SERVICE DELIVERY

GRAPHIC DESIGN

LINDA JACOBS
DOWNTOWN

advertising & graphic design with a ♥.

De[z]ign

228 E. High Street, Pottstown
484.363.7793
downtownde[design].com



GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

37
YEARS
OF
COMMITMENT
TO
EXCELLENCE

cgi COMPLETE GRAPHICS
DIGITAL GRAPHIC SERVICES SINCE 1984

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

All Forms of Printing - Rack Cards - Post Cards - Brochures - Business Cards & More
Signs - Banners - Stickers - Laminating - Mailings

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

FAMILY OWNED & OPERATED SINCE 1984

f

EVERYTHING PRINTING

Mailings Digital Print & Copy Center
Fulfillment Postcards & Brochures
Posters & Fliers Signs & Banners

100% 24/7 Service • EverythingPrinting.com • 610-327-1780

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992

GRABER Letterin INC. SIGN CO.

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

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

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Lucky Squirrel PRINTWORKS

907 Ben Franklin Hwy. W. Douglassville PA. 19518
610.385.7053
www.luckypw.com

SCREEN PRINTING • EMBROIDERY • SIGNAGE
BANNERS • VEHICLE GRAPHICS • LOGO DESIGN
PROMOTIONAL ITEMS • BUSINESS CARDS & MORE

f

HVAC / PLUMBING

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

144 KING ST., POTTSTOWN, PA 19464
(610) 326-5011
Serving the area for Four Generations Since 1925!
www.ajacksonecker.com

f

LANDSCAPING / PROPERTY MAINTENANCE

WHERE SERVICE IS ALWAYS IN SEASON

SOTTOSANTI LAWN • CARE

Serving Berks County Since 1978
610.370.1507 • 610.670.7639
SOTTOSANTILAWNCARE.NET

LODGING / BED & BREAKFAST

Twin Turrets Inn
A Delightful Stay is Assured

My husband, Frank, and I welcome you to The Twin Turrets Inn. Our English Springer Spaniel, Abby, will also welcome you with her toy.
Marianne Deery, Innkeeper

11 East Philadelphia Avenue • Boyertown, PA 19512
www.TwinTurrets.com 610-367-4513 • 1-877-877-7897

Visa Mastercard American Express Discover

MAINTENANCE/JANITORIAL SERVICES

L&J Cleaning SERVICE

"WE Take Care of Your Cleaning So, You Can Take Care of Your Business"

Our Services Include:

- Medical Facilities
- Commercial Offices
- Complete Floor & Carpet Care
- Construction Clean Up
- Janitorial Supply Management

LISA & JOE KANIA POTTSTOWN, PA
610.283.2584 • landjclean.com
Serving Berks, Chester & Montgomery Counties
Member of the TriCounty Area Chamber of Commerce

f

MERCHANT SERVICES



**NET COST
PROCESSING**
netcostprocessing.com

Providing a full suite of merchant solutions built to grow your business.

Jim Glazebrook
Account Manager

mobile: 267.966.5703
jglazebrook@netcostprocessing.com

Whether you are well established or just starting out, NCP offers the best pricing and quality of service for all of your processing needs.

SALON / SPA / NAIL BAR



Nail Salon and Day Spa

**DOWNLOAD OUR
"Tre spa" App**

Book an appointment ONLINE 24/7
(same day appointments available)

Location 1:
420 Schuylkill Road
Phoenixville, PA 19460
484-924-9207

Location 2:
949 S. Township Line Road
Royersford, PA 19468
610-792-3572

ONLINE MARKETING



**It all starts with an idea...
...let us help you market that idea!**

Contact us today to schedule a
Zoom Meeting to discuss!

**Interlace
Communications** **DESIGN
MARKETING
& goMAaVA SOLUTIONS**
iicconnect.com | 484-705-6564 | kasey@gomaava.com

SENIOR CARE / LIVING ASSISTANCE



Senior Care...only better!

Senior Helpers Pottstown
(serving Western MontCo, Northern
ChesCo & parts of Berks)

610-323-0460 (24hrs/7days)
www.seniorhelpers.com/pottstown

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

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

TOBACCO & RELATED PRODUCTS



COLE TOBACCO

215 E. High Street, Pottstown, PA 19464

610-323-4991

Hours: Mon. - Fri. 7:00 - 6:00 • Sat. 8:00 - 5:00

Cole's Tobacco Cigar Club

Club cards earn you an
additional 10% off of purchase
of high grade cigars!

**HANDMADE CIGARS
DISCOUNT PRICES**

Humidor Fresh • Distinctive Selection
Wide Variety of Vape Products

PHOTOGRAPHY PROFESSIONAL



**Headshots
for Everyone.**

Studio 413 Photography
for businesses and
business professionals.

Don Carrick
www.studio413.net



Update your Headshot
For your business, social media
and networking.

Contemporary Headshots
By an Award Winning Photographer.

Book now - 317.313.8087
www.fotovantage.com



**CALL 610.323.6253 TO PROMOTE YOUR
BUSINESS IN THE BUSINESS MARKETPLACE**

ROUTE 422

BusinessAdvisor



Like us on Facebook

facebook.com/422BusinessAdvisor

Follow us on LinkedIn

linkedin.com/company/macnificent-pages-route-422-business-advisor



REGIONAL CHAMBER ROUNDUP

GREATER READING CHAMBER ALLIANCE



- 606 Court Street, Reading, PA 19601
- 610.376.6766 • fax 610.376.4135
- info@greaterreading.org
- www.greaterreading.org

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

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

FEATURED EVENT



The NFL's first female referee, Sarah Thomas.

GRCA Annual Dinner

Join the Greater Reading Chamber Alliance (GRCA) 5 p.m. to 9 p.m., Thursday, Sept. 9, for its 108th Annual Dinner at Santander Arena. The Dinner will celebrate the Greater Reading business community with the Greater Reading Top Business Awards, the Entrepreneurial Excellence Awards, and the Albert Boscov Economic Development Award. The public is invited to join GRCA for its signature event, which provides nearly 1,000 business leaders the opportunity to network, entertain guests and clients, and celebrate the achievements of the Greater Reading business community.

Sarah Thomas will serve as keynote speaker at GRCA's 108th Annual Dinner. Thomas is best known as the NFL's first female referee, joining the league as a down judge in 2015. She not only worked Super Bowl LV last season, but also was named one of *Sports Illustrated's* 100 Most Influential NFL Figures of All Time. The Annual Dinner is the area's largest gathering of business and community leaders, with an expected crowd of around 1,000 people.

With the same unflappability that it takes to make a split-second call on the field, Thomas will share key insights on overcoming adversity – and the odds – finding your passion while maintaining work-life balance, decision-making, and not only succeeding as a female in a male-dominated industry but achieving breakthrough success for males and females alike.

The Dinner will also celebrate the Greater Reading business community with the Greater Reading Top Business Awards, the Entrepreneurial Excellence Awards, and the Albert Boscov Economic Development Award.

The dinner will be held Thursday, Sept. 9, at the Santander Arena, Reading. The public is invited to join GRCA for its signature event, which provides

nearly 1,000 business leaders the opportunity to network, entertain guests and clients, and celebrate the achievements of the Greater Reading business community.

The event's title sponsor is Wells Fargo. Sponsorships are available by contacting Rachael Romig, Senior Director of Events and Special Programs, at rromig@greaterreading.org or 610.898.7775. For more information about the dinner and to purchase tickets, visit greaterreading.org or contact the GRCA office at 610.376.6766.

In addition, the event will feature a keynote speaker who will be officially announced Monday, July 19.

WHO: Greater Reading Chamber Alliance **WHAT:** Annual Dinner **WHEN:** Thursday, Sept. 9, 5 p.m. to 9 p.m. **WHERE:** Santander Arena, 700 Penn St., Reading

SPONSORSHIPS AVAILABLE

The event's title sponsor is Wells Fargo. Sponsorships are available by contacting Rachael Romig, Senior Director of Events and Special Programs, at rromig@greaterreading.org or 610-898-7775. For more information about the Dinner and to purchase tickets, visit greaterreading.org or contact the GRCA office at 610-376-6766.

ADDITIONAL INFORMATION

Registration required: \$150 for members, \$165 for not-yet members. Register at greaterreading.org. For further information contact: Leah Fassnacht, Director of Communications & Marketing lfassnacht@greaterreading.org, 610.898.7780

Media is invited to attend free of charge; RSVP with Leah.

UPCOMING EVENTS

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

August 3 - Phoenix Physical Therapy Open House/ Ribbon Cutting

6877 Penn Avenue, Wernersville, PA 19565
11:30 – 1:00 p.m.; FREE to Attend

August 3 – The Chamber Annual Picnic FirstEnergy Stadium

1900 Centre Ave., Reading, PA 19601
4:30 – 9:30 p.m.
\$43 per person / Member; \$53 per person / Not-Yet Member; \$390 for 10-ticket bundle
\$775 for 20-ticket bundle (includes batter in home run derby)

August 5 - Penn Street Market Downtown Reading

<https://www.pennstmarket.org/>
10:00 – 2:00 p.m.; FREE to Attend

August 12 - Penn Street Market Downtown Reading

<https://www.pennstmarket.org/>
10:00 – 2:00 p.m.; FREE to Attend

August 17 - Lean In Information Center for Business Excellence

49 Commerce Drive, Wyomissing, PA 19610
8:00 – 9:30 a.m.; FREE to Attend
Advanced Registration Required

August 18 - Lunch & Learn - Leadership Panel: Real Life. Real Talk. Real Strategies

Virtual link will be sent the week of the event
11:30 – 12:30 p.m.; FREE to Attend
Advanced Registration Required

August 19 - Penn Street Market Downtown Reading

<https://www.pennstmarket.org/>
10:00 – 2:00 p.m.; FREE to Attend

August 19 - Berks Alliance Community Forum

A Path to Economic Success: Local Economic Development Strategies
Virtual link will be sent the week of the event
11:30 – 1:00 p.m.; FREE to Attend
Advanced Registration Required

August 26 - Penn Street Market Downtown Reading

<https://www.pennstmarket.org/>
10:00 – 2:00 p.m.; FREE to Attend

August 27 - Mind Matters Coaching, Counseling & Psychological Associates, LLC Open House

Van Reed Office Center, 2209 Quarry Drive, A-10
Reading, Pennsylvania 19609
3:00 – 7:00 p.m.; FREE to Attend

FINANCING. REAL ESTATE. WORKFORCE.
WE CONNECT THE DOTS.

Visit www.selectgreaterreading.com to learn how GRCA can assist you with all of your needs for expanding your business in the Greater Reading area.

SELECT GREATER READING!
GROW HERE. THRIVE HERE.™



TRICOUNTY AREA CHAMBER OF COMMERCE

Building Communities, Creating Connections, Supporting Commerce

152 E. High St., Suite 200, Pottstown, PA 19464 | 610.326.2900 | www.tricountyareachamber.com

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

WELCOME NEW MEMBERS!

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

*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!***

Dickhoff Enterprises
www.dickhoffenterprises.com
484.447.2323
Real Estate Investment

Jiffy Lube
www.jiffylube.com/franchise/pva-group
484.236.4209
Auto Repairs/Services

Rivet: Canteen & Assembly
www.visitrivet.com
484.949.8374
Entertainment

MEMBER ANNIVERSARIES

Happy Anniversary to the following Members!

43+ Years

Boenning & Scattergood, Inc.

Evans, Hauseman & Richard, Inc.

Hollenbach Construction, Inc.

Houck & Gofus Funeral Home & Cremation Services, Inc.

Pottstown School District

Schumacher & Benner Funeral Home & Crematory

15 Years

East Coast Seed Connection, LLC

LEADERSHIP



By Eileen Daurich, TCACC President

The month of July means a change in leadership for our organization.

Leadership is our third value for our board of directors and staff to guide the work of our organization.

Leadership has gotten us through the last 15 months. I have worked for this organization for the last 22 years, and in those 22 years I never could have imagined that I would be working through the experiences that the pandemic created. However, I believe my own years of experience leading this organization made it easier for us to adapt and focus on what was important to get us through the most volatile time for our organization.

The volunteer leadership for the TriCounty Chamber may not have been on hand to complete day-to-day operational activities but they were providing their leadership with their insight, feedback, and support behind the scenes and it was invaluable. The Chamber had some tough decisions to make, and we, the board leadership, thanks the membership for their patience as we worked to adapt our programming to meet our members' needs.

Our volunteer leadership cycled on July 1 of our program year. Baran Schultz, CEO of Schultz Technology, has served as the Chairman of the Board since our 2018-2019 program year. Baran offered to extend his term as Chairman of the Board to allow Rich Newell, our Chairman Elect, the time he needed to focus on running the hospital through the challenges that COVID-19 created. Baran's says of his time - "I find that during my time as chairman of the board, the collaboration between the board and the chamber staff has helped us to lead local businesses through

a trying time and helped us to enhance our relationships with the community." Thank you Baran for your support from 2018-2021.

Rich Newell, CEO of Pottstown Hospital, is ready to start his term leading our Board, which officially started on July 1. Rich has shared, "The TriCounty Area Chamber of Commerce is an important part of our community, and I am thrilled to be Chairman of the Board of Directors for the next two years. Working with the Chamber leadership in this new hybrid business world is a challenge I embrace and look forward to developing new programs and tactics to connect with our current and potential members."

Leadership is also a focus of our programming. Our Board of Directors came to us established in their careers and leadership skills in place. However, our organization has recognized the need, since the early 1990s, to create programming for area employers to help develop the leadership skills in their employees as well as continue to develop leaders that will volunteer their time supporting our tri-county communities in the same way our board supports us. We are excited for our Leadership TriCounty program to begin again in September and to graduate and celebrate our 20th Class in June of 2022 after they dedicate 10 months to their professional development through our program.

And, our Members, WOW the leadership that our Members have shown over the last 16 months! I enjoy my job and the relationships that I have been fortunate to have with leaders in our communities, in so many industries, and I learn something from each relationship with our business leaders.

Leadership defines who we are as an organization, as a value for our volunteer leadership, our Members, and our staff to define how we approach challenges and help us achieve our successes.

REGIONAL CHAMBER ROUNDUP

UPCOMING EVENTS

SAVE THE DATES!

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.

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. **Tickets were mailed end of July!**

Leadercast Shift

Wednesday, August 18 | 8:30AM - 4:30PM | New Hanover United Methodist Church

This is a rebroadcast and will feature live facilitated discussions designed to help you put learning into action | \$80 per TCACC Member, \$110 per Non-Member, Group Pricing Available

August Happy Hour

Wednesday, August 25 | 4 - 6PM | Brakeman's Café

Come connect with Members face-to-face and build relationships | \$20 per TCACC Member

Annual Dinner

Thursday, September 23 | 5 - 9PM | RiverCrest Golf Club & Preserve

Members: \$95; Non-Member: \$150; Member Table of 10: \$850 | See ad and QR code below to register

Pottstown Progress Luncheon

Thursday, October 14 | 11:30 AM - 1:30 PM | The SunnyBrook Ballroom

Member: \$45; Non-Member: \$60, Member Table of 8: \$300

REACH: Empowering & Connecting Women Conference

Thursday, November 4 | 11:30 AM - 5:30 PM | The SunnyBrook Ballroom

Individual Tickets: \$150; Group of 4: \$550

STAY TUNED FOR MORE DETAILS ON MEMBERSHIP BREAKFASTS RETURNING IN THE FALL ALONG WITH THE LAUNCH OF OUR TRICOUNTY CHAMBER MEMBER SHOWCASES (former Business Card Exchanges)!

THANK YOU TO OUR 2021 ROUND 2
MISSION & VISION PARTNERS (MVPS)



Exelon Generation



Precision Polymer Products, Inc.



VIRTUAL COFFEE CHAT
EVERY OTHER TUESDAY | 10 - 11 AM
Join the women of REACH for a morning of coffee and connections!
FREE | VISIT OUR WEBSITE TO REGISTER

LIVE, WORK, \$HOP

TriCounty

BERKS | CHESTER | MONTGOMERY

Bi-weekly email featuring:
Member News
Community Events, and
Job Postings

Text "LW\$TRICOUNTY" to 22828 to subscribe to Live Work Shop TriCounty emails.

CHAMBER CHAT

TCACC's PREMIER SHOW
EVERY MONDAY AND WEDNESDAY AT 11PM
SEASON 2 KICKS OFF SEPTEMBER 2021
Get to know the businesses and organizations in our community

TRICOUNTY AREA CHAMBER ANNUAL DINNER

KEYNOTE SPEAKER
U.S. OLYMPIAN
JOHNNY QUINN

THURSDAY, SEPTEMBER 23RD
START TIME: 5:00 P.M.

PLATINUM SPONSORS:

DON'T MISS THE LARGEST EVENT OF THE YEAR!

Keynote Presentation - "Think Like an Olympian";
Gourmet Dinner; Fellow Members Honored

Scan QR Code for More Information or to 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!



Community Day's are Back!

Are you registered for our community days? Limerick Community and Upper Providence Community days are back for 2021 and we are excited to see you. Both events will have entertainment, kid activities, emergency responders, great food and beverages and local businesses. Businesses can register now but save the dates and bring your families out to experience a return to community support!



Welcome Scoupe deVille Ice Cream Parlor to our Community!

On Thursday July 8th, the Spring-Ford Chamber held a ribbon cutting to welcome Scoupe deVille to our community. We wish Jeff West and his family the best in their new endeavor. Experience the great food, homemade ice cream and retro experience in this unique throwback ice cream parlor. Keep your eyes peeled for Elvis sightings!

UPCOMING EVENTS

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

Thursday, Aug. 12th

11:30am – 1:00pm

Shark Think Tank

Join us for our business owners only roundtable

Back in person and returning to our inside dining at Copperfield Inn at Lakeside

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

Thursday, Aug. 26th

5:00pm - 7:00pm

Ice Cream Social at Handles in Royersford

Join the Spring-Ford Chamber for a family night out with Ice Cream. Go to

springfordchamber.com to print off your 20% off discount. You must bring the flyer with you.

Spring "Forward" September

Welcome Back Luncheon -

11:30am - 1:00pm

Thursday, September 9th

11:30am – Sunnybrook Ballroom

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

Other save the dates include:

Wednesday, September 15th –

Networking Mixer – TriCounty

Federal Credit Union – 5pm – 7pm

Thursday, September 16th – Shark

Think Tank - Copperfield Inn at

Lakeside – 11:30am – 1:00pm

Wednesday, September 22nd –

Planning for Retirement - Cham-

ber Workshop with Citadel Credit

Union – 6:30pm – 8:30pm

Thursday, Oct. 14th - Chamber

Luncheon - Generating qualified

leads in a post-COVID business

world – Location TBD

Thursday, October 21st - Shark

Think Tank – Copperfield Inn at

Lakeside – 11:30am – 1:00pm

Thursday, Oct 28th - Network Be-

fore Work - Lindt Chocolate –

7:30am – 9:00am

Thursday, Nov. 11th - Chamber

Luncheon - Yearly Education Up-

date from the Spring-Ford School

District, Western Montgomery Ca-

reer and Technology Center and

the Pope John Paul II High School.

11:30am – 1:00pm

Thursday, Nov. 18th - Shark Think

Tank Copperfield Inn at Lakeside –

11:30am – 1:00pm

Tune into the Spring-Ford Chamber facebook and website

BusinessAdvisor

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



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

WELCOME NEW MEMBERS!

1st Colonial Community Bank - Isaac Pedroza
(610) 226-3000; www.1stcolonial.com

Long and Foster Real Estate -
Kimberly Leshner-Lattanzi; (610) 310-4705
www.longandfoster.com/KimLeshnerLattanzi

Nicky's Heart of Gold -
Cathy Barnshaw; (610) 213-2289

Wehrung's - Janine Birch
(610) 847-1724; www.wehrungs.com

UPCOMING EVENTS

August 26, 2021 @ Noon – Business Roundtable

Join us for an interactive discussion and sharing of best practices among other business owners and key decision makers

September 10, 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 book discussion "Good to Great" by Jim Collins. We will also review monographs that accompany the book – Social Sectors and The Flywheel (optional reading).

Monday, September 20 @3pm – Ribbon Cutting Ceremony at The Dental Spot.

More details www.PVChamber.net

Check out our website for more events, including monthly Networking Mixers!

FEATURED EVENTS

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

This event is BIGGER THAN EVER!!! Get your business name in front of 144 golfers and volunteers! Golfer ticket includes Lunch, Bloody Mary's, Margarita's and Beer, golf, goodie bag, snacks and beverages on course, contests, and networking dinner! Non-golfers welcome to volunteer or purchase a ticket for the networking dinner.

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.

Title Sponsor: Keyser Miller Ford

2021 Annual Night Out at Reading Phils - August 18, 2021



Baseball is back! The PV Chamber will be returning to First Energy Stadium this Summer!

Thanks to our generous sponsors, 10,000 tickets to the August 18th game will be distributed throughout the Perkiomen Valley region. Post-game fireworks!

Sponsors: Perkiomen Valley School District Foundation, Phoenixville Hospital Tower Health, McSurdy Orthodontics, Flagship Financial, Kelly Insurance, Print Copy Design Solutions, TR Insurance Group Inc., Keenan Ciccitto & Associate, Ambler Savings Bank, Lazer Limo, Nirvana Float, Advanced Dentistry of Collegeville, Salters Fireplace and Outdoor Living, 1st Colonial Community Bank, Moore, and Snear & Ruggerio Funeral Home

**Contact a sponsor, or call the Chamber
for ticket information 610-489-6660**

Post-Event Spotlight

PVCC Summer Mixer 2021

The weather was perfect for a Summer BBQ and networking event hosted by the PV Chamber in June, with over 75 people in attendance. Thanks to our generous event sponsors: Signarama Limerick, The Princeton Group, Maillie, Pine Run Construction, Nothing bundt Cakes and S&B Events Concepts & Catering!

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.

REGIONAL CHAMBER ROUNDUP

PHOENIXVILLE REGIONAL CHAMBER OF COMMERCE

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

Celebrating 90 years in the PXV Business Community



NEW MEMBERS

Reiki Wings

Spring Mill Senior Living

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.



Networking at Steel City Coffeehouse & Brewery 9 - 10 AM; Wednesday, Aug 11 and Wednesday, Aug 25



Chamber Golf Classic – 2021 Monday, Sept 20/Tuesday, Sept 21, Phoenixville Country Club See Chamber Community Calendar for details and registration.

Chamber Gala

November 20, RiverCrest County Club

See Chamber Community Calendar for details and registration.

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

 **Small Business
Resource Association**



THE SBRA COMMUNITY

Helping You Reach Your Personal Potential



By Gary Seibert, CEO,
Small Business Resource Association

No matter where I go or what I do, I can't help but see all kinds of quotes or guidance of personal potential printed on signs, billboards, banners, pictures on walls, t-shirts, desk plaques, and the list goes on. We are bombarded daily by these reminders or "words of wisdom" that if we really did entrench them into our minds and follow them daily, we just might see a change in who we are and what we do. In fact, we might even become a person that is better liked, accomplishes more, feels better, sleeps better and, at the end of the day, is truly striving to reach their "Personal Potential".

The problem with all this propaganda bombarding us every day is that we become numb to the volume and don't pay attention to the message. And yet, there is a message or two that is meant for every one of us and, if listened to and followed, just might make a significant difference in our lives.

One of those messages is "Knowledge without application is wasted". I heard this quote years ago and it really made an impact on me. We are taught from the day we are born, what to do, how to do, what not to do and what will happen to you if you don't do what you are supposed to do. We are given the "knowledge" but for some reason we all too often don't apply it. The message made such an impact that I wrote it down in the front of my daily planner so I would see it every day. I started to share the message with others and even incorporated it into a leadership training program

I taught. This simple quote has truly made me think differently about almost everything I do in my life. I have been given the knowledge and I have the ability to search out the truth but it is up to me to apply it. I have nobody but myself to blame for my bad decisions other than myself. I can apply this quote to how I deal with my Family, Faith, Fitness, Finances, Friends, Work — everything. Therefore, reaching my personal potential is a life-long pursuit of the truth so I can apply it to everything I do. Application is my key to success, not just the knowledge of what to do.

I have collected numerous quotes and sayings over my life and even made up a few of my own. I would like to share a few of them with you. They may not all apply to you but you just might find one that you will put in your daily planner, reflect on and make a difference in your life. I hope you enjoy them.

10 of "Life's Little Instructions" to help you reach your Personal Potential:

1. Be Modest. A lot was accomplished before you were born.
2. Judge your success by the degree that you're enjoying Peace, Health and Love.
3. Understand that happiness is not based on possessions, power or prestige, but on relationships with people you love and respect.
4. Be kinder than necessary.
5. Even if you are financially well-to-do, have your children earn a part of their college tuition.
6. Live so that when your children think of fairness, caring and integrity, they think of you.
7. Live your life with a Positive attitude and search for the good in everyone.
8. Surround yourself with people equal to, or better than yourself.
9. Never be afraid to take a chance.
10. Love what you do and do it well, but—do not fall in love with what you do.

I could give you dozens of more great sayings that have impacted my life but the key thing I want to leave you with is that you have a God-given potential that is limitless. Never stop learning from, sharing with and loving others and your personal life will be Blessed. You will have all you will need.



SBRA Business Spotlight

Speedpro Helps Local Businesses Get Noticed!

At the intersection of route 222 & 61, is a hidden powerhouse of printing. SpeedPro Innovations is here for every local signage need!

This SpeedPro location has been serving customers since 2013, with the new owner, Lauren Ziegler, taking leadership in March of 2019. Lauren, with over 8 years experience in the print industry, comments about being a small business owner in Berks;

"I find that the general attitude in this community is 'Let's help each other's businesses become better', which I think is rare and commendable. I'm amazed by what I've gained from these connections, and it just makes me want to give back more and more to the community."

Lauren also observes that while digital communication is increasingly omnipresent, there are still important business goals that are better met through print services. Whether it's increasing brand visibility, or announcing a new product, there is most likely a print project that can help achieve that goal.

SpeedPro is currently offering special pricing for SBRA readers. During August 2021, receive 10% off your next print project by mentioning this article.



The most popular local print projects are:

- Window graphics
- Branded vinyl decals for work vans
- Vehicle magnets
- Banners
- Yard signs

IMPORTANT NEWS FOR SENIORS WHO ARE THINKING OF SELLING THEIR HOME

Six Powerful Reasons You Should Consider Working with A Realtor Who Specializes in Helping Seniors Navigate the Home Selling Process.



By Rochelle Owens,
Proud SBRA Member

Last week I did something strange I haven't done in years. I took off work Thursday, and spent the day totally unplugged from electronics. No phones, tablets, or computers. That's when something amazing happened, the noise around me dropped significantly, and I found myself in a place where I could reflect on my life and see things much more clearly. My dominant thought that day was how grateful I am for my family. Nothing is better than Sunday family dinners. I also spent a lot of time thinking about my mom. My 92-year-old mom lives with us, and I am her primary caregiver. Sometimes it feels like another full-time job. I have learned so much from that experience. Patience, empathy, and love are critical components when caring for an elderly parent. It has given me great empathy for older folks and especially widows. Which is why it is so ironic that when I look at my real estate business, I am often amazed how many of the folks I help are seniors. It seems the Lord always puts the people we can help the most in our paths.

That is why I studied to become a Seniors Real Estate Specialist. The SRES training has prepared agents to assist mature individuals with housing transitions. The training increases skills, proficiency and knowledge when serving the unique real estate needs of the fastest growing market in real estate: clients older than 60. Seniors Real Estate Specialists can also assist the children of seniors, taking into account special needs such as transition to assisted living, downsizing the contents of the estate and providing referrals to excellent elder care resources.

There are 6 powerful reasons you should work with a Realtor in your area who specializes in helping Seniors navigate the often stressful home selling process.

1. Senior specialists communicate with seniors the way they want to be communicated with. Many homeowners want/need to have personal visits verses email, text, or even phone.
2. Senior specialists understand that homeowners may need to have several visits from us before they can gain their trust enough to allow them to put their house on the market. Patience and empathy are critical.
3. Senior specialists know there may be some physical limitations that the homeowner has that may make showings difficult. The homeowner may not be able to leave the home every time it's shown. Senior specialists can help them to make an alternative plan for showings.
4. Senior specialists realize family members may be involved in the decision-making process when listing the property. Senior specialists are prepared and knowledgeable about properties as part of a trust, or properties as part of an inheritance.
5. Senior specialists will make all efforts to price the property at fair market value to maximize the seller's proceeds, while also pricing for a quicker sale when needed.
6. Most importantly, Senior specialists care about seniors, and have made a commitment to cater to their needs. Senior specialists have a servant's heart!

Rochelle Owens | 610-587-3305 | rochellesellshouses@gmail.com | Keller Williams Platinum Realty, 60 Commerce Drive Wyomissing PA 19610 | 610-898-1441

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



New SBRA Members

- Birdsboro Lodge Senior Living
- Celebrate Together Event Rentals and Designs
- Hitchcock Clean & Restore
- Surori Skin Care & Massage

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



free to the public, registration at
<https://www.sbrassociation.com/#EVENTS>

• **Tuesday, August 10th,**
9:30-10:30 a.m. - SBRA Workshop
Five Life Lessons for Personal and Business Development, virtually on Zoom, presented by Tim McLeod, CEO of Riverfront Federal Credit Union.

• **Tuesday, August 24th,**
9:30-10:30 a.m. - SBRA Workshop
How to Increase Employee Retention in the Workplace, virtually on Zoom, presented by Tom Hubric of Hubric Resources, and will focus on best practices for increasing employee retention and improving your bottom line

120 MINGLE NETWORKING

August 25th from 5:30-7:00 at the Windsor Inn in Shillington
Check sbrassociation.com for locations and times

NEW MEMBER ORIENTATION, MEMBERSHIP BENEFITS UPDATE

Wednesday August 25th,
9:00-9:30 a.m. via Zoom register at: sbrassociation.com/#EVENTS

ADVERTISED SERVICES DIRECTORY

ACCOUNTING / BOOKKEEPING

BRESLOW'S BOOKKEEPING26
KARLENE'S CONSULTING26

ATTORNEYS

THE FLEISCHMANN LAW FIRM, P.C.17
WOLF BALDWIN & ASSOC. PC40

AUTOMOTIVE / AUTO BODY SERVICE

MERCER'S TRUCRAFT COLLISION43

AUTOMOTIVE / SERVICE

AAMCO TRANSMISSION43
EMBODY'S SUNOCO36
RED KIEFFER'S AUTO REPAIR43

AUTOMOTIVE / TIRE SALES & SERVICE

CJ'S TIRE & AUTOMOTIVE SERVICE43
H & F TIRE SERVICE43

AUTOMOTIVE FINANCING

HIGH STREET AUTO CONNECTION42

BANKING / FINANCES

FLEETWOOD BANK41
MEMBERS 1ST FEDERAL CREDIT UNION24
RIVERFRONT FEDERAL CREDIT UNION51
THE VICTORY BANK22
TOMPKINS VIST BANK38

BUSINESS BROKERS

MARATHON CAPITAL ADVISORS / MARATHON FINANCING ADVISORS53

BUSINESS COACHING

JOHN WHITEHALL / SANDLER TRAINING17

BUSINESS COUNSELING

SCORE18

CIGAR LOUNGE & CAFÉ

GOOSE'S MONTECRISTO CIGAR LOUNGE & CAFÉ20

CONSTRUCTION SERVICES

BLATT GROUP41
ONDRA-HUYETT ASSOCIATES, INC.18

COURIER SERVICE

BUSINESS EXPRESS COURIERS48

DANCE SCHOOL / PERFORMANCE

POTTSTOWN DANCE THEATRE23

DIGITAL PRINTING / MARKETING / ADVERTISING

BERKS DIGITAL, INC.26 & 44

DRONE VIDEOGRAPHY / PHOTOGRAPHY

ROBOTIC IMAGING GROUP54

EDUCATION

MALVERN SCHOOL OF ROYERSFORD12
MONTGOMERY COUNTY COMMUNITY COLLEGE13
PENN STATE BERKS10

EDUCATION / TECHNICAL SCHOOL

BERKS CAREER TECHNOLOGY CENTER11
NORTH MONTCO TECHNICAL CAREER CENTER12

ENERGY

BOYERTOWN OIL & PROPANE / RHOADS ENERGY21
OEHLERT BROS., INC.23

ENGINEERING SERVICES

ALL COUNTY & ASSOCIATES22
EARTH ENGINEERING36
LUDGATE ENGINEERING53

FLOORING

CHESMONT CARPET ONE45
FRANKLIN FLOORING42

GARAGE DOORS

B & C GARAGE DOORS, LLC20 & 26

GARDEN CENTER / NURSERY

PUGHTOWN AGWAY26

GRAPHIC DESIGN SERVICES

DOWNTOWN DEZIGN26

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

COMPLETE GRAPHICS, INC.27
FASTSIGNS26
GRABER LETTERIN' INC. SIGN COMPANY27
LUCKY SQUIRREL PRINTWORKS27 & 49

HEALTH / HEALTHCARE

OCCUPATIONAL HEALTH / POTTSTOWN HOSPITAL—TOWER HEALTH2

HEALTH CARE / CHIROPRACTIC

KEYSTONE SPECIFIC CHIROPRACTIC CENTER40

HEALTH INSURANCE

HEALTH INSURANCE SOLUTIONS, INC.44

HOLIDAY LIGHTING SOLUTIONS

DYNAMIC CELEBRATION LIGHTING47

HOME HEALTH SERVICES

TRI-COUNTY HOME HEALTH & HOSPICE54

INDUSTRIAL EQUIPMENT

PA INDUSTRIAL EQUIPMENT, INC.18

INDUSTRIAL SUPPLY

CLARK INDUSTRIAL SUPPLY, INC.39

INSURANCE SERVICES

BODY-BORNEMAN INSURANCE16
EVANS HAUSEMAN & RICHARD, INC.23
ROTHENBERGER INSURANCE21
THE LOOMIS COMPANY54

JUNK REMOVAL / HAULING

THE JUNKLUGGERS OF BERKS, CHESTER & LANCASTER COUNTIES24

LANDSCAPE / HARDSCAPE DESIGN

DAVIES HARDSCAPING, LLC44

LANDSCAPE DESIGN & INSTALLATION

WOLFRUN LANDSCAPES53

LANDSCAPING / PROPERTY MAINTENANCE

SOTTOSANTI LAWN CARE27 & 48
TONY & JOE'S LANDSCAPE DESIGN18

LODGING / BED & BREAKFAST

TWIN TURRETS INN27

MACHINE SHOP / WELDING & FABRICATION

LEVAN MACHINE & TRUCK EQUIPMENT16

MAINTENANCE/JANITORIAL SERVICES

24K CLEANING SERVICES40
CLEAN FLOORS & MORE, LLC38
DEMEDIO'S BUILDING MAINTENANCE21
L & J CLEANING SERVICE27

MARKETING / DIGITAL & SOCIAL MEDIA

BELL MEDIA GROUP49

MARKETING & SOCIAL MEDIA SERVICES

INTERLACE COMMUNICATIONS28

MASSAGE THERAPY & PERSONAL TRAINING

CHARLES PEEPLES MASSAGE52

MEDICAL SPA

YOUNG MEDICAL SPA51

MERCHANT SERVICES

NET COST PROCESSING28

ORGANIZATION

POTTSTOWN ROTARY CLUB52
SMALL BUSINESS RESOURCE ASSOCIATION41

ORGANIZATION / CHAMBER OF COMMERCE

GREATER READING CHAMBER ALLIANCE17
TRICOUNTY AREA CHAMBER OF COMMERCE19

ORGANIZATION / TOURISM & CONVENTIONS

VALLEY FORGE TOURISM & CONVENTION BOARD39

PAINTING CONTRACTOR / RESIDENTIAL & COMMERCIAL

AGOSTINELLI BROS. PAINTING19

PAYROLL SERVICES / BOOKKEEPING SERVICES

EXPRESS DATA SYSTEMS, INC.42

PAYROLL SERVICES / HR SUPPORT

PREMIER PAYROLL SERVICES5

PEST CONTROL SERVICES

PATRIOT PEST SOLUTIONS, LLC56

PHOTOGRAPHY PROFESSIONAL

FOTOAVANTAGE28
STUDIO 413 PHOTO & DESIGN28 7 46
STYLISH IMAGES PHOTOGRAPHY50

PLUMBING CONTRACTOR

A. JACKSON ECKER, INC.27

PRINTING SERVICES

EVERYTHING PRINTING27 & 46

REAL ESTATE / COMMERCIAL & INDUSTRIAL

ZUBER COMMERCIAL REALTORS55

REAL ESTATE / RESIDENTIAL & COMMERCIAL

KELLER WILLIAMS REALTY GROUP COLLEGEVILLE47

RECREATION / BILLIARDS

HIGH STREET BILLIARDS47

RECREATION / GOLF COURSE

ARROWHEAD PUBLIC GOLF COURSE44

RESTAURANTS

DAN'S AT GREEN HILLS37
GRACIE'S 21ST CENTURY CAFE37
SPECK'S DRIVE-IN37
UNCLE B'S BBQ37
YE OLD COVENTRY PUB37

RETAIL / TOBACCO & RELATED PRODUCTS

COLE'S TOBACCO28

RETAIL / WHOLESALE COFFEE PRODUCTS

READING COFFEE COMPANY26

SALON / SPA / NAIL BAR

TRE NAIL BAR / TRE SPA28

SCREEN PRINTING

MISSION SCREEN PRINTING, LLC48

SENIOR CARE / LIVING ASSISTANCE SERVICES

SENIOR HELPERS28

SENIOR SERVICES

AT HOME SERVICE, LLC39

SEPTIC SERVICE

A HONEY DIPPER / J. BREHM, INC.49

STRUCTURED CABLING SYSTEMS PROVIDER

LINKTECH, INC.45

TECHNOLOGY / IT

HONIST SOLUTIONS, LLC25
INTERMEDIA GROUP, INC.14
SCHULTZ TECHNOLOGY SOLUTIONS15
SYSUP SYSTEMS15
TECHBLDRS, INC.14

VETERINARY SERVICE

SANATOGA ANIMAL HOSPITAL41

VIDEO PRODUCTION/TELEVISION

PCTV NETWORK46

OWNER - OPERATED

49 YEARS IN BUSINESS!



EMBODY'S SUNOCO SERVICE STATION

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

Phone (610) 326-2250 Fax (484) 644-3691

embodyssunoco.com

• STATE INSPECTION

• GENERAL REPAIRS

• AIR-CONDITIONING SERVICE

• PA EMISSIONS TESTING



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists



Subsurface Investigations



Construction Inspection & Testing

Geotechnical Design

Stormwater Infiltration Testing

Clean Fill Testing

Carbonate Site Assessments

Laboratory Soils Testing

Environmental Site Assessments and Remediation

www.earthengineering.com

Corporate Headquarters: 810-277-0880

Central PA: 717-697-5781

Lehigh Valley: 610-967-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2021 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.

ROUTE 422 BUSINESS ADVISOR



DINING GUIDE

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

"Chicken at its finest!"

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

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

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

Gracie's 21st Century Cafe' & Catering
 CIVILIZED DINING in the Country
"A Restaurant Like No Other"

www.gracies21stcentury.com 610-323-4004

Find us on [facebook](#) at Gracie's 21 Century Cafe and Catering

1534 Manatoway Road, Pine Forge, PA 19548

Luncheons Dinners Beer Cocktails

Serving the area since 1960, Route 106 South, Portstown.

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

The Old Coventry Pub

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

Let your favorite Uncle do the cooking.

To order email:
brian@unclebsbarbq.com
 or call
(610) 935-1363
www.unclebsbarbq.com

UNCLE'S MEAL PACK
 2 plates of meat
 2 lg sides
 6 rolls
 half pint of sauce
 \$40
 all without pot stickers



The Premier Fine Dining Restaurant in Reading

For information on dinner reservations, catering, private dining, wedding receptions, rehearsal dinners or any other special occasions, please contact us at:

610.777.9611

2444 Morgantown Road, Reading, PA 19607

www.dansatgreenhills.com



"We remain committed to our community and continuing in the Dans tradition of providing a memorable fine dining experience. We look forward to 'continually raising the bar' for fine dining in the Reading, PA area."
 Best Regards — Bill and Monir, Proprietors — Dans at Green Hills

Uncle B's BBQ

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

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

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

In 2013, B went out on a limb, put his delicious knowledge to practice and bought an 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.

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE



Clean Floors & More

The Janitorial Service of Choice!

Cleaning Services

- Nightly Janitorial
- Sanitizing & Disinfecting
- Commercial Cleaning
- Surgical Institute & Terminal Cleaning
- Electrostatic Sanitizing
- Medical & Dental Office Cleaning

Floor Care Services

- Commercial Carpet Cleaning
- Stripping & Waxing
- Buffing & Floor Maintenance
- Commercial Floor Cleaning
- Commercial Tile & Grout Cleaning
- Floor Maintenance Programs



Clean Floors & More

O: (484) 599-2751 | E: cleanfloorsandmore@aol.com

A FIRST IMPRESSION IS AN IMPORTANT IMPRESSION!

CLEANING TIPS

Provided by Gilbert & Claudia Nazario, Clean Floors & More, LLC

The first impression your business makes on your patients, customers, or clients is going to last. The little things ignored when it comes to the appearance, cleanliness, and smell of your building could be the downfall of your success.

If you must use a restroom that hasn't been cleaned properly, you may think twice about coming back. When the carpeting in a building is filled with stains and foot debris, clients may notice. Customers can easily wonder if the quality of their services are given as little importance as the cleanliness of the waiting area!

It's time to keep it both real and real clean when it comes to your business! That means keeping clean, all day every day.

- Surfaces need to be disinfected and wiped down regularly to maintain a clean environment.
- Restrooms need professional cleaning and sanitizing every day to keep people



Gilbert & Claudia Nazario

healthy and maintain the impression that you really care.

- Floors need to be kept shining, fresh, and stain-free, whether they're vinyl, tile, wood, or carpet.
- Trash needs to be taken out frequently to keep the place looking and smelling fresh.

A professional cleaning company like Clean Floors & More can give you the best advice and a customized program to keep them setting the stage for your business to be successful!

For additional information, please call 484.599.2751 and visit: www.cleanfloorsandmore.net.



Service Stability Strength

SCHATZ
ELECTRIC, INC.
Jeff Schatz,
Owner/President

"I feel confident that Tompkins VIST Bank will be with us in the future and help us grow even more," says Jeff. "And that's a good feeling."

Schatz Electric has been in business for 45 years. To keep the business growing, owner and president Jeff Schatz focuses on mastering new technologies and supporting customers 24/7—so he's always on the go. That's why he works with the teams at Tompkins VIST Bank and Tompkins Insurance Agencies, who proactively offer products and services that increase efficiency, such as remote deposit.

TOMPKINS
VIST Bank Insurance Agencies

Visit VISTBank.com or TompkinsIns.com.



MEMBER FDIC

3/21

Insurance and investment products are not FDIC insured. Have no bank guarantee and may lose value.

IF I AM ALREADY GETTING WORKERS' COMPENSATION BENEFITS, WHY WOULD I NEED A LAWYER?



LEGAL PERSPECTIVES

By Daniel E. McCabe, Esq., Wolf, Baldwin & Associates, P.C.

As a workers' compensation attorney for the past 18 years, I have often heard prospective clients ask why they need a lawyer. It's an important question, because legal representation is often not cheap. However, proper representation can be absolutely vital.

The public perception of the workers' compensation system is that it can be abused by people who simply don't want to work and are faking or malingering in the system. However, after working in the field for years I have rarely seen those clients. More often I see clients whose lives have been turned upside down by terrible injuries. However, some of these clients get paid workers' compensation benefits without having to hire any attorney. So, these people often ask "why would I need an attorney, and isn't it going to cost me a lot of money?" I will attempt to answer some of those questions here.

It is true that if someone is injured at work, and if the injury is fairly obvious, the injured worker will typically just get a call from an insurance company investigator who will interview the person about the accident and then send documentation that they are going to start paying wage loss and medical benefits to compensate the worker for being out of work and for needing medical treatment related to the injury. However, there are a number of things that go on at the inception of a claim that are often confusing to someone who is injured and hopes to be receiving benefits in a system that he or she has never dealt with before.

First, there is often confusion as to what doctor an injured worker (called a "claimant" in the system) can treat with. Insurance companies and employers will often try to force the claimant to treat with doctors they choose within the first 90 days after an injury. Indeed, the Workers' Compensation Act provides that the insurance carrier does not have to pay a doctor not on the approved "panel list" within the first 90 days. However, what is not so obvious is that there are case law and rules around how this must be done. The employer must have the Claimant sign a form which contains a list of doctors to choose from, and this signature must be obtained when the claimant is hired and AFTER the injury occurs, and the employer must prominently post the panel list of doctors. If these things do not happen, technically the employer cannot enforce the 90-day rule, and the claimant is free to treat with whatever doctor he or she wants. Further, the 90-day rule really only applies to what doctors the insurance company must pay for. Even if the proper signatures are obtained and the panel list is posted, the claimant is still free to treat with a doctor of her own choosing, but the workers' compensation carrier is not obligated to pay for that treatment.

(Continued on page 40)

We Help Older Adults Stay Safe and Independent in Their Own Home

At Home SERVICE AtHomeServiceLLC.com
Call: 484-339-0123

- ✓ Home Safety Assessments
- ✓ Ramps, Lifts, Grab Bars, Non-slip
- ✓ Home Maintenance & Repair
- ✓ The BEST Personal Emergency Response System Available

Call today for a FREE Demonstration

\$100 Off PERS Device w/ 1 yr Term

EXPLORE OUR TOWNS. PLAN YOUR NEXT VISIT.

Photo: Amber Main Street

MAKE IT MAIN STREET

VALLEY FORGE

Commerce Department

Meet the streets: makeitmainstreet.com

Interested in membership?
Visit valleyforge.org/members for more information.

SCAN ME

Download the Visit Valley Forge app

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP

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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms

INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

Your clean home is our business.

From the smallest home to large commercial facilities we are equipped to handle all types of cleaning projects.

OUR SERVICES: Residential & Commercial Cleaning
Move-in & Move-out Cleans • New Construction Cleaning
One Time Only Cleans • Carpet Cleaning & More...

For our commercial customers we offer COVID-19 disinfecting mist program for "high touch" surfaces, ensuring the safety of your employees.



Contact Us for a Free Estimate Today!

Andrea & Nikki, Owners/Operators

24K
Cleaning Services
Full Service Cleaning

OUR MISSION at 24K Cleaning Services is to provide exceptional residential and commercial cleaning services.

484-256-3148

24kCleaningservices.com

f @24kcleaningservices i @24kcleaning Fully Insured

We make it EASY to talk with a lawyer.



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

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

Wage Loss Claims • Fatal Claims • Scarring • Settlements



www.wolfbaldwin.com

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

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

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



ATTORNEYS-AT-LAW

KEYSTONE SPECIFIC
CHIROPRACTIC CENTER • WYOMISSING

WE BELIEVE THAT
CHIROPRACTIC SHOULD BE...

Scientific.
About alignment, not the adjustment.
Focused on restoring function, not patching symptoms.

WE BELIEVE THAT YOU...

Are an individual.
Deserve excellence.
Should not have to "live with it".
Were born to be healthy.

1287 PENN AVENUE | WYOMISSING, PA
610-741-6700 | WWW.KEYSTONESPECIFIC.COM | INFO@KEYSTONESPECIFIC.COM

LEGAL PERSPECTIVES

(Continued from page 39)

Another fairly confusing issue for someone who is new to the workers' comp system is simply what benefits may be owed. A workers' comp carrier will often pay as little as possible or accept as little as possible. For instance, a claim might be accepted for medical treatment only, and not for wage loss benefits. But, what if the claimant is forced to work a light duty job and therefore loses overtime hours? The insurance carrier will often simply ignore the fact that the claimant is now owed partial disability benefits based on the difference in pay before the work injury compared what the claimant now earns doing the light duty job after the injury. A lawyer will readily identify issues like this, which the claimant might not even think about.

Another often overlooked, but important issue is that if you are injured and have more than one job and are unable to do either job, wages from both jobs are supposed to be used to calculate the wage loss benefits that are owed. Many of my new clients come to me not realizing that the insurance carrier should have asked about their concurrent employment and obtained the wage information from that employer. Often times, the insurance carrier will not bother to ask an injured worker if they have another job. Thus, that claimant may be missing out on the other job's wages. A good workers' comp lawyer will ask about all jobs a claimant was doing at the time of the injury.

Unrepresented claimants are frequently paid workers' comp benefits on a biweekly basis despite the fact that they were paid weekly while working for the employer. The insurance carrier will typically ignore the rule that workers' comp benefits must be paid in the same frequency that the injured worker was paid while working. This is certainly a small issue, but it can be important when

someone is used to getting paid on a weekly basis. The insurance company will simply not ask or care how often the injured worker was paid before the injury.

Another issue that is often missed by an unrepresented claimant is disfigurement. For example, if an injured worker is forced to get surgery which requires an incision on his neck, the Workers' Compensation Act provides that disfigurement benefits may be owed to that Claimant if he is left with an unsightly scar on the neck, head or face. These benefits can be fairly significant if the scarring is particularly noticeable and unsightly. For example, a six-inch scar resulting from a cervical surgery could very well be worth many weeks of benefits at that person's workers' compensation rate. Benefits for scarring vary greatly, but, as an example, a serious scar could be 60 weeks at \$800.00 per week, or \$48,000.00! You can bet that an insurance company is not going to voluntarily tell an injured worker that he is likely owed disfigurement benefits. This is yet another benefit to obtaining representation.

Finally, after years of experience in this area, I've had to tell my clients that even though the workers' comp insurance carrier tells unrepresented claimants that the insurance company is in charge of their case and will decide what medical treatment will be permitted, this is really not the way it works. Once an insurance company has accepted a claim, that carrier's main job is to simply pay the bills and keep the checks coming, until they can figure out how to make the payments stop. However, unrepresented claimants are made to believe that their checks could stop anytime and that the carrier is simply not going to pay for various modalities and treatments. In reality, the insurance carrier's ability to control the treatment it must pay for is actually quite limited.

Sanatoga Animal Hospital
 2814 East High Street
 Sanatoga, PA 19464
610-326-6346
www.sanatogavet.com

Accredited by American Animal Hospital Association since 1990
 Loving Care and Compassion
 State-of-the-Art Equipment
 Comprehensive Approach Emphasized in Treating Patients

Dental Care • Diagnostics • Surgery
 Radiology • General Preventive Patient Care

The carrier will have some specific ways to question and deny treatment, however unrepresented claimants do not realize that the insurance company's control is far less than what they might have been told. A lawyer can explain all of these nuances and help the injured worker feel at ease.

I've gone over just a few of the reasons that an injured worker could potentially need an attorney in this article. One other important thing to note is that most workers' comp attorneys will not take a fee on a case where the claimant was initially paid voluntarily by the

insurance company. I have represented claimants this way for many years without taking an attorney fee until and unless I either help them settle the case or have to get involved through the court system. I often work for months or even years without getting an attorney fee because my client was paid voluntarily by the insurance company. It is only when I must step in and either file a petition with the court or defend a petition filed by the insurance company that my clients must start paying me. And even when this happens, my payment is simply a percentage of the payments that are already being made by the insurance company. Additionally, most workers' compensation lawyers do not charge any consultation fee.

Not all workers' comp lawyers are created equal. Some of us are certified as specialists by the Pennsylvania Supreme Court, which means we have qualified for and passed additional testing to show that we primarily handle workers' compensation cases and have the breadth of experience to handle all kinds of claims. Our experience means that we have probably seen your issues dozens of times before, and we can offer meaningful help. Most people who get hurt at work don't even know what questions to ask, let alone know the answers. In fairness, most lawyers who do not practice in the field of workers' compensation would not know the answers to even the fraction of questions posed in this article. All injured workers should seek a free consultation with an experienced workers' comp lawyer to evaluate their claims, and hopefully eliminate problems before they even begin.

Daniel E. McCabe, Esq., is an associate in the law firm of Wolf, Baldwin & Associates, P.C. He and managing attorney Levi S. Wolf are two of about 200 lawyers across the state who have been certified as specialists in the practice of workers' compensation law by the Pennsylvania Bar Association's Section on Workers' Compensation Law as authorized by the Pennsylvania Supreme Court. His practice, located in the firm's West Chester office, concentrates on the representation of injured workers and medical providers. He can be reached by phone at 610.436.8300, or by e-mail at dmccabe@wolfbaldwin.com.

WELDING & FABRICATION

B
BLATT
 Welding & Fabrication

BLATTGROUP.COM
610.916.9828

**BE BETTER.
 GROW FASTER!**

We Can Help. Join Today!

Workshops
 Insurance Savings
 Networking
 Employee Retention
 Sales Growth

**Small Business
 Resource Association**
SBRAssociation.com
814.808.7272
 2395 Lancaster Pike Shillington

**FOR ALL YOUR
 COMMERCIAL
 LENDING NEEDS!**

- Working Capital Lines of Credit
- Commercial Mortgages
- Commercial Construction Loans
- Commercial Term Loans
- Residential Tract Development Loans
- SBA Loans

Fleetwood Bank.

Call Today!
ALI SCHAEFFER-LYBACKI
 Assistant Vice President
 Commercial Lender
484-415-2286

www.fleetwoodbank.com

Member FDIC

Ask SCORE

3 Financial Reports Every Small Business Owner Should Understand

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

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

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

Profit And Loss Statement (P&L)

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

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

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

It is helpful to compare recent P&L info with that of a past period of time (such as a month this year with the same month last year) to identify if your company's profitability is improving or if there might be some issues you need to address. For example, if your sales are up but your profits are down, you would

want to investigate which costs have increased to the extent that they are harming your bottom line.

Balance Sheet

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

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

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

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

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

Cash Flow Statement

Your Cash Flow Statement sheds light on:

- When cash is flowing into your company
- From where cash is flowing into your company
- When cash is flowing out of your company
- From where cash is flowing out of your company

(Continued on page 44)



NAVIGATING A BUSINESS CAN BE COMPLEX.

MEET YOUR NEW COPILOT.

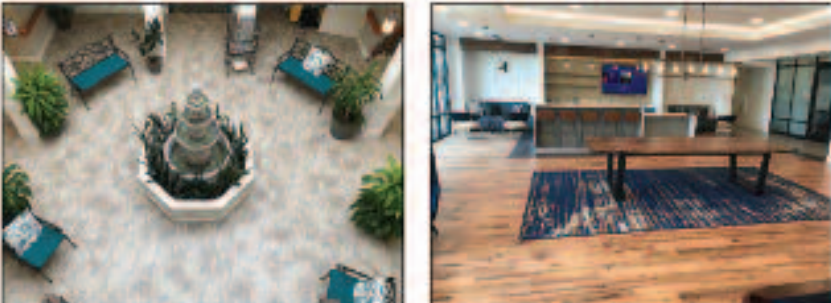
COMPLETE SUPPORT FOR YOUR SMALL BUSINESS

- Powerful payroll processing & support
- Pay-as-you-go workers compensation insurance
- Full control with online access & mobile apps
- Effective time & attendance solutions
- Complete Human Resources support
- Locally owned & operated since 1987

express DATA SYSTEMS, INC. **EXPRESSDATASYS.COM** | **610.495.7166**



FRANKLIN FLOORING inc.



FLOORS FOR YOUR BUSINESS

610-495-9200



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

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

www.franklinflooring.net

COMMERCIAL FLOORING B2B

211 COMMERCE CT STE 106, POTTSTOWN, PA 19464

Affordable Luxury

Financing for everyone with rates as low as 2.49%

Guaranteed Credit Approval • All Income Types Accepted

highstreet
AUTO CONNECTION

1415 W. High Street, Pottstown, PA 19464

484.624.3120

www.HighStreetAutos.com

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

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



Mercer's TruCraft Collision
mpassion

Turn your Collision into Compassion

Mercer's TruCraft Collision

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

All insurance claims welcome.

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

Red Kieffer's Auto Repairs, Inc.

Specializing in Mercedes-Benz since 1961!



1404 Ben Franklin Highway
Douglassville, PA 19518

610-326-5754

www.kieffersauto.com

Yeah, we can fix that
LOCALLY OWNED AND OPERATED

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

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

CALL TODAY TO MAKE YOUR APPOINTMENT!

AAMCO OF POTTSTOWN
(610) 970-1844 | 401 WEST HIGH STREET
HOURS: M-F 8 TO 5
WWW.AAMCOPOTTSTOWNPA.COM

ALWAYS THE RIGHT FIX.

FAMILY OWNED & OPERATED SINCE 1947

HFT TIRE SERVICE

Bridgestone - Firestone - Fuzion
Goodyear - Kelly - Dunlop
Michelin - Uniroyal - B F Goodrich
Continental - General - CarSale

SAME DAY SERVICE
POTTSTOWN
610-326-2326

1379 E. Schuylkill Rd.
Pottstown, PA 19465
MON-FRI 8-5 • SAT 8-12

Performance Touring All Season Radial Tires

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

COMPLETE AUTO & LIGHT TRUCK REPAIR

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

Visit Us At www.hftire.com

CJ's Tire & AUTOMOTIVE

COMMERCIAL ADVANTAGE PROGRAM




- Service to National Accounts
- Fast & Reliable Service
- Shuttle Service at Select Locations
- Commercial Discounts

WE'VE GOT YOU COVERED WITH 17 CONVENIENT LOCATIONS

CJTIRE.COM

HANKOOK
driving emotion

vantra TRAILER
The first special trailer tire of exceptional durability and stability.

Posters • Mailings • Business Cards
Folders • Booklets • Programs
Large Format • Banners • Posters
Vehicle Graphics • Office Wall and Window
Decals • Signs • Small Runs and Bulk Orders



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

berks digital inc. | **16 YEARS**

610.929.1200 • BerksDigital.com

Medicare — SOLUTIONS



At HISI, we specialize in the following:

- ✓ Medigap
- ✓ Advantage Plans
- ✓ PDP Plans
- ✓ Consulting

HISI
HEALTH INSURANCE SOLUTIONS INC.

610.615.5911
gethisi.com

4402 Skippack Plk, P.O. Box 940 • Skippack, PA 19474

Valerie McLean Keller, Owner & Operator Our 68th Anniversary

Arrowhead Golf Club

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

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions • Catering
100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees: Weekdays — \$24.00 to Walk • \$34.00 to Ride
Greens Fees: Weekends — \$35.00 to Walk • \$45.00 to Ride
*** Rates drop after 1:00 PM 7 days a week**

Pro Shop • Snack Bar • Rental Clubs
5 minutes from Route 422 & 662 N Intersection
For Tee Times Call (610) 582-4258

Ask SCORE

(Continued from page 42)

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

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

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

By learning to read and interpret your P&L Statement, Cash Flow Statement and Balance Sheet, you will have a better sense of where you are on your course to meet your financial goals. The accounting software you use probably has these reporting options built into it, or you can ask your bookkeeper or accountant to

run the reports for you. You will also find templates to create reports through the SCORE website at <https://www.score.org/resource/business-planning-financial-statements-template-gallery>.

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



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

SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.



DAVIES HARDSCAPING LLC

LANDSCAPE DESIGN • WALKWAYS • PATIOS
WALLS • MULCHING • FREE ESTIMATES
SPRING-FALL CLEANUP

431 Rugby Road • Birdsboro, PA 19508
610.207.0256

Ask SCORE

Tips for Hiring the Right Talent for Your Small Business

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

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

Hiring the right person is a challenge for everyone. There is a lot at stake.

In its latest estimate, the U.S. Department of Labor reported the estimated cost of a bad hire is about 30-percent of an em-

ployee's annual compensation. Most small businesses cannot afford to make the wrong hiring decision.

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

(Continued on page 46)

CORE ELEMENTS

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

STEP 1 SELECT YOUR SPACE

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

STEP 2 CHOOSE YOUR COLOR STORY

Professionally-designed, mix and match color schemes suit your space, your style and one another.

STEP 3 PICK YOUR PRODUCTS

We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

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

FLOORING SOLUTIONS MADE SIMPLE

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422

610-495-6211
www.chesmontcarpetone.com
LIC# PA0081672



LinkTech

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

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



For additional information please contact:

Ramon Melecio, CEO
rmelecio@linktechinc.com
610.927.2126 Ext: 3001
Cell: 610.587.0406

Cristian Melecio, President
cristian.melecio@linktechinc.com
610.927.2126 Ext: 3002
Cell: 484.332.4624

www.linktechinc.com

200 Penn Ave., West Reading, PA 19611



THE PCTV NETWORK

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

NOW OFFERING:

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



ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866



Ask SCORE

(Continued from page 45)

Clarify the Role

Make the position you are hiring crystal clear to potential applicants so you can attract qualified candidates and avoid having to weed through irrelevant resumes. Write a detailed job description that identifies responsibilities and required skills and expertise. The more accurate your description, the more effective you will be at attracting the right talent right off the bat.

Find Qualified Applicants

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

Choose the Best Employee

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

Rely on insight from trusted mentors and colleagues before you make a hiring decision.

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



1145 E Philadelphia Ave • Gilbertsville

GET YOUR BUSINESS
BOOMING
WITH DIRECT MAIL



(610) 367-7444 • EverythingPrinting.com

LET'S HAVE A
POOL PARTY!
Looking for a fun place to hold your next event?

232 E. High Street, Downtown Pottstown
highstreetbilliardspottstown.com

PRIVATE PARTIES
BIRTHDAYS
MEETINGS
TEAM BUILDING

★
GROUPS OF 2-100
BYOB • Call for details!

Weekly Tournaments
Tables Always Available
Mon-Sat 12pm-12am / Sun 12-5pm

High Street
BILLIARDS
230 Well played.

484.300.4345

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

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://tricounty.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 tricounty@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://tricounty.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.

kw REALTY GROUP
KELLERWILLIAMS.

Hello Neighbor
It's time to seize the market of the moment:

LIST NOW !!

Don't miss on the benefits of getting ahead of the spring market. There's less competition and an over supply of serious and qualified buyers.

You can get top dollar, great conditions, and flexible terms to suit your family's needs in a short amount of time.
If you're considering selling, now is the most equitable time to do so.

**Concerned about finding a home after you sell yours?
Call us. We have the perfect solution for that.
We will not leave you in the lurch.**

CALL US TODAY
610-792-5900
400 Arcola Rd., Suite A5, Collegeville, PA 19426

Boost your bottom line with holiday lighting

Let Dynamic Celebration Lighting creatively design and professionally install your holiday lighting!

Studies have shown that seasonal lighting increases revenue and boosts happiness among employees and customers. We take the stress out of decorating so you can focus on business.



Design: We start with a personal on site consultation to learn about your business and provide imaginative design recommendations.



Installation and Maintenance: We install pro-grade LED lights custom cut for a perfect fit. We provide a 100% lifelong warranty on our lights. If they go out, we fix it.



Removal and Storage: We'll take down the lights and store them in our warehouse until next year.

DYNAMIC Celebration Lighting

Don't wait! Request a quote today!
DynamicCelebrationLighting.com
(484) 939-9627

COURIER DELIVERY SERVICES FOR BUSINESS.

At Business Express Couriers, we're more than just a courier service. We offer a wide range of delivery services capable of delivering anything from an envelope to multiple pallets in Southeastern, PA.

WHO WE SERVE:

- Legal Document & Delivery Service**
 - Legal • Attorneys
 - Law Offices • Professional Services
- Medical Delivery Service**
 - Medical Companies • Medical Labs
 - Hospitals • Medical Administrators
 - Doctor's Offices
- Construction & Automotive Industry**
 - Construction Sites
 - Architectural & Engineering Firms
 - Automotive & Parts Delivery
- Sensitive Document Delivery Service**
 - Escrow & Title Companies
 - Bank Deliveries & Routed Runs
 - Accounting Firms
- Other Company & Business Delivery**
 - Insurance Companies
 - Business Management
 - Flooring Companies
 - Catering Companies
 - Small Businesses

ON TIME - EVERY TIME ALL THE TIME!

Where We Deliver

Our couriers deliver throughout the Delaware Valley serving Montgomery, Chester, Philadelphia, Bucks, and Berks counties. Our Courier Services are not just local. We can deliver your package anywhere up to 500 miles.

CONTACT US:
610-251-6892
businessexpresscouriers.com
 5 Great Valley Pkwy, Suite 210, Malvern, PA 19355

STAY (1-HR DELIVERY) • RUSH (2-HR DELIVERY) • AIRPORT DELIVERY • DEDICATED ROUTE DELIVERY

SOTTOSANTI LAWN • CARE

Serving Berks County Since 1978

- Landscape design and installation
- Hardscaping
- Patios
- Walkways
- Retaining walls
- Sod and seed lawn installation
- Excavation
- Snow removal
- Lawn mowing and maintenance
- Spring / fall cleanup
- Edging and mulching
- Shrub trimming and removal
- Fertilization and aeration
- Tree and shrub installation and maintenance

We Can Help You Create the Outdoor Living Space of Your Dream!

**Residential
Commercial
Free Estimates
Fully Insured**

We're big enough to get your job done and small enough to know your name!

610.670.7639 • 610.370.1507
www.sottosantilawncares.net

Ask SCORE

ACCURACY IS ESSENTIAL IN SMALL BUSINESS VALUATIONS

When you first contemplated becoming an entrepreneur, you probably spent some time calculating how much your time was worth. Now, you may be wondering how much this business that you've built is worth.

There are many reasons for determining the value of your small business. You may be ready to raise capital by issuing stock or selling a portion of the business to a prospective partner. An appraisal may also be needed in order to spin off a portion of your business, settle a dispute or divorce, liquidate some assets, or sell the business entirely.

Accurately valuing a small business, however, can be complicated. Most entrepreneurs are capable of boosting the value of their businesses by 40 percent simply by paying attention to the things that make a business valuable.

Too often, business owners brush aside valuations, believing them necessary only if they decide to sell. As a result, only about one in 20 small businesses have done a formal valuation, according to the National Association of Certified Valuation Analysts.

You can determine the value of a business in many different ways, from quick and inexpensive software-based calculations you do yourself, to full-scale, certified valuations by professionals. The price range is enormous, from as little as \$15 for the simplest software, to

thousands for a detailed analysis performed by certified pros. Business brokers, hoping to sell your business, may even do them for free.

Try to match the person or method you use for a valuation with the reason you are doing it. If the valuation is for loan purposes, for example, look for someone who's done small business valuations for that purpose.

The National Association of Certified Valuation Analysts (NACVA) offers a free service online to help you find a business valuation expert in your area. Look for the "Value of Your Business?" at Web site, www.nacva.com. You'll also find links to other business valuation data resources and services.

PriceYourBusiness.com offers simple, online small business valuation software that allows business owners to determine their highest business worth quickly, accurately and at their convenience. The company also offers consulting services to help small business owners with a wide range of financial issues.

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

MISSION SCREEN PRINTING

GOT INK?

Screen Printing on
Shirts, Bottles, and More.

484-660-8003 • Bally, PA

www.missionscreenprinting.com

Gov. Wolf Joins U.S. Department of Transportation to Announce \$70 Million Awarded to Pennsylvania for Critical Infrastructure Updates

Governor Tom Wolf joined U.S. Department of Transportation Secretary Pete Buttigieg on a press call last month to announce that Pennsylvania has been awarded \$70 million in federal grant funding to address two critical infrastructure projects in the commonwealth – safety improvements to Route 61 in Schuylkill County and the Philadelphia Regional Port Authority’s (Philaport) Southport Wharf Development and Port Expansion project.

“Pennsylvania is immensely grateful that the Biden Administration has recognized the importance of these projects not only for the necessary safety improvements but also for the commonwealth’s economic recovery,” said Gov. Wolf. “When completed, both projects will provide additional efficiencies to our roadways and waterways as well as job opportunities for Pennsylvanians by breathing new life into communities across the commonwealth.”

The Pennsylvania Department of Transportation will be awarded \$21 million to reconstruct the Route 61, a vital freight and local-traffic connection in Schuylkill County. Project details include making safety improvements to the 100-year-old structural support system while avoiding closures that would cause detours and significant local impacts. According to the benefit cost analysis completed for the application, the project will employ Intelligent Transportation System devices throughout the corridor and could bring more than \$214 million toward economic vitality, nearly \$19

million in environmental benefits (such as emissions savings), and more than \$23 million in equity opportunities like improved emergency responses and access to medical facilities.

Additionally, Philaport will receive \$49 million to construct a multi-use berth at the Southport, representing the first deepwater berth construction in Philadelphia in over 50 years. The project will allow for ships to dock directly at Philaport’s Southport terminal, where vehicular and other cargo can be efficiently stored near the berth, as well as improve efficiency and logistics like reducing transfers between processing centers and reduce congestion to accommodate container and bulk cargo.

“These issues are critical to our public safety, our quality of life, our environment, and our economy,” said Gov. Wolf. “Our infrastructure is a critical component to our economic recovery. As businesses recover and our workforce grows, they depend on vast our transportation network. Infrastructure projects are also job creators, further spurring economic growth.”

The \$70 million funding is part of the Biden Administration’s Infrastructure for Rebuilding America (INFRA) grant program. Only 24 projects were selected out of 173 submissions, totaling \$906 million in federal grant funding.

For more information on transportation funding in Pennsylvania, including the Governor’s Transportation Revenue Options Commission, is available at www.penndot.gov/funding.



Lucky Squirrel
907 Ben Franklin Hwy. W.
Douglassville PA. 19518

PRINTWORKS

SCREEN PRINTING
EMBROIDERY
SIGNAGE • BANNERS
VEHICLE GRAPHICS
LOGO DESIGN
PROMOTIONAL ITEMS
BUSINESS CARDS & MORE





610.385.7053
www.luckypw.com



A Honey Dipper
SEPTIC SERVICE
J. Brehm, Inc.

WE **PUMP** WHAT YOU **DUMP**

Prompt, Reliable, and Quality Service!

Residential • Commercial • Industrial

Septic Pumping • Field Services • Bulk Hauling

610.327.1699 • www.honeydipperseptic.com



BMG
Helping Entrepreneurs and
Small Businesses
Rise Above the Noise

SOCIAL MEDIA STRATEGY | BRANDING
STORYTELLING | CONTENT MARKETING

**SMART MARKETING THAT
DELIVERS RESULTS.**

www.bellmediagrp.com
610.207.7604

Zuber Realty Agents Collect Donations for **VETERANS MAKING A DIFFERENCE**



Betsy Bellantoni expresses surprise and gratitude at the donations offered by shoppers.

Throughout the entire month of June 2021, agents and staff of Richard A. Zuber Realty collected nonperishable food and toiletry items for the nonprofit organization Veterans Making a Difference headquartered in Reading, PA. The organization is dedicated to helping veterans in need in Berks County.

Items were collected at Zuber Realty's Boyertown and Royersford offices throughout the month culminating in a special collection held at Boyertown's Redner's Market on June 26, 2021. On July 2, 2021, as part of their celebration of Independence Day, Rich Zuber loaded up the Zuber bus with the communities' donations to present them to the Veterans Making a Difference headquarters.

Collections totaled 2,000 items with an additional \$1,321 offered in gift cards or cash. "We are ecstatic at the generosity of the shoppers," exclaimed agent Vanessa Deskie, coordinator of



Zuber bus packed with donations.

the project. This year's donations topped those offered in 2019 when the organization collected 10 grocery carts packed with 1,232 items and included a \$100 cash donation.

Giving back to veterans is an honor and a privilege for Vanessa Deskie, real estate agent with Richard A. Zuber Realty and member of Zuber Realty's Community Outreach Committee. "Generations of my family have served our country," Deskie explained. "My family's service includes my grandfather's and father-in-law's service in

Stylish Images photography

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

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

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

Visit us: www.stylishimages.com

**Business Discounts available
for multiple sessions**

An **\$125.00** Studio session includes:

20-40 exposures taken (2-4 poses),
2 - backgrounds

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

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

additional files available for a small fee

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

Don't settle for this



Commercial Portraits



When you can have these:
Business Headshots

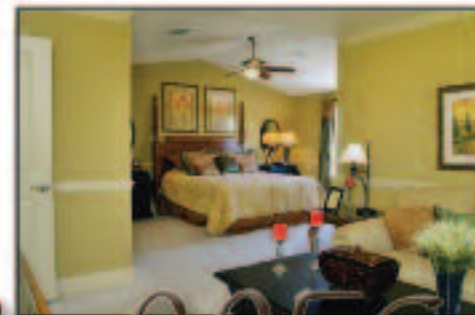


Nationwide Insurance Dollfus Agency



Location Portraits

Real Estate Interiors



610-792-9956



From left: Rich Zuber, owner of Richard A. Zuber Realty and George Ateek of Veterans Making a Difference headquarters in Reading, PA take a break during drop off of donations.

WWII, my dad's tenure in the army between wars, my uncle's tour in Vietnam, my cousins' service in Iraq, and many more past relatives dating back to the Civil War."

Jody Dolansky, chairwoman of the Community Outreach Committee, applauded the efforts of Deskie's commitment to the project and expressed gratitude for the generosity of the community. "We were determined to

meet or exceed 2019's donation, and we are beyond thrilled that we were able to do so," she offered.

Veterans Making a Difference, a 501(c)(3) non-profit helping veterans in need in Berks County, located at Veteran Social Center, 645 N. 6th Street, Reading, Pennsylvania, was founded by veterans Doug & Liz Graybill.

(Continued on page 52)

HAIR GROWTH & LOSS PREVENTION



PRP & Exosome Treatments

PRP (platelet rich plasma) contains growth factors that stimulate hair growth. Exosomes are made from stem cells and can be combined with PRP for stronger results!

- No Down Time
- One Time Treatment
- Results seen in 6 Months

USE CODE: **YOUNG4LIFE**

LANSDALE | 215-362-7546

MAINLINE | 267-534-3355

YoungMedicalSpa.com



**Build
a Better
Business**

Need a better loan option for
your business? Riverfront
offers rates as low as 3.55%
APR* on owner-occupied
commercial buildings.

Riverfront
FEDERAL CREDIT UNION

800-451-3477 RiverfrontFCU.org

RiverfrontFCU

Be Part of the Bigger Picture!

*The Pottstown Rotary Club
Wants You!*



Join Rotary's 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

*Please call **Dave Czarnecki**
at **484.942.9465** to learn more!*



www.pottstownrotary.org



Vanessa Deskie, coordinator of the project, volunteer Madison Hansley, and Jody Dolansky, Chairwoman of Zuber's Community Outreach Committee, pose for a photo during collection day.

(Continued from page 51)

Zuber Realty, a locally-owned and operated organization, includes agents dedicated to community service, a management style which offers training, professional development and support for all agents, freedom from a fee-based arrangement, the flexibility offered through a trained and experienced office support staff, and opportunities to utilize

assorted creative marketing services. More than just a real estate company, Zuber Realty offers real estate specialties including seller and buyer brokerage for both residential and commercial real estate, property management, appraisal services, title services, and a full line of insurance services. The firm's motto "We work for you!" underscores the company's dedication to full service from dedicated, experienced professionals.

The Power of Touch

Relieve Stress • Enhance Mood
Improve Sleep • Increase Energy • Reduce Pain
Lower Blood Pressure • Improve Flexibility
Increase Immunity • Flush Toxins • Improve Alertness
Prevent Injuries • Improve Muscle Tone
Improve Posture • Improve Skin Tone

Medically Proven And Accepted
Massage-The Natural Anti-Aging Therapy

**Bringing It To You—
Home, Office or Hotel**

*Massage Therapy &
Personal Training*

Charles Peeples, LMT, NCTMB, NSCA-PT, CSCS
610.324.3306 (cell)

teamvalkyries@teamvalkyries.org • chesterspringsmassage.com
1611 Kimberton Road, Phoenixville, PA 19460

PA Lic# MSB000532 • Insured, AMTA Member

OFFICE CONTRACTION MAY EXCEED MY ESTIMATION



DOWNTOWN MARKETING & DEVELOPMENT

By Barry Cassidy

As I toured America the last month or so, I saw that many cities were ghost towns. If there was a large office concentration, those buildings stood vacant. Corresponding retail was either completely closed and all of the inventory pulled off the shelves or closed without notice of closure with inventory and fixtures remaining inside. It was hard to tell if the stores with inventory remaining would ever open.

Recently it was announced that some of the businesses were contracting a little more than I thought. Radian, a mortgage insurance company, was contracting from 150,000 square feet to 55,000. They found that the work would be completed through remote locations and people working at their dining room table were appropriately effective at their jobs. Children's Hospital of Philadelphia terminated 300,000 square feet leased at the Wanamaker Building, which housed the back-office operations.

The consequence on retail may be more than I had originally envisioned. I thought that the contraction in retail due to the virus would be more than enough to buffer any loss of office space. I thought if there was a 25 percent contraction in office space, retail could expand based on what had been wiped out during the pandemic. I now realize that I may have misjudged what is about to happen to the center city office market.

There has also been a contraction in the Suburban Mall market; Exton Square Mall "doesn't want to be a mall." If the Exton Square Mall were a human it would be missing appendages like arms, legs, and fingers because all the vacancies make the shopping experience difficult at best.

I like to gauge customer strolling interest at about 100 feet. After 100 feet, they are

going to a destination because there is nothing to hold their interest. I use that as a guide on the street, but in the Exton Mall, there are massive groupings of 100 feet piled upon one another.

In many cities, I saw massive holes in continuous retail that even make the Exton Square Mall look good. If the trend is to eliminate 300,000-400,000 square feet a month of office space, the remaining retail will take a similar corresponding hit. The complementary retail that services the needs of the lunch crowd will be affected, perhaps the convenience stores, while maybe higher-end shopping could remain if properly clustered. High-end retail cannot be an island in a city but part of a retail package of goods and services.

I was on a conference call with my former college instructor Philip Rode, LSE Cities Executive Director, who brought up "community space" in offices that will take up some of the slack in the contraction of space. I thought that it was a little Pollyannaish to think that way, but low and behold, my Cushman and Wakefield e-newsletter arrived. They talked about ways to measure the employee experience and identify all the ways the office will make your employees happier, healthier, and more engaged.

(Continued on page 54)



LUDGATE ENGINEERING CORPORATION

ENGINEERS • SURVEYORS • LAND PLANNERS

P: (888) 646-6161 F: (610) 404-7371

www.ludgate-eng.com

wolfrun Landscapes

610-779-5717

wolfrunlandscapes.com

Ash Tree Removal Special. Call Today!

Landscape design and installation using mostly native plants to help stabilize the loss of our biodiversity and sustain green naturalized areas.



- Natural lawn care services from new to renovation.
- Proper pruning and removal of trees and shrubs.
- Hardscapes - natural stone walls and walks, gravel paths, paver patios.
- Water gardens and ponds.

email: wolfrun@ptd.net

29 Klapperthal Road, Reading PA 19606

Marathon Capital Advisors Marathon Financing Advisors

4 Park Plaza, Wyomissing, PA 19610

610.898.8086

Toll Free: 800.280.5927

www.vrmarathon.com

mmccarthy@vrmarathon.com

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

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



VR has sold more businesses in North America than anyone

LOOMIS
THE LOOMIS COMPANY

What if...

my business is victim of a cyber crime?

an employee sues me?

my employees use their personal vehicles for business use?

someone slips & falls on my property?

Let us do the worrying for you!

From insurance application to program implementation, The Loomis Company can provide the broadest coverage at a competitive price for any size business.

Business Insurance, Personal Insurance, Aviation, Marine, Life/Health, Employee Benefits, Risk Management, Special Programs

Contact Kelli Gerth, CIC, CISR:
O: 484.334.9089 | C: 484.336.5663 | E: kgerth@loomisco.com

PROTECTING WHAT YOU VALUE MOST. YOUR PEOPLE. YOUR ASSETS. YOUR FUTURE.

850 N. Park Road, PO Box 7011, Wyomissing, PA 19610 | 610.374.4040 | www.loomisco.com

ROBOTIC IMAGING GROUP
ACCELERATED CONSTRUCTION, SALES AND LEASING

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

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

(215) 375-7522 | info@robotimg.com | www.robotimg.com

STAY SAFE THIS Summer

More than any other group, seniors are susceptible to danger in extreme heat. Especially those fighting chronic diseases. We can help at-risk seniors stay safe in the comfort of their home.

Call us at 855.237.0195 to learn if home healthcare is right for you.

TriCounty HOME HEALTH & HOSPICE
thcgroup.com/locations/tricounty-home-health • Pottstown, PA

4 ★★★★★ QUALITY OF PATIENT CARE 5 ★★★★★ PATIENT SATISFACTION

DOWNTOWN MARKETING & DEVELOPMENT

(Continued from page 53)

In addition, they are working to “design a workplace strategy and policy program that generates excitement and brings people to the office as their preferred work destination.”

I am not sure that a redesign will make a significant difference, and as the newsletter went on to say, the remote worker is not as effective as an in-office worker. Companies will have to create some attribute study that reflects the reduction in the operating cost for the rental of space versus the lack of productivity.

There are still aid packages available to businesses even though the Paycheck Protection Program and the Restaurant Revitalization fund have expired. Businesses could get an Economic Injury Disaster Loan (EIDL) for up to \$500,000. Some SBA grants for \$15,000 work in tandem with the EDIL and are also a stand-alone program. The grant program is restricted to Low to Moderate Income areas and is geared toward smaller businesses that had an economic impact during the virus.

There is also some help with the three-month forgiveness of SBA 504 and 7a loans. The shuttered venue grant is still active with a maximum of ten million dollars, and that is more for theaters and museums.

Tax credits are still available through the Employee Retention Tax Credit, which could be worked up to \$10,000 per employee for time missed because of the virus. In addition, there is a Families First Tax Credit to cover up to approximately 500 dollars a day for people who missed work because of Covid. Finally, a Tax Loss Carryback allows you to write off past tax liability when filing taxes.

A lot of it is kind of mumbo jumbo when you read it, and it is not for the light of heart to attempt to get through the paperwork. You will need a skilled professional dealing with tax issues for the credits and a knowledgeable banker to get through the SBA stuff.

All that being said ... We are looking at a serious adjustment in office space and corresponding retail. Lack of jobs could bring some cities to their knees as violence rages on the streets. Many of the service establishments that catered to the unskilled worker will vanish. This action could signal a city's flight for what was once a mainstay of low-paying jobs.

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

Need Help for a Business?



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

Call on SCORE TriCounty.

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

Call 610-237-2673 or visit tricounty.score.org

We are there for you and your business.

SCORE
FOR THE LIFE OF YOUR BUSINESS



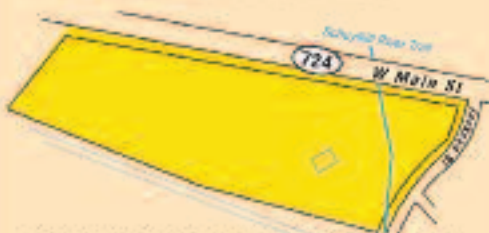
We Work For You...
Call Toll Free 1-866-948-2255

Land FOR SALE- (PABK364984)
51 TOTAL ACRES
Zoned General Industrial



COMMERCIAL / INDUSTRIAL MIXED USE 51.2 ACRES OF RAW LAND ZONED FOR GENERAL INDUSTRIAL LOCATED ON CHESTNUT HILL RD. & CORNER OF SETTLER'S TRAIL, ROBESON TWP. MIXED USE/SPECIAL USES OF 5 PARCELS WITH APPROX 1275 FEET OF ROAD FRONTAGE. **\$1,500,000**

Land FOR SALE- PABK378090
4.88 ACRES



ZONED GENERAL INDUSTRIAL
GREAT OPPORTUNITY FOR THIS IDEAL REAL ESTATE LOCATION W/PLENTY OF TRAFFIC PASSING BY. SEE EXISTING CONDITIONS PLAN AND PERMITTED USES DOCUMENTS IN BRIGHT. A PORTION ON THE EAST CORNER OF PROP ON JACKSON ST. SITS IN THE BOROUGH OF BIRDSBORO AND MAJORITY SITS IN ROBESON TWP.
CALL GARY PACE 484-300-5886 **\$450,000**

Land FOR SALE- PAMC687238
3.74 ACRES



Montgomery Ave. Pennsburg

A rare opportunity. 3.74 acres located at the entrance to the dynamic Upper Perkiomen Valley on Rt. 663. This is zoned R2, a sloping wooded parcel that has frontage on 3 roads. **ZONED RESIDENTIAL BUT WELL POSITIONED FOR COMMERCIAL USE. TAKE YOUR PLAN TO THE TOWNSHIP. \$199,900**



FOR SALE- (PABK364118)
631 Manatawny Rd. Boyertown

COMMERCIAL/RESIDENTIAL
LIVE IN THIS BEAUTIFUL BRICK CAPE COD FEATURING AN ENCLOSED PORCH, PATIO, MODERN KITCHEN, LR/DR AREA, LARGE FAMILY ROOM, AND RECREATION ROOM IN THE BASEMENT. 3 BR, 1.5 BATH SITUATED ON A 2.81-ACRE LOT WITH A 25 X 64 POLE BARN THAT CAN BE USED FOR YOUR PERSONAL USE OR TO RENT OUT FOR EXTRA INCOME. YOU ALSO HAVE INCOME FROM THE OTHER COMMERCIAL SPACE & 2 SEPARATE GARAGES.
\$399,500



FOR SALE- (PAMC680418)

635 East High St. Pottstown

4000 S.F. COMMERCIAL PROPERTY
1ST FLOOR INCL. WAITING AREA, DUAL RECEPTION AREA, 3 OFFICES, CONFERENCE ROOM, SECRETARY AREA, WORK STATION, & POWDER ROOM.
2ND LEVEL INCL. 4 BEAUTIFUL PRIVATE OFFICES, SECRETARY STATION, POWDER ROOM, & STORAGE ROOM. THE **3RD FLOOR** HAS A 2 BR APT. THAT IS CURRENTLY OCC. BY A LONG-TERM TENANT FOR \$670/MO. THE LOWER LEVEL IS PARTIALLY FINISHED W/AN OFFICE & BREAK ROOM. THE 3 CAR DET. GARAGE & PARKING LOT AREA THAT COULD ACCOMMODATE APPROX. 14 VEHICLES IS LOCATED IN THE REAR. **\$295,000**

Looking for space to LEASE



541 E. High St. Pottstown

MLS #PAMC696222

Only \$900 a Month for 700 SF former Dr. office now available to lease. Handicap access in rear. Great highway presence & exposure to passing traffic. Tenant Pays: all utilities, heat, business liability insurance, janitorial service, minor interior maintenance, light bulbs/filters/fuses/alarm care.



543 E. High St. Pottstown

MLS #PAMC697290

Only \$900 A month! Very Nice 1275 SF Office Space For Lease. Former eye doctor's office with a nice open layout, central A/C, Kitchen and restroom.

545 E. High St. Pottstown

MLS #PAMC697302

Only \$1100 A month! Very Nice 1475 SF Office Space For Lease. Former Dr. Office with a busy location. Waiting room, receptionist area, 1 kitchen, 2 workstations, file room, 2 powder rooms, 4 exam rooms w/sinks, central AC, central heat. Please see documents for permitted uses and options.



Town Plaza Shopping Center

(1001359872) 301 N. Lewis Road, Royersford
Several spaces available with multiple opportunities for office space, health care space, even a night club! Call for more information and showings.

The Spotted Lanternfly

ALERT!

James Harrison, Owner

Associate Certified Entomologist,
one of 12 in the state!

Trees At Risk Of Lanternfly Damage

Almonds	Peaches
Apples	Pine Trees
Apricots	Plums
Cherries	Poplar Trees
Grapes	Sycamore Trees
Maple Trees	Walnut Trees
Nectarines	Willow Trees
Oak Trees	

The **Spotted Lanternfly** is an invasive plant hopper which has been discovered in Berks, Bucks, Chester, Lehigh and Montgomery counties. They are spreading rapidly and present a serious threat to gardens, orchards, and woodlands.

These little invaders are going to be here next month. The systemic treatment is most effective – and it takes approximately 2 weeks for the root system to absorb the entire treatment. **Early detection is the key to saving your trees!**

DON'T WAIT!

WE HAVE THE SOLUTION.

PEST MANAGEMENT SERVICES HAVE BEEN OFFICIALLY DECLARED AN ESSENTIAL BUSINESS IN PENNSYLVANIA.

The pest control industry is trained, tested and certified in the use of personal protective equipment (PPE). Technicians routinely employ the use respirators, eye protection, gloves, and clothing to conform with safety requirements established by EPA and the Occupational Health and Safety Administration.

Spotted Lanternfly is an exterior treatment, and requires no concerns about social distancing. We get payment over the phone via credit card, and our tech treats the agreed upon trees on the property.



MENTION THIS AD FOR
\$25 OFF

LANTERNFLY SPRING
& FALL SERVICE
SCHEDULED NOW THRU
JULY 31, 2021.

VETERAN-OWNED

PATRIOT PEST SOLUTIONS LLC

Eliminating Pests is Our Patriotic Duty!



• COMMERCIAL • RESIDENTIAL • CERTIFIED ENTOMOLOGIST ON STAFF • **MILITARY DISCOUNTS**
• HASSLE-FREE HOME PROTECTION PLANS AVAILABLE • LOCAL FAMILY OWNED & OPERATED • FULLY LICENSED & INSURED

610.489.5136 | PatriotPestSolutions.net