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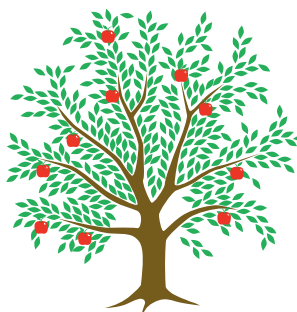
For more than 30 years, Pottstown Hospital's Occupational Health and Outpatient Rehab programs have provided a range of quality, cost-effective, specialized services to Tri-County area employers and their employees.

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

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BUSINESS SPOTLIGHT



TriCounty HOME HEALTH & HOSPICE

At TriCounty Home Health, we provide a wide range of healthcare services, provided in the comfort of patients' homes, for illness, injury, recovery from surgery, or management of a chronic condition.

We specialize in clinical programs that help keep patients out of the hospital, maintain their independence, and improve their health and quality of life. Our clinical programs utilize proven methods, supplemented with more modern techniques, that are specifically related to patient and caregiver education. Each patient receives a special book tailored to their condition, with each chapter aligning with the specific care pathways our nurses follow.

For diabetic patients, we have **Choose Control**. Patients on **Choose Control** learn to monitor their blood sugar, create a meal plan, add activity into their lifestyle, properly manage their medication, and how to improve their overall health. For patients with chronic lung disease, including COPD, we have **ClearWay**. Patients on **ClearWay** learn how to retrain their breathing, exercise safely, conserve energy, handle oxygen safely, take medications (including nebulizers and inhalers) appropriately, and quit smoking.



For patients needing therapy, we also provide programs including Active Life Balance, Customized Orthopedic, Continence Control, and more. Therapy patients receive a customized treatment plan and work directly with our physical, occupational, and speech therapists.

Home health is 100 percent covered by Medicare fee-for-service, and Medicaid and private insurance provide some coverage with coinsurance or deductibles that may apply.

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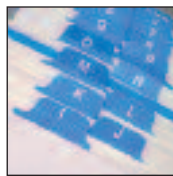




Cover Story: Sustainable Energy Fund assists energy users in overcoming educational, financial, and regulatory barriers to a sustainable energy future: a future in which energy is harvested, converted, distributed, and utilized in a manner that allows all to meet their energy needs.



10
PAED Highlights
Major Development
Projects at Pottstown
Progress Luncheon



27
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network, and keep your
money local.

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VISIONS FEDERAL CREDIT UNION

CARES FOR ITS COMMUNITIES

Visions Federal Credit Union is about people, not profits. As a credit union, giving back is what we do. Visions Cares celebrates all we do to help make our communities and each other better. It's a promise to invest in people.

Visions supports hundreds of causes in many different ways. Grants and donations fund good works. Employee volunteers pay it forward. Sponsorships support community events. Acts of kindness make people's days brighter.

Every year, we donate over \$1 million to more than 500 causes and organizations throughout our communities. This

number only grows with each passing year as community input reveals more and more great work deserving of donations. Some of our favorite causes involve those fighting poverty, eliminating hunger, improving schools and education, sparking economic growth, supporting physical fitness, or promoting financial health and wellness.



PA Children's Home of Reading Gift Wishes

"We're friends, neighbors, and community builders. We employ local people and partner with local businesses, which allows us to return the benefits to our members," Visions President and CEO Tyrone Muse said. "Members not only support the credit union model, they also indirectly benefit the community. That's what a cooperative is all about."

Our employees donate thousands of hours of their time too, volunteering for causes that matter to them. The Community Impact Program allows employees to log their volunteer hours — for all events, not just those sponsored by Visions — and then earn rewards based on their participation hours.

"Volunteerism is a huge part of our employee culture. Our Community Impact Program, for example, encourages employees to volunteer in their community, and our Volunteer Time Off Program lets them do so during the work day with pay," Visions Public Relations and Community Engagement Manager Tim Strong said. "They get involved in churches, schools, animal shelters, and other causes they are passionate about."

We sponsor the things that make our communities great, from fundraising walks to arts festivals. Sponsorships can

range from being the title sponsor of a cooking competition benefiting a local food bank to a program ad for the high school musical. The funds raised tend to help support an organization's bottom line. It's not always money that's needed to make a community event memorable. Visions can also help provide the finishing touches with donated items such as pens, reusable grocery bags, gift cards, and more.

In addition, we perform dozens of acts of kindness that range from picking up the tab for strangers at a local coffee shop to providing care packages to patients in the hospital — even offering an umbrella on a rainy day. This movement started as part of our 50th anniversary in 2016 and kept going due to overwhelmingly positive response. Whether you're a Visions member or just a part of one of the communities we serve, we always take time out to show that Visions Cares so we can encourage people to pay it forward and have a larger impact.

Visions Cares about its employees too. If you'd like to join the Visions family, visit visionsfcu.org/careers to #ClaimYourSeat! Find more information at

visionsfcu.org



Muhlenberg Kirby Coloring Contest 2-5 Winner Sofia



THE SUSTAINABLE ENERGY FUND



NET-ZERO

LOCATED IN SCHNECKSVILLE



The Sustainable Energy Fund, or SEF, is a 501(c)(3) nonprofit organization dedicated to breaking down financial, educational, and regulatory barriers to a sustainable energy future. The organization was founded in 1999 through a settlement approved by the Pennsylvania Public Utility Commission during the state's electric deregulation proceedings. Since then, SEF has been a leading financier of sustainable energy projects and has expanded its services to seek a sustainable energy future.

With over \$63 million invested in clean energy projects, SEF has financed more than 227 projects that range from HVAC systems, LED lighting fixtures, upgraded plumbing to decrease water usage, and more. These upgrades have made quite a difference, saving more than 46 million kWh combined. In addition to saving energy, these clean energy projects have reduced more than four million tons of greenhouse gases, which means less carbon dioxide going into the atmosphere.

Located in Schnecksville, Pennsylvania, SEF built the first Net Zero Building in the Lehigh Valley area. Net Zero means the total energy used by the building annually is less than the renewable energy created on-site. Since its inception, the building has been net energy positive, receiving a check back from the utility company. SEF runs on solar power with panels on the roof. The construction of the

Net Zero Building demonstrates that commercial property owners can build a high-performance building with off-the-shelf materials at market rate.

Financially, the organization aids small businesses, farms, and nonprofits in Pennsylvania to reduce energy consumption from non-sustainable resources. With the programs SEF offers, those seeking to upgrade their buildings have various options.

Sustainable Energy Fund's programs collectively seek to initiate a transformation to a regenerative energy future. Each program aims to assist energy users in overcoming the barriers they may face. Along with the programs, SEF frequently hosts educational workshops, but these have recently been online seminars, for which attendance continues to grow.

Continued on page 8)



BUILDING



NZB TENNANT SPACE

SEF's Net Zero Building offers enhanced comfort and indoor air quality through several of its components. An exceedingly tight building envelope and improved insulation ensure that minimal energy is lost, maintaining indoor comfort levels. Energy recovery ventilators (ERVs) provide fresh air throughout the building with the ability to increase filtration to match occupants' needs in a highly efficient way. These energy saving measures also work to minimize operating costs, saving occupants' money and providing financial stability.



149 kW SOLAR ARRAY



SOLAR INVERTERS



CRAIG ONORI CLASSROOM



NZB KITCHEN

COVER STORY

(Continued from page 6)

The organization doesn't host many events, but the most prominent event of the year is EnergyPath. Hosted at DeSales University, it features technical and policy presentations for students, industry professionals, and policymakers. Another part of this conference is the science fair for middle and high school students. This fair allows students to create an energy project and learn about the many positive benefits of saving energy.

One financial service SEF provides C-PACE, or the Commercial Property Assessed Clean Energy program. It is a financial tool for commercial, agricultural, and nonprofit businesses to obtain low-cost, long-term financing for energy efficiency, renewable energy, and water

conservation projects. With up to 100 percent financing for a clean energy project, C-PACE allows building owners to enjoy the advantages of their energy upgrades immediately and pay for them over time. SEF has planned to host monthly C-PACE-related webinars for all counties in Pennsylvania as an educational outlet. You can learn more about C-PACE by visiting pennsylvania-cpace.org or calling the SEF office at 610.264.4440.

Another product of SEF is Energy Efficiency and Renewable Energy Loans. They help finance projects like building envelope improvements, HVAC (Heating Ventilation Air Conditioning), lighting systems, and more. To qualify for this loan, a project must meet one of the following criteria: Reduce energy consumption, generate



SEF OFFICES

energy from a renewable source, or replace a dirty fossil fuel with a cleaner energy source.

John Costlow, President of the Sustainable Energy Fund, says of the programs, "Sustainable Energy Fund (SEF) is proud to offer its 20 years of experience in clean energy lending to Pennsylvania commercial, agricultural, and nonprofit organizations, allowing them to take advantage of this powerful new energy finance tool for bringing investment, jobs, and clean energy to their communities."

To learn more about SEF loans, visit www.thesef.org or call 610.264.4440 to get financing for your clean energy project. You can also visit our website for more information on sustainable, renewable, and non-renewable energy sources.



NZB FEATURES

- **Building Tightness:** 0.7 Air Changes per Hour (*86% tighter than code)
- **Upgraded Insulation**
- **Upgraded HVAC Equipment:**
 - **VRFs:** Two variable refrigerant flow (VRF) air-cooled heat recovery units, one 168 kBtu, one 144 kBtu
 - **ERVs:** Six 200-540 CFM, up to MERV 13 filtration, up to 90% efficient
- **Lighting:** LED lighting throughout the space
- **Solar:** 149 kW solar array
- **Building Management System:**
 - Integrates HVAC and lighting

FOCUS ON POTTSTOWN

Pottstown Area Economic Development Highlights Major Development Projects at Pottstown Progress Luncheon

With an audience of nearly 250 members of the business community from across Montgomery, Chester, & Berks counties, Pottstown Area Economic Development (PAED) was pleased to present at the Pottstown Progress Luncheon, hosted by the Tri County Area Chamber of Commerce, and held at the Sunnybrook Ballroom in Pottstown.

This annual event is an opportunity for PAED to highlight major development projects in various phases within the Borough of Pottstown, as well as an opportunity for the business community to network with one another and hear from key leaders. As Peggy Lee-Clark, PAED's Executive Director shared, "This year's theme, FOCUS, is meant to inspire deliberate and cohesive development throughout the Borough."

A captivating video featuring three of Pottstown's most impactful projects, including The Mercury Hotel, Pottstown Sustainable Energy Park (PSEP), and the former Pottstown Plating Works, can be viewed at: <https://www.youtube.com/watch?v=HyNp5BxPORK>.



The afternoon included remarks from Pennsylvania State Senator Bob Mensch, who addressed Pottstown's bright future noting its solid infrastructure and an inspiring entrepreneurial community.

PAED recognized the Montgomery County Redevelopment Authority with an award for their support of Pottstown's



efforts to complete necessary environmental remediation throughout various sites within the Borough. Led by Executive Director, Rebecca Swanson, the RDA is just one of many agencies throughout the County and State working alongside PAED, creating opportunities for Pottstown's economic development, while striving for a new environmental legacy.

Other projects representing Pottstown's progress as a destination for tourism and recreation were featured. Montgomery County Community College (MCCC) is opening its Challenger Learning Center, offering science, technology, engineering, and mathematics (STEM) programs to school-age students. MCCC will also transform its North Hall parking lot into a grass-covered gathering space with tiered rain gardens and native plants. Schuylkill River Greenways NHA welcomes Take It Outdoors, bringing a kayaking outpost to the Montgomery County side of the river. Iron Globe is a multi-faceted entertainment complex, hosting high-profile musical performances, food and beverage venues, and family friendly activities such as ice skating and drive-in movies.

PAED's 2021 annual report was distributed at the event. This annual publication features many key businesses that experienced growth and expansion throughout the year. This year's report also re-intro-

duced PAED's Fall 2021 rebrand, from the "I" for Industrial to the "E" for Economy, a symbolic reflection of the revitalization through innovation and re-imagining Pottstown as a major economic hub in Western Montgomery County.



PAED is a 501(c)(3) non-profit corporation originally formed in 1965 to promote commercial and industrial development in Pottstown, Pennsylvania. PAED provides services to businesses and organizations seeking to invest, expand or relocate including assistance with site selection, commercial and industrial real estate development, access to resources, and workforce development. PAED's efforts stimulate investment, which helps maintain and enhance the tax base, retain and create job opportunities, and restore, utilize or remove under-utilized buildings. From strategic planning, a focus on infrastructure, sustainability, innovation, education, and technology, to hospitality, and tourism, PAED is engaging all aspects of promoting Pottstown as an ideal urban center to live, learn, work and visit. PAED continues to leverage the I Pick Pottstown campaign to create awareness of Pottstown's assets and attract new businesses to the Borough. With its new website, ipickpottstown.org,

For more information about Pottstown Economic Development (PAED), please contact Peggy Lee-Clark, Executive Director at 610.326.2900.

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Pottstown, PA 19465
610.326.4522

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40 S Village Avenue, Exton, PA 19341
610.363.7375

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610.363.8181 ext. 806

610.363.8184 • www.warwick1.com

Warwick Child Care Center, Inc.

Warwick Child Care Center, Inc. was established in 1986 in Chester County, Pennsylvania and is a private child care center corporation comprised of nine early childhood education centers. Five of the centers provide care for infants through school age children and four of the centers are located within the Great Valley School District elementary schools and provide before and after care as well as summer camp.

The vision of Warwick Child Care Center, Inc. is to provide high quality care in a safe comfortable home like environment. Early Childhood should be a time of fun, warmth, security, exploring and discovery. Each child is unique, creative and receptive. The teachers and staff understand the importance of quality learning experiences and are fun and engaging.

Warwick Child Care provides an atmosphere that encourages social, emotional, physical and intellectual growth through the children's play and small group instruction. These skills lay the foundation for developing literacy, numeracy and other cognitive abilities that are critical for success in school and life. The pandemic has taken a toll on many

children's emotional growth. Warwick Child Care understands the importance of what children have missed out on over the last several years and provides support to help children overcome these new challenges.

The curriculum includes dramatic play, creative art activities, music, science activities, cooking experiences, computer instruction, block play, sand and water experiences, field trips throughout the community, daily outdoor activities and the celebration of birthdays and holidays. Children are exposed to shapes, colors, numbers and letters through developmentally appropriate activities taught using small group instruction.

Warwick Child Care's mission is to provide every child with a high-quality early childhood experience in a safe, nurturing and developmentally appropriate environment. An engaging curriculum with a focus of fostering each child's individualized social, emotional, physical and cognitive development is provided. Our goal is to support families and provide children with the skills to be successful in school and life. High quality child care is offered to children from infancy through elementary years by offering:

- Nurturing and experienced staff who are educated in early childhood education.
- Small group instruction.
- Standardized curriculum and assessment.
- Developmentally appropriate lesson plans.
- Partnerships with family and community resources.
- Partnerships with the local school districts to provide a smooth transition from Preschool to Kindergarten.

Warwick Child Care Center locations include: South Coventry Center; North Coventry Center; Lionville Center; Frazer Center; Cedarville Center; Great Valley General Wayne Center; and Sugartown Center. Administration Office is located at 300 N. Pottstown Pike, Suite 260. Exton, PA 19341; 610.363.8184. For additional information, please visit: www.warwick1.com.

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Kimmel's Automotive, DBA Rob's Auto Repair, is an independent, family-owned auto repair shop serving Pottstown, Morgantown, Boyertown, and surrounding areas. Since 1992, Kimmel's Automotive has been offering individual and commercial clients repairs and services using the most up-to-date, and state-of-the-art technology available ensuring that each vehicle receives the care it deserves. As a trusted name in auto repair and maintenance services for families across the area with a longstanding reputation for quality repairs, the Kimmel's Automotive team is dedicated to providing the best workmanship and customer experience possible.

Kimmel's Automotive is a NAPA AutoCare Center that backs qualifying work through a nationwide warranty. All automotive repair and mechanic services are performed by highly qualified ASE-certified technicians who undergo continuous training to stay up to date on the best repair practices. Kimmel's superior standards ensure that their mechanics always have the best interests of their customers in mind. They work on

numerous vehicles with the use of quality truck and car repair equipment. Whether you drive a passenger car, medium sized truck, mini-van, or SUV, Kimmel's mechanics strive to ensure that your vehicle will be performing at its best before leaving one of its service bays. Kimmel's auto repair shop is capable of servicing a variety of makes and models. Their mechanics to give you a reliable estimate of any automotive repair issue you might be facing.

Kimmel's Automotive offers A/C repair, battery replacement, belt and hose replacement, brake repairs, cooling system services, engine diagnostic and repairs, steering and suspension work, wheel alignments, and much more. They provide a clean and comfortable waiting area with free coffee and Wi-Fi, and Night Key Drop. Hours are Monday through Friday 8:00 AM through 5:00 PM.

Kimmel's Automotive is located at 1055 S Hanover Street, Pottstown, PA 19465. For additional information, please call 610.327.1999 and visit www.kimmelsauto.com.

Whose Turn to Take Out the Trash?

Civic-Minded Businesses Needed to Make "Crucial Impact"

Hobart's Run is seeking additional sponsors for its popular – and impactful – Adopt-a-Trashcan program.

A 501(c)(3) since 2017, the Hobart's Run initiative was established to create a clean and safe neighborhood; foster inclusivity; provide incentives for home ownership and property pride; and generate quality, sustainable commercial and retail development. While specifically addressing an area in Pottstown between North Washington Street on the west and Keim on the east, Hobart's Run also supports Borough-wide revitalization efforts.

To date, 66 "branded" bins have been delivered free of charge throughout the Borough to residents, nonprofit sites, and businesses, directing litter to the cans and away from sidewalks and gutters. Can adopters promise to add the trash to their weekly collection and replace the bags.

The sturdy, attractive receptacles and lids are not inexpensive. Each bin, with its decal and a roll of starter garbage bags, costs about \$200. Fortunately, eight local organizations have stepped up to sponsor one or more cans, receiving recognition through logo-bearing decals Hobart's Run adheres to the funded bins.

Jennifer Davidheiser, of The Real Estate Professionals, sponsored three bins "because it benefits all of us to do our part and keep Pottstown moving in a positive direction," she says, adding, "a clean town is a happy town!"

Thanks to notable community buzz about the effectiveness of this program, Hobart's Run continues to receive pleas for more can placements – which is why it's **actively seeking more sponsorships by local businesses, nonprofits, civic organizations, and individuals.**



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Sponsorships ensure the nonprofit can fulfill all bin adoption requests and direct funds toward other Hobart's Run neighborhood improvement initiatives such as façade improvements and safety initiatives, among others.

"It seems like such a small thing, but the collaborative effort of the Adopt-a-Trashcan sponsors helps make Pottstown a more beautiful place to live," says sponsor Meredith Styer Jacks of Styer Real Estate.

Chris Lerch of the 422 SportsPlex is a sponsor "because we understand the appearance of our streets plays an integral role in hometown pride," he states. "Something as simple as a well-positioned trash receptacle can make a crucial impact on maintaining neighborhood cleanliness and changing mindsets."

Dena Reeves of sponsor Deliah & Dean Market, 219 E. High St., has observed that the can they sponsored is constantly full – a good thing overall when one considers the alternative effects of litter on the streets.

"We enjoy finding new ways to give back to the community that has helped us flourish, and through this sponsorship we show we care about keeping Pottstown clean," Reeves says.



"Many Pottstown residents visit our farm each season," notes sponsor Ruth Sitko of Sitko Tree Farms, "so we are happy to support our local community."

Other sponsors to date include Matt Green of Glocker Realty (a super sponsor, with eight bins); Montgomery County Community College (six bins); and the Pottstown Police Officers Association.

Sponsorships are available for single bins for \$200; three for \$500; or six for \$1,000. All information is posted at www.hobartsrunpottstown.org/clean-safe, or email stephanie@hobartsrunpottstown.org.



Hobart's Run is Open for Your Business

Hobart's Run, a neighborhood improvement initiative and 501(c)3 created with support of The Hill School, now offers a Business Incentive Grant!

Qualified new businesses must open in the 500 to 900 blocks of East High Street. Our BIG of up to \$1,500 will help entrepreneurs with their first month's mortgage payment or rent. More information can be found at: hobartsrunpottstown.org/business.

To learn more about Hobart's Run and how we welcome local business development, please email **Twila Fisher**, Executive Director, at twila@hobartsrunpottstown.org, or call

610-780-6324

hobartsrunpottstown.com

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FOCUS ON POTTSTOWN

O'Donnell, Weiss & Mattei, P.C. Introduces New Attorney

The law firm of O'Donnell, Weiss & Mattei, P.C. (OWM), 41 E. High Street, Pottstown, PA, recently announced that Misty A. Toothman, Esquire has joined the firm as an Associate Attorney effective January 3, 2022.



Ms. Toothman received her Bachelor of Science in Communications from Liberty University in 2003, her Master of Arts in American History from the American Military University in 2012 and her Juris Doctor from Villanova School of Law in 2021.

Ms. Toothman is a Chester County native, currently residing in Birdsboro with her husband and 3 children. She has spent the last seven years working in various business positions and the last three years as a licensed insurance agent.

In addition, as her husband is a retired Marine, Misty has been involved in a num-

ber of non-profit organizations that support and advocate for wounded veterans and their families, including the Elizabeth Dole Foundation in Washington D.C.

At OWM, Ms. Toothman will focus her practice on estate planning, estate administration, title insurance and real estate. Ms. Toothman is a member of the Pennsylvania Bar Association. She is also a member of the Montgomery County Bar Association, the Chester County Estate Planning Council, and the Military Spouse J.D. Network.

O'Donnell, Weiss & Mattei, P.C. is a full-service law firm that has been serving the Montgomery, Chester, and Berks County areas for over 65 years. In addition to the Pottstown office, the firm has a Phoenixville office, located at 347 Bridge Street, Phoenixville. Ms. Toothman will be based out of the 41 E. High Street office in Pottstown, however, as with all OWM attorneys, she will be available to assist clients in both our Pottstown and Phoenixville offices. For more information, please contact Misty at 610.323.2800.

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TOMPKINS VIST BANK'S SCOTT L. GRUBER TO RETIRE, GINGER KUNKEL NAMED SUCCESSOR

Tompkins recently announced that Scott L. Gruber will retire as president and CEO of Tompkins VIST Bank after nearly nine years of service to the company. In anticipation of his retirement, Tompkins VIST Bank worked to assure a smooth transition of leadership and is delighted to announce the appointment of Ginger G. Kunkel to chief operating officer, before she assumes leadership upon Gruber's retirement. He will support the transition process, retiring in the second quarter of 2022.

Gruber is active in community service through various nonprofit boards and other leadership roles throughout the market. He was recently named to the Lehigh Valley Business' Power 30 for Banking & Finance. "Scott demonstrated extraordinary business acumen as he grew the bank, strengthened its balance sheet and enhanced shareholder value during his tenure. He leaves the bank

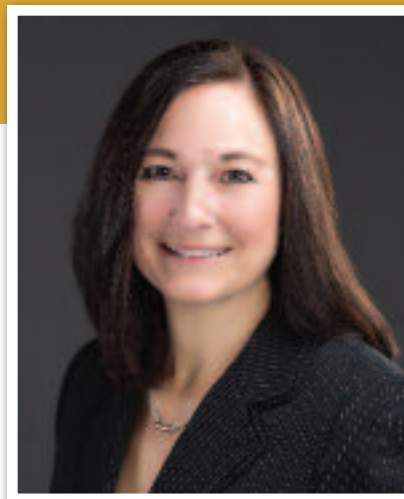
well positioned for future growth and continued high performance," said Tompkins VIST Bank Board Chair Alfred J. Weber. "I would like to thank him personally, and on behalf of the Board, for his contributions to Tompkins VIST Bank."

Steve Romaine, president & CEO of Tompkins Financial Corp. added, "Scott's commitment to the communities he serves and the people he leads is truly remarkable. He brings a strong moral code and driving passion to everything he does, continually delivering on his promise to clients, communities and employees. He has been instrumental to the success of the bank. I wish him all the best in his retirement."

A career Pennsylvania banker, Ginger Kunkel is well known throughout the financial services community for her expertise in commercial, retail, operational and executive



Scott L. Gruber



Ginger Kunkel

management. Her experience in driving a full spectrum of revenue generating businesses make her an ideal fit to lead Tompkins VIST Bank well into the future. She most recently was SEVP, chief operating officer for Riverview Bank & Riverview Financial Corporation, headquartered in Harrisburg, Pennsylvania. "Ginger's collaborative style, digital innovation experience and adaptable approach to problem solving make her an excellent cultural fit at Tompkins," said Weber. "She shares the same values as Tompkins and demonstrates her deep commitment to our communities through her activities and involvement in various nonprofit boards and business and community organizations. Ginger is well known as an outstanding

banking talent in our market and, along with the entire board, I welcome her and look forward to working with her as she builds on the success initiated by Scott Gruber."

"It has truly been an honor to lead Tompkins VIST Bank," said Gruber. "The company's vision and values, as a community bank, closely align with my personal values, so it has been an excellent fit for me. The team of people here at the bank are exceptional and truly committed to serving the needs of our communities and I remain grateful for their support. I look forward to working with Ginger during the transition and I have the utmost confidence in her ability to lead the bank and deliver sustainable excellence."

Congratulations to
Scott Gruber, President & CEO
&
Gary Moyer, EVP, Chief Lending Officer
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GOOGLE BUSINESS PROFILE



SOCIAL MEDIA TIPS

By Theresa Mintzer

Google Business Profile (GBP), formerly known as Google My Business, is an important part of online marketing. Businesses frequently overlook GBP as integral to the success of local SEO. An optimized GBP will make it easier for customers to find your business through search. I was recently talking to someone with new business, and they were looking for help with marketing. Their GBP wasn't set up yet. A few weeks later not only is it set up, but they already have three reviews.

If you do not have, a GBP or you have not claimed your business, that's your first step. Next, look at all the information. Do you have at least two to three relevant keywords in the description? If you have a business that has seasonal

offerings, change up the wording to reflect what you currently have to offer. Make a note to change it as the season changes. Are your hours correct? Do you have a category listed? Do you have pictures uploaded?

Now that you have reviewed your information, it's time to put together a posting plan. Post to GBP on a regular basis. You can post the same information that you post to social media sites. Post sales and events as well. Plan to post new pictures on a regular basis. On the home page, look for the section that says "Get More Reviews."

You can copy the link to share with customers. This all helps with search on Google.

These little tweaks can make a big difference over time. They can be the difference when it comes to being seen on a search. I offer social media coaching if you need help along the way. Feel free to contact me at 484.686.2995 or theresa@mintzersolutions.com.



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Baer Romain & Ginty, LLP, is located in Phoenixville where it was founded nearly three decades ago. Our firm’s mission is to provide excellent legal representation for the individuals we represent with compassion, integrity, and a deep routed knowledge of the areas of our legal expertise: family law (divorce, custody, support), criminal law, personal injury, real estate transactions, landlord tenant, and estates.

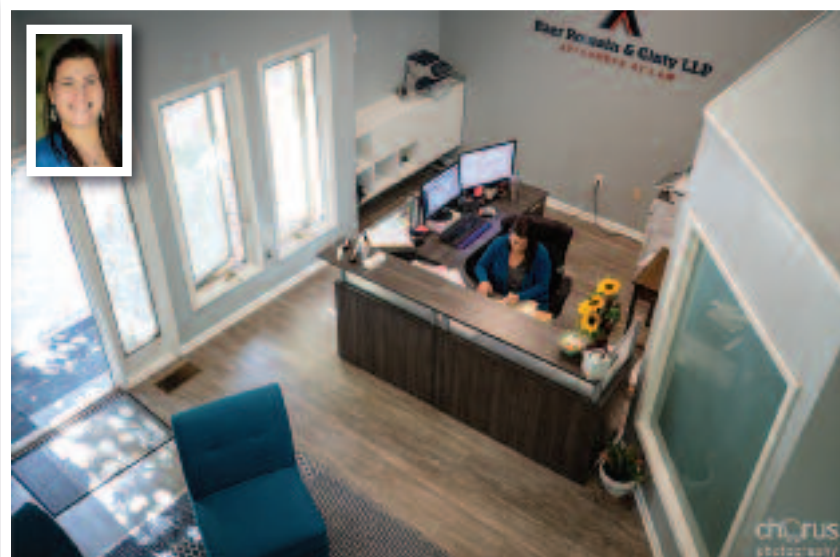
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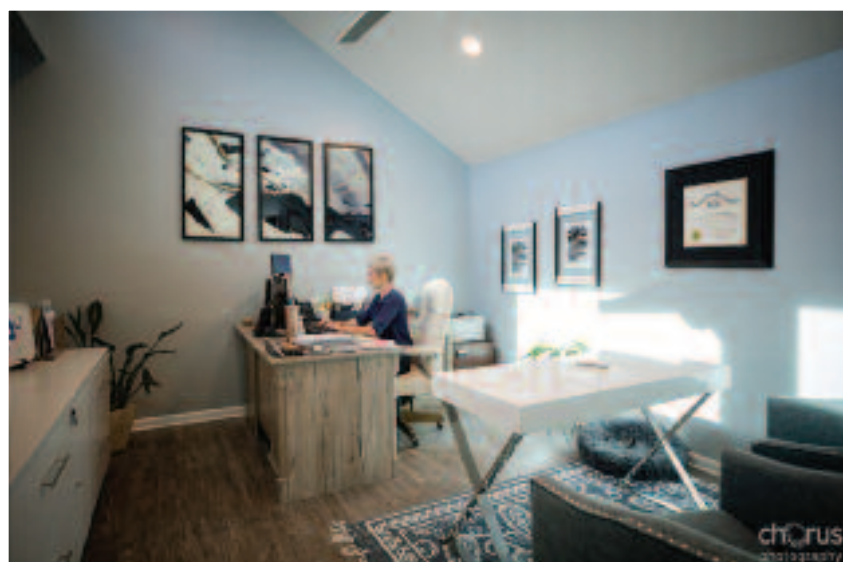


Stephen I. Baer, Brooke R. Ginty, and Jennifer Hulnick



“Brooke has represented me through a very difficult and complicated custody matter. She has been responsive and diligent in her representation — always giving me levelheaded advice while maintaining compassion for me, my children, and even my ex-husband. She is sharp & strategic in her ability to navigate the tortuous world of Family Court. She can be assertive while also keeping professional decorum, ethics, and the best interest of the children front & center. I respect her deeply both as an attorney and as a person. I would highly recommend her as a trusted advisor and advocate.” — C.E. (Google)

“I could not be any happier with the services of Brooke and Stephen during a difficult time! The firm is fantastic and has a lot of experience that is second to none. It was very nice that they were working for me and not my wallet as many lawyers tend to do. They took the time to educate you, coach you, explain the options and outcomes, and develop plans to support your end goals. Very trustworthy and highly recommend to anyone.” — A.L. (Google)





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Ask SCORE

TRADEMARK BASICS FOR SMALL BUSINESS OWNERS

Most people recognize a trademark as the small symbol that sits at the end of a business or product name or logo. What's not as well-known is the importance that a registered trademark symbol holds for businesses in preventing copycat brands from either intentionally or accidentally using their business name to make a profit.

If you're starting a small business, take the time to understand the basics of trademarking and why it's critical for your long-term success. Trademarking your company name and brand is one of the smartest ways to protect your small business. Failing to register your trademark can result in financial losses and threaten your ability to stay in

business. Here are five basic ways that a registered trademark can safeguard your small business.

Trademarking Your Brand is a Smart Business Move

There are several reasons why trademarking your brand is good for business and a smart legal move. Here are five important ways that a registered trademark can safeguard your ability to do business.

1. Your Brand is Protected

A company name or logo with a registered trademark attached to it shows the world that the company is the sole owner and that those marks cannot be used by another entity. This definitive line in the sand protects against other companies from either intentionally or accidentally using the same or similar branding elements.

(Continued on page 20)

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Ask SCORE

(Continued from page 18)

According to SCORE mentor and retired IP Attorney Charles Gumpel, "If your company's brand image is stolen or closely duplicated, the result (financial and otherwise) could be devastating to your business. For instance, customers might be unable to identify the 'real' brand from the impostors, and you would probably never reclaim those customers even if you found a way to stop the impostor. Other adverse effects could also occur, which ultimately might lead to the termination of your business."

Without a registered trademark, it can be a lot harder for you to prove that another company has infringed upon your brand. The opposing business will try to prove that your business does not have ownership of the mark or may make a case that they owned the name or logo first. A registered trademark gives you undeniable proof that your trademark is rightfully yours.

2. You Can Collect More Money to Cover Damages and Lawyer Fees

When your business is protected by a registered trademark, any infringement upon your brand is much easier to prove, and you're more likely to win

your case. Being able to prove that your brand was infringed upon can also result in a greater likelihood that you'll collect financial compensation for potential losses. You have a better chance of recouping legal fees, too.

3. A Trademark is Subject to Federal Jurisdiction

Because trademarks are registered through the United States Patent and Trademark Office (<https://www.uspto.gov/>) a Federal agency, you can bring your trademark infringement case to the Federal level, bypassing state courts. This could be crucial to winning your case if the company that infringes on your trademark is located in a different state.

4. Trademarks Up the Resale Value of Your Business

Trademarks protect your business and insulate it from potential legal challenges down the road. They also ensure your brand isn't confused with other companies that may offer similar services or products. Each of these factors adds to the value of your business and can make it a more attractive investment to potential buyers should you ever go to sell.



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5. You Prevent Accidentally Infringing on Someone Else's Brand

This is a big one! Accidentally infringing on someone else's trademarked brand will cost you and could potentially ruin your business. If you don't research whether the company name and branding you've chosen are already in use – or extremely close to another trademarked brand's style – you can be forced to give up the name. Potentially worse, you may be legally required to give up all profits earned while your unregistered mark was in use, and this can be on top of other attorney's fees and damages. This will quickly sink most small businesses and may be the biggest reason on the list to trademark your business.

When you're ready to trademark your brand, start by doing an initial search in the USPTO's Trademark Database (<https://www.uspto.gov/trademarks-application-process/search-trademark-database>) to verify no one else has applied for the same mark. To learn more about the importance of trademarks and to begin the application process, go to USPTO.gov.

You Need to be Able to Clearly Prove You Fully Own Your Business' Name and Logo

Even after you've registered your company's trademark, expect to work to prove that you do, in fact, own the mark and were the first to file for and use the brand.

The laws that govern trademark registration and use can confuse the most experienced business owners. Properly trademarking your business' brand and products is not an area of your business to skimp on or handle alone. Enlist the support of a SCORE mentor to help you navigate the trademark registration process. You'll benefit from your SCORE mentor's experience with trademark registration and better ensure that you're properly safeguarding your small business. 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>.

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TOP THREE MARKETING TRENDS



MARKETING TIPS

By Shelby Macilvain,
Communications
Manager, beMarketing

March comes in like a lion and out like a lamb! Who else is ready for the change of seasons? In the meantime, the experts at beMarketing are heating things up with some new and exciting marketing trends to look out for this month.

Check out the Top Three Marketing Trends to watch for in March:

Social Commerce — Social commerce isn't something new but has gained significant traction since the pandemic hit. The social commerce industry is expected to explode within the next three years, with experts predicting over 70 percent of consumers using social media platforms like TikTok and Instagram to research brands and 97 percent of Gen Zers using social media as their top source of shopping inspiration. With numbers that major, it's time to include social commerce in your digital strategy.

Visual Search — A picture is worth a thousand words. That adage is exceptionally true in the digital age. Visual search is a new practice that allows people to upload an image into search. Companies such as Pinterest and Google have jumped on the bandwagon, launching search tools that let users take a picture of an item and find incredible amounts of information about it, such as viewing similar products, finding where to buy the item online, and reading reviews.

User-Generated Content — Another concept that isn't new is user-generated content. UGC is the future of marketing. Why? Because it creates a sense of community and builds your brand's social credibility. Consumers are much more likely to spend money or purchase a product if they see positive reviews about it from someone else. The best part? It's relatively inexpensive.

For those ingrained in the digital marketing world, you know change is an integral part of the job. As marketers, we must always look ahead and be open to the new tools and technologies to always stay ahead of the competition.

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TEARING DOWN FOR SAFETY AND ENHANCING THE NEIGHBORHOOD

People love to watch the demolition of long-standing buildings. Big machines in tiny spaces draw attention. Recognizing the fragility of even the sturdiest structures captures the imagination. And cleaning up an unused and unusable building to enhance surrounding properties is a welcome sight to the neighbors.

Recently, Richard Zuber had the building neighboring his corporate Boyertown office at 201 E Philadelphia Avenue demolished. Demolition didn't take long. Many years ago the building was used by a tinsmith.

"For practical reasons, the recent merging of Zuber Realty's office locations required more parking," noted associate broker and realtor Connie Dolansky. The demolition adds to the town's beautification efforts. Boyertown has one less eyesore to diminish its efforts to update its image.

"Perhaps the building will remain alive to some degree," she continued. "Someone had called about using some of the doors in the building for a restoration project. The demolition crew may have information about where those doors will be utilized."

About Richard A. Zuber Realty: Richard A. Zuber Realty features a management style that offers training, professional development and support for all agents, freedom from a fee-based arrangement, flexibility offered through a trained and experienced office support staff, and opportunities to utilize assorted creative marketing services.

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

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

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Malvern Bank is a community bank dedicated to fulfilling the financial needs of the people and businesses that we serve throughout southeastern Pennsylvania, New Jersey, Delaware and Florida. Malvern Bank offers a complete range of products and services through its network of convenient Financial Centers and Private Client offices.

Founded in 1887, Malvern Bank provides its customers with *A Remarkable Banking Experience*. Local loans and management decisions, award-winning customer service, and the latest in products and services help set Malvern Bank apart.

Our staff is actively involved in our communities and the Bank readily supports efforts to better the communities we serve. This is not done for the recognition, but as part of our duty to give back, which is the hallmark of a true community bank. We're strong enough to offer a wide variety of state-of-the-art products and services, but small enough to become closely involved in the communities we serve.

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COMMUNITY CAR SHOW APRIL 9, 2022

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North Montco Education Foundation will host its first car show on April 9, 2022 at North Montco Technical Career Center, 1265 Sumneytown Pike, Lansdale, PA 19446 from 11:00 a.m. to 2:00 p.m.! Business sponsors and show cars are needed for this community event! Proceeds benefit student programs and lab areas at North Montco Technical Career Center. Car owners can enter the following categories in the show: Import, Street Rods, Survivor Class, or Truck. A select number of North Montco students will also show their own vehicles.

While Career and Technical Education is expensive, training students with the relevant industry technologies is a worthy investment for our businesses and local communities. Furthermore, our students can enter the workforce with a good foundation, enabling them to contribute more to the organization and the team from the start. As they continue as young apprentices and enjoy regular salary increases, they not only enrich their own lives but improve the economy of our region overall.



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To become a sponsor, please contact Denise Collins at 215.368.1177 ext. 303, or email dcollins@nmtcc.org. Register show vehicles at <https://northmontcoef.org/>.

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FEDS PROVIDING PENNSYLVANIA WITH \$171M FOR ELECTRIC VEHICLE CHARGING STATIONS

By Victor Skinner, The Center Square

Pennsylvania is set to receive an estimated \$171 million in federal funding over the next five years to build the commonwealth's network of electric vehicle charging stations along major highways.

The funding is part of a \$5 billion program included in the infrastructure law approved by Congress that is expected to result in \$25 million for the first phase of funding in 2022. Pennsylvania received the fifth-highest amount among U.S. states, behind Texas at \$407 million, California at \$383 million, Florida at \$198 million and New York at \$175 million.

"This is great news for the environment and for union jobs," said U.S. Rep. Conor Lamb, D-Penn. "This \$25 billion federal investment will jump start the work to build the electric vehicle transportation technology and infrastructure for our state and our region."

The funding is aimed at a goal set by the Biden administration to install electric charging stations every 50 miles along highways to encourage more drivers to purchase electric vehicles. Pennsylvania has 1,079 charging stations, including

along sections of I-376, I-76, I-79, I-70, I-80, I-99 and I-496 that already have stations less than 50 miles apart, which the Federal Highway Administration considers "electric vehicle ready."

"The U.S. market share of plug-in electric vehicle (EV) sales is only one-third the size of the Chinese EV market – in 2020, plug-in electric vehicles made up only 2.3 percent of new car sales in the U.S., compared to 6.2 percent in China," according to a U.S. Department of Transportation fact sheet.

The 2021 update to the Pennsylvania Electric Vehicle Roadmap produced by the Pennsylvania Department of Environmental Protection showed of the 12 million registered vehicles in the commonwealth, more than 29,000 are electric passenger vehicles, a figure that has doubled since 2017. The vast majority of those vehicles are registered in and around Philadelphia, Harrisburg and Pittsburgh.

Officials from the Pennsylvania Departments of Transportation (PennDOT) and Environmental Protection highlighted the benefits of the funding for Pennsylvanians at a news conference Friday.

(Continued on page 26)



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ELECTRIC VEHICLE CHARGING STATIONS

(Continued from page 25)

"PennDOT and our sibling-agency partners are well positioned to advance our transportation and EV charging networks to meet current and future needs," PennDOT Acting Executive Deputy Secretary Melissa Batula said. "These investments are a significant opportunity, and we are committed to delivering benefits across the state."

The funding will be aimed at installing stations along the commonwealth's previously designated "alternative fuel corridors" (AFC) and state officials are working to align those designations with new criteria for AFCs updated this week by the federal government. Previously, federal AFC criteria required charging stations no more than 5 miles from an interstate exit or highway intersection, and the new criteria was changed to 1 mile.

"From PennDOT's most recent update there are currently 1,051 Interstate miles pending and 692 Interstate miles in ready status, under the previous designation criteria," according to a PennDOT statement. "Should PennDOT determine, and U.S. (Department of Transportation) certifies, that the AFCs are fully built out, then Pennsylvania may use funds to build EV charging equipment on any public road or in any publicly accessible location, including but

not limited to parking facilities at public buildings, public schools, and parks."

The statement also highlighted an additional \$2.5 billion in discretionary grants available from the federal government that "will allow Pennsylvania's eligible entities like municipalities, school districts, planning organizations and more to apply for funds to support local communities in installing, operating, and maintaining EV charging equipment. Grant funds will also be available for electrifying school bus fleets and EV battery manufacturing and recycling programs."

State officials said EV proposals in Pennsylvania will be evaluated using "equity principles" that prioritize making EVs more affordable, charging more accessible, investments in fleet electrification, investments in low-income and minority areas and efforts to increase EV awareness, education and technical capacity.

"DEP is grateful for the federal infrastructure support and excited to partner with PennDOT in expanding charging station locations across the state, as we work to bring the health and environmental benefits of zero emission transportation to all Pennsylvanians," DEP Secretary Patrick McDonnell said.

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Event Registration at chambermaster.com

Intro To Excel - Spring 2022

Wednesday Mar 2, 2022; 8:00 AM - 10:30 AM EST
Four weeks on Wednesdays: March 2, 9, 16, 23
Location: Shearer Technical, 727 Penn Avenue
West Reading, PA 19611
Admission: \$240/person - Chamber Members
\$340/person - Non-Chamber Members
Website: <http://www.greaterreading.org>
Contact: Mark Dolinski, Vice President Training
and Professional Development
mdolinski@greaterreading.org
Register here:
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11137>

Supervisor Training Module 1: Principles Of Supervision - Spring 2022

Wednesday Mar 2, 2022; 8:30 AM - 11:30 AM EST
6 weeks on Wednesdays: Mar. 2, 9, 16, 30, Apr. 6, 13
Location: Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610 or
virtually using Zoom **Admission:** \$595/person for
Chamber Members; \$745/person for Not-Yet
Chamber Members **Contact:** Mark Dolinski, Vice
President Training & Professional Development
610-898-8386; mdolinski@greaterreading.org
Register here:
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/11115>

Community Spotlight: Barrio Alegria's Faro Program

Wednesday Mar 2 and Thursday Mar 3, 2022
Admission: Register in advance for this meeting:
<https://us02web.zoom.us/j/6103766766>
After registering, you will receive a confirmation email
containing information about joining the meeting.
After registering, you will receive a confirmation
email containing information about joining the
meeting. **Contact:** Dave Myers
dmyers@GreaterReading.org

Networking@Night - at Santander Arena

Wednesday Mar 2, 2022; 5:00 PM - 7:00 PM EST
Location: Alvernia Golden Wolves Den - 700
Penn Street, Reading, PA 19602
Admission: Free to GRCA Members
Contact: Rachael Romig
rromig@greaterreading.org
Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11073>

Community Spotlight: Barrio Alegria's Faro Program

Thursday Mar 3, 2022
Register in advance for this meeting:
<https://us02web.zoom.us/j/6103766766>
After registering, you will receive a confirmation email
containing information about joining the meeting.
After registering, you will receive a confirmation
email containing information about joining the
meeting. **Contact:** Dave Myers
dmyers@greaterreading.org

Women2Women Experience - Flor De Toloache

Thursday Mar 3, 2022; 6:00 PM - 9:30 PM EST
Location: Miller Center for the Arts
4 N 2nd Street, Reading, PA 19061
Admission: \$31.50 / W2W Member
Contact: Rachael Romig 610-898-7775
rromig@greaterreading.org

Essentials Of Effective Management: Driving Organi- zational Results - Spring 2022

Tuesday Mar 8, 2022; 8:30 AM - 11:30 AM EST
Five weeks on Tuesdays: Mar. 8, 15, 22, 29, Apr. 5
Location: Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
Admission: \$695/person for Chamber Members;
\$895/person for Not-Yet Chamber members
Website: <http://GreaterReading.org>
Contact: Mark Dolinski, Vice President Training
and Professional Development 610 898-8386
mdolinski@greaterreading.org
Register here:
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/10984>

Essentials Of Effective Leadership - Spring 2022

Wednesday Mar 9, 2022; 8:30 AM - 11:30 AM EST
Five weeks on Wednesdays, Mar. 9, 16, 23, 30, Apr. 6
Location: Center for Business Excellence
49 Commerce Dr., Wyomissing, PA 19610
Admission: \$695/person for Chamber Members;
\$895/person for Not-Yet Chamber Members
Contact: Mark Dolinski, Vice President Training
and Professional Development 610 898-8386
mdolinski@greaterreading.org
Register here:
<https://greaterreadingchamber.chambermaster.com/eventregistration/register/10986>

De Mujer A Mujer - Developing Leaders In 2022 : How & Why

Thursday Mar 10, 2022; 5:30 PM - 7:00 PM EST
Location: Radisson Hotel, 1741 Papermill Road
Reading, PA 19610
Admission: \$5/person
Advanced Registration Required
Contact: Rachael Romig 610-898-7775
rromig@greaterreading.org
Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11026>

GRCA GREATER READING Chamber Alliance

THE DINNER

May 11 • 5 - 8:30 p.m.

Santander Arena

Eat, drink and network while celebrating the best of the best in the Greater Reading business community.

SCAN ME to purchase tickets & for more info

Featuring **SCOTT HAMILTON**

Berks County Commissioners Update 2022 **THIS EVENT IS SOLD OUT!**

Friday Mar 11, 2022; 7:30 AM - 9:30 AM EST
Location: Santander Performing Arts Center
136 N 6th St., Reading, PA 19602
FREE PARKING — The GRCA has partnered
with the Reading Parking Authority to provide
parking vouchers for all event attendees who park
in the POPULAR & WALNUT parking garage.
Cancellation Deadline: 5 Business Days Prior
**GRCA/W2W policy does not allow active
campaigning or distribution of campaign
materials at its event. No solicitation.** Photos
are taken at events and may be used on social
media and in future advertising; by attending you
are consenting to the use of your photo.
Contact: Katie Hetherington Confer
kcunfer@greaterreading.org

BCAC MEETING

Friday Mar 11, 2022; 9:00 AM - 10:30 AM EST
Meetings are held the 2nd Friday of each month.
Virtual Event; Login Link sent week of meeting.
Admission: Free to attend for BCAC Members
Interested in attending? **Contact:**
Katie Hetherington Confer 610-898-7773
kcunfer@greaterreading.org

Women2Women – Pursuit, Pas- sion And Paying It Forward With Stephanie Rado Taormina

Wednesday Mar 16, 2022; 11:30 AM – 1:00 PM EDT
Location: Folino Estate Winery, 340 Old U.S. 22
Kutztown, PA 19530
Admission: \$25 / GRCA Member
\$30 / Not Yet GRCA Member
Advanced Registration Required
Contact: Rachael Romig 610-898-7775
rromig@greaterreading.org
Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11028>

GRCA Trip Info Session - Tuscany 2022

Wednesday Mar 16, 2022; 5:30 PM - 6:45 PM EDT
Location: Virtual / Online Event
Login Link to be shared week of event
Admission: Info Session is **FREE** but we kindly
ask that you pre-register to hold space for the
session! Click here to BOOK YOUR TRIP TODAY!
<https://www.aventuraworld.com/booking/login/>
(Group booking code: XFGDYI)
Contact: Rachael Romig, Senior Director of
Events & Special Programs 610-898-7775
rromig@greaterreading.org
Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11113>

FBA / GRCA Workshop: Tiktok For Business 101

Wednesday Mar 23, 2022; 8:30 AM - 10:00 AM EDT
Location: Chamber's WorkFlow (Center for
Business Excellence), 49 Commerce Drive,
Wyomissing, PA 19610
Admission: \$25 / Member; \$30 / NonMember
Contact: Rachael Romig, Senior Director of
Events & Special Programs 610-898-7775
rromig@greaterreading.org
Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11030>

REGIONAL CHAMBER NET- WORKING (LEHIGH VALLEY & UPPER PERKIOMEN VALLEY)

Thursday Mar 24, 2022; 5:00 PM - 7:00 PM EDT
Location: Folino Estate & Winery
340 Old U.S. 22, Kutztown, PA 19530
Admission: \$15/GRCA Member
Member Exclusive Event
Contact: Rachael Romig, Senior Director of
Events & Special Programs 610-898-7775
rromig@greaterreading.org
Register: <https://greaterreadingchamber.chambermaster.com/eventregistration/register/11118>



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

MEMBER ANNIVERSARIES

Happy Anniversary to the following Members!

44+ Years

A. D. Moyer Lumber & Hardware, Inc. - Pottstown

25 Years

Family Services of Montgomery County

5 Years

Lifestyles Designs

Redevelopment Authority of Montgomery County

State Farm - Drew P. Leck, Agent
Superior Cleaning Solutions, LLC

Building Communities

Creating Connections

Supporting Commerce

Membership opens the door for your business to exchange ideas with other talented leaders in business, community, and government.

New Board Members



By Eileen Dautrich,
TCACC President

The TriCounty Area Chamber of Commerce is excited to announce the appointment of five Chamber Members to the Chamber's Board of Directors. The 5 new Members of the Board are filling unexpired terms of previous board members. After filling the time frame of the unexpired term, each of these individuals will be eligible to have their name on the ballot to begin serving their own three-year term.

Rich Newell, Chairman of the Board of Directors for the TriCounty Area Chamber of Commerce and CEO of Pottstown Hospital Tower Health said, "I am so pleased to be able to welcome these 5 new members to our TriCounty Chamber Board of Directors. The past two years have been incredibly challenging for almost every business in our community. I am proud of the work that the TCACC board and employees accomplished by focusing on the needs of our members. We stayed true to our Mission of leveraging the power of membership to provide valued membership services and proactive leadership for the tri-county region. Eileen Dautrich led the team by focusing on creating connections for our business communities and getting resources where they were most needed. The addition of Amy, Mike, David, Wendy, and Bill will help us continue that service into the future.

The new Board Members include:

- Amy Auwaerter, Director of Pottstown Campus Operations, Montgomery County Community College
- Michael Gillin, Plant Manager, Limerick Generating Station
- David Livengood, Administrative Director, Western Montgomery Career & Technology Center
- Wendy Moyer-Drabick, Owner, Moyer-Drabick & Associates, Ltd.
- Bill Vitiello, Director of Institutional Relationships & Marketing, Victory Bank

New Board Member, Amy Auwaerter, shared, "It is an honor and my distinct pleasure to serve on the Board of the TriCounty Area Chamber of Commerce. I have admired the TCACC commitment to uniting and celebrating Pottstown and the tri-county region for which they serve. I am looking forward to representing Montgomery County Community College and to getting involved in the many new opportunities with the TCACC as we Build Communities, Create Connections and Support Commerce."

Our ballot for Board Members nominated to serve a term beginning July 1, 2022, and ending June 30, 2025, will be sent to the membership this spring.



WELCOME APPROVED NEW MEMBERS!

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

Children First

<https://www.childrenfirstpa.org/>
215-563-5848

Nonprofit Organizations

Eric M. Souder -

Lincoln Investment Planning, LLC

<https://www.lincolninvestment.com/>

Contact/Advisor/1286232/Referral?
fbclid=IwAR3sDox_q0rQ443_pGBgalm4
2fT26RMqHrf6gllmBRzQA0_ykKf3i5ZKB4

215-881-4687

Financial Services

FastPro Restoration

<http://fastprorestoration.com/>

484-415-0818

Fire / Water Restoration

Hydroscares Inc

<http://www.hydroscarespa.com/>

484-571-2031

Construction Contractors

New Life Staffing, LLC

<http://www.newlifestaffing.com/>

484-624-4087

Career Counseling Services

Nihart Photography

<http://www.nihartphotography.com/>

484-300-8745

Photographers / Photography Studios

Smoothie Q

<http://www.getsmoothieq.com>

860-371-0228

Restaurants

I am extremely excited for the impact that new board members can have with new ideas and providing valuable feedback that helps represent the needs and wants of the rest of the membership. The Board has developed a 2022 Action Plan and I am anxious to complete those documented goals with the help of the entire board and staff.

The key focus areas of the 2022 Action Plan include improving our regional footprint, focusing on targeted marketing, reframing our programs and services to differentiate ourselves and invest in leadership development for the tri-county region.

The TriCounty Area Chamber of Commerce would like to thank the O'Pake Fellows – a group of undergraduate and graduate students supported by Alvernia University's O'Pake Institute – for researching our organization and our membership data to help

draft and develop this action plan.

#tcaccbettertogether

REGIONAL CHAMBER ROUNDUP

SEASON 8

LIVE NOW!

TUNE IN ON

f LIVE

@TriCountyAreaChamber
Follow our page for updates

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

Scan the QR to learn more about Chamber Chat!



2022 TIERS INVESTORS!

STAKEHOLDER

Constellation

SCHULTZ technology

Pottstown Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.

BUILDING COMMUNITIES

CEG

CEDARVILLE

HERBEIN

CPAS + CONSULTANTS

Maillie

ACCOUNTANTS + ADVISORS

CREATING CONNECTIONS

Boyertown

OIL & PROPANE

Martin

STONE QUARRIES INC.

OWM

LAW
O'Donnell, Weiss & Martel, P.C.

PAED

POTTSTOWN AREA
ECONOMIC DEVELOPMENT

BOYERTOWN AREA

Presented by the TriCounty Area Chamber of Commerce

PROGRESS DINNER

Wednesday, March 30, 2022
5:00 to 8:30 PM
LaMassaria at Bella Vista
2901 Fagleyville Rd., Gilbertsville, PA 19525

Join us in celebrating several businesses and organizations of Boyertown!

- Progress Video
- Presentation of the James K. Boyer Quality of Life Award to **Medicine Shoppe Pharmacy**

\$100 per person : TCACC Members
\$200 per person : Non-Members
\$900 table of 10 : TCACC Members
\$2000 table of 10 : Non-Members

For more details or to purchase tickets, please call Alice at 610.326.2909 or visit www.tricountyareachamber.com

Platinum Sponsor
TOMPKINS
VIST Bank

REGISTER NOW!



TRICOUNTY AREA CHAMBER OF COMMERCE

ANNUAL DINNER

KEYNOTE SPEAKER

U.S. OLYMPIAN

JOHNNY QUINN

WEDNESDAY, APRIL 27TH
START TIME: 5:00 PM

RIVERCREST GOLF CLUB & PRESERVE \$95 PER MEMBER | \$100 PER NON-MEMBER

Keynote - "Think Like an Olympian"
Gourmet Dinner
Members Honored
Special Surprises for All in Attendance!

SPONSORSHIP OPPORTUNITIES AVAILABLE!
REGISTER NOW!

95 YEARS

PLATINUM SPONSORS:
DANA **Constellation** **Pottstown Hospital**
TOWER HEALTH

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!

Chamber Member Notes:

- Please remember that the Spring-Ford Chamber follows the Spring-Ford Area School District's inclement weather policy. If the School District cancels school the day of an event, the chamber event is also cancelled.
- The Chamber is now accepting dates for networking events and workshops. If you are interested in holding an event in 2022, please contact us at info@springfordchamber.com

UPCOMING EVENTS

Registrations can be found at
www.springfordchamber.com

March Luncheon – 2022 Small Business Growth – Thursday, March 10th 11:30am – 1:00pm

Speaker: Maura Shenlur, Temple University Small Business Development Center

The Loft at Landis Creek

Shark Think Tank – Business Owners Only Roundtable – Thursday, March, 17th 11:30am – 1:00pm

Copperfield Inn at Creekside

Business owners members only

10th Annual Fashion Show – Thursday, April 7th 11:15AM – 1:45PM

Sunnybrook Ballroom

Benefitting the YWCA Tri-County Area
Lunch, Basket Raffle, Fashions, Crafters & Entertainment

KICK OFF - Spring-Ford Young Professionals Network – Wednesday, April 20th - 6:00pm - 9:00pm

The Loft at Landis Creek

\$5.00 Includes drink ticket and flatbreads

Open to the general public.

Everyone young at heart is welcome



Spring-Ford Chamber Annual Lunch – Thursday, May 12th 11:14am – 1:45pm

Copperfield Inn at Creekside

Networking Reception, Awards, Keynote Speaker: Aaron Muderick, Crazy Aaron's Thinking Putty

SAVE THE DATES:

- Dog Days of Summer Community Event – Saturday, May 7th
- Limerick Community Day – Saturday, August 13th
- Upper Providence Community Day – Saturday, October 15th

2022 ANNUAL LUNCHEON IS BACK!

On Thursday, May 12th, the Spring-Ford Chamber will be hosting our Annual Luncheon at the Copperfield Inn at Creekside. This event will include a networking reception, the Chamber's annual awards and our amazing keynote speaker; this year we are pleased to have Aaron Muderick.



Aaron Muderick is the inventor of Thinking Putty and Executive Chairman of Crazy Aaron's, a toy manufacturer based in Philadelphia, PA. The firm sells Thinking Putty, a toy and stress reliever, in over fifty countries around the world. With magnetic, UV light-reactive, heat-sensitive, crystal-clear, glow-in-the-dark and color-shifting varieties, Aaron has brought bouncing putty into the 21st century. Crazy Aaron's manufactures Thinking Putty from start to finish in the USA. The company has also developed unique production methods to employ hundreds of individuals with special needs. Aaron leads R&D of new products and develops new methods of manufacturing. He has been featured in The Philadelphia Inquirer, Philadelphia Magazine, The Today Show, CBS Sunday Morning, The Chicago Tribune and various other media outlets.

More information will follow shortly, check the chamber facebook page and website for tickets and sponsorship opportunities.

Fashions on Display

Join the Spring-Ford Chamber of Commerce for our 10th Annual Fashion Show and basket raffle for charity on Thursday, April 7th, 2022, at the Sunnybrook Ballroom. 2022 will bring a full fashion show, displaying outfits from local women owned boutiques such as: Piccolo Boutique, Nich, Rust and Sparkle and The Dress Code as well as men's fashions from Nautica. This year will also host a variety of women artisan crafters showcasing fashion accessories such as handmade scarves, jewelry, hats and handbags.

The YWCA Tri-County Area has been chosen as the 2022 charity recipient. The YWCA is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. The fashion show committee could not be more delighted to work with the YWCA and we feel strongly that in today's culture and climate any effort we can make toward supporting such an outstanding organization is an advancement in our community.

How can you be a part of this amazing event. Registration is now open at www.springfordchamber.com – admission is open to the public for \$35.00 and includes lunch and entertainment. The chamber is presently looking for basket donations to support the YWCA as well as local women artisan fashion crafters to show their crafts and support small business in our community. For additional information please contact the chamber at Info@springfordchamber.com

BusinessAdvisor

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



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



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

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

UPCOMING EVENTS

PHOENIXVILLE SOCIAL HOUR

connecting our community
presented by



Young Professionals Networking (YPN), has changed its name to Phoenixville Social Network with the Phoenixville Jaycees on the 1st Tuesday of every month. Visit the Phoenixville Social Hour Facebook Page for details.

Annual Chamber Awards Dinner & Membership Meeting March 30th, 5:30 PM, Rivercrest Golf Club & Preserve

Each year, the Chamber honors its members for their contributions to the Phoenixville Community. Join us for this outstanding night. See Phoenixville Chamber website for more information and to register. www.phoenixvillechamber.org

First Fridays, 2022

First Fridays - May 6, June 3, July 1, August 5, September 2, October 7. See phoenixvillefirst.org for updated information in April.

For dates and times of events including Non Profit Roundtable, Chamber Round Up and Chamber 101, visit the Phoenixville Regional Chamber website.

REGIONAL CHAMBER ROUNDUP

PERKIOMEN VALLEY CHAMBER OF COMMERCE



521 Main Street, Trappe, PA 19436 • 610.489.6660
• info@PVchamber.net • www.PVchamber.net

Welcome to the Perkiomen Valley Chamber of Commerce!

For over 60 years the Chamber has been the recognized voice & advocate for the business community. Creating opportunities for members to connect with business professionals, mentors, and potential customers, the Chamber helps members improve business and create a thriving community for themselves and their employees. We can help grow YOUR customer base in Collegeville, Trappe, Schwenksville, Upper

Providence, Lower Frederick, Lower Providence, Perkiomen, Skippack, and Oaks. For more information contact Executive Director, Renee Blomstrom, 610-489-6660, renee@PVchamber.net.

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

e-News: We've increased communications, sending time-sensitive announcements/resource links through email and social media. To sign-up for E-news, send request to info@PVchamber.net. Follow the PV Chamber Facebook Page @PerkValleyChamber.

UPCOMING EVENTS

New events coming soon!!! The PV Chamber Events Committee has been working hard behind the scenes to develop new programs and opportunities for our members. The new programs for FY 2022-2023 will be announced in March, and will provide our members with abundant networking and sponsorship opportunities, community connections, education and promotion. Bookmark www.PVChamber.net to see all the great events we have planned!

NEW DATE: March 23, 2022 @ 4:30pm - 6:30pm Mixer at Phoenixville Country Club

We are excited to announce that Phoenixville Country Club is the host of the first PVCC mixer of 2022! Enjoy food and refreshments at PCC and experience first-hand why PCC is the perfect venue for your next corporate or social event! All welcome to attend. RSVP 610-489-6660.

March 24, 2022 @ 11:45am Business Roundtable Luncheon

Join us for an interactive discussion and sharing of best practices among other business owners and key decision makers at a lunch meeting at Margarita's Restaurant, Collegeville. Networking 11:45am – Noon. Discussion and lunch Noon – 1pm. Member-only event. Pre-registration required.

April 8, 2022 @ Noon 2022 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. Book discussion: The 5 Dysfunctions of a Team, by Patrick Lencioni. RSVP required.

....More events at www.PVChamber.net

FEATURED EVENT PV Chamber Annual Meeting

The Annual Meeting is one of the Chamber's largest gatherings of our business and community leaders. Chairman **Bob Clark, Interface Financial Group**, will share what's ahead in the Chairman's Presentation, including appointment of **Joe Bergquist, Harleysville Bank**, as Chairman of Board 2022-2023.

- Participate in the general election of the Board of Directors (3-year terms)
- Recognition of outgoing board directors
- New PVCC Members (2021-2022) recognition
- Keynote Address
- Recognition of 2022 Marvin J Lewis Recipient
- Sponsorship Opportunities

Visit www.PVchamber.net for details.

Presenting Sponsor: Phoenixville Hospital Tower Health

Gold Sponsor: Schultz Wealth Management

Supporting Sponsor: Paul Davis Restoration

SAVE THE DATES:

- Annual Golf Outing – June 13th at Spring Ford Country Club
- Annual Night Out at Reading Phils – August 3rd

Interested in Hosting a Chamber Mixer?

Mixers are an ideal opportunity to gain exposure and publicity for your business. We now offer morning and afternoon time slots. Pre- and post-event recognition in PVCC newsletter, including photos. The 2022 calendar is filling up fast. Contact Renee Blomstrom at 610-489-6660.

WELCOME NEW MEMBER

Jersey Bakery Distributors, Inc.
Susan Polacek (610) 489-5959

REGIONAL CHAMBER ROUNDUP



MONTGOMERY COUNTY CHAMBER OF COMMERCE

• 101 Bill Smith, Blvd King of Prussia, PA 19406
• 610-265-1776 • montgomerycountychamber.org

The actual charter of the Montgomery County Chamber of Commerce can trace its roots to the 1912 charter of the original Norristown Chamber of Commerce, later becoming the Montgomery County Board of Trade. Over the course of the 20th century, these Chambers evolved into the Ambler, Conshohocken, Central Montco, King of Prussia, Valley Forge and Wissahickon Valley Chambers of Commerce. We proudly welcome over 400 companies and 1500 stakeholders in southeastern Pennsylvania.

BENEFITS OF JOINING THE CHAMBER:

Advocacy | Networking | Grow Your Business | Referrals | Benefits Management
e-news | Website | Mailing Lists | Recognition... **BECOME A MEMBER A MEMBER**

UPCOMING EVENT



Wednesday, April 27, 2022
6:00 PM - 9:00 PM

DoubleTree Suites by Hilton, Philadelphia West 640 Fountain Road
Plymouth Meeting, Pa 19462

**Enjoy a 3 hour open bar,
cocktail hour, networking!**

GUEST SPEAKER
Kevin Steele

District Attorney of Montgomery County



BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com



THE SBRA COMMUNITY

THE PRICE IS RIGHT— OR IS IT?



By Gary Seibert, CEO,
Small Business Resource Association

Have you ever asked yourself, if my prices were a little higher, could I make a little more money? Or, if my prices were a little lower, would I get more customers? However, if my prices were a little higher, I may no longer be competitive and if they are lower, I might be looked at as being cheap or not of value. We all have these thoughts from time to time and they are good thoughts to have. Careful consideration should be given to your pricing structure, what you charge for your products and services, as it could make or break your success.

A good example of the importance of pricing structure relates to a restaurant that opened several years ago in our community. The restaurant was part of a successful chain of units that operated in another state. They opened with the same menu offerings and price structure as in their other locations. The owners spent a tremendous amount of money fitting out the facility and creating a really unique atmosphere. Opening week was a tremendous success as hundreds of people lined up to get a taste of the new restaurant in town. Several months later there were no more lines, reservations were not needed and the revenue they generated no longer supported their investment. Worse yet, their reputation grew as being over-priced with a menu that did not cater to the local palate. What was a super successful business model in one market was a bust in another. They did not do their research to determine what menu items the locals desired and what price point would drive repeat business. Their product was excellent but just not right for this market.

Here is a 6-step plan that should help you as you take a deep dive into your pricing strategy. Whether you are a new business or you have been around for years, it is always wise to review from time-to-time what you are selling and at what price. It does make a difference.

6 STEP PLAN

1. Evaluate Your Cost — it really is important to know exactly what each product you sell costs.

- a. Materials, labor, packaging, marketing, overhead

2. Determine Desired Profit — is your net revenue sufficient after covering your expenses?

- a. Wholesale-selling to a dealer, not the end user—lower margins but higher volume
- b. Retail—selling to the end user—higher margins but lower volume

3. Understanding Your Customers — what you are selling and who you are selling it to?

- a. Demographics—age group, financial status, distance from your store, quantity
- b. Need/want of product—is there true demand or is this your product an impulse item?
- c. Acceptance—do your customers understand your product and like it?

4. Know Your Competition — They know who you are, do you know who they are?

- a. Do they sell similar products or services?
- b. Is their quality less, equal to or greater than yours?
- c. What type of service to they provide to their customers?
- d. What are their price points?
- e. What is their reputation?
- f. Where are they located?
- g. How long have they been in business?

5. Choose a Pricing Strategy

- a. Will you launch a new product with a special offer?
- b. Will you offer discounts?
- c. Do you offer volume discounts?
- d. Do you have a loss leader to get customers in the door?
- e. Will you have off season discounts for specific products or services?
- f. Will you have advertised discount coupons?
- g. Will you offer regular specials like ½ price coffee before 7am, or a BOGO?

6. Monitor your costs and adjust your pricing when absolutely necessary

- a. Be careful not to change your prices too often. Customers do not like change.
- b. Try to set price so that changes only happen once a year and at the same time.
- c. It is ok to let your customers know in advance that you are making a pricing adjustment but make sure it's based on a well thought out plan.

Remember, too low of a price may lead customers to believe your product or service is cheap and has no value. Too high of a price may price you out of the market unless everything you sell is high quality and your brand and reputation justifies it.

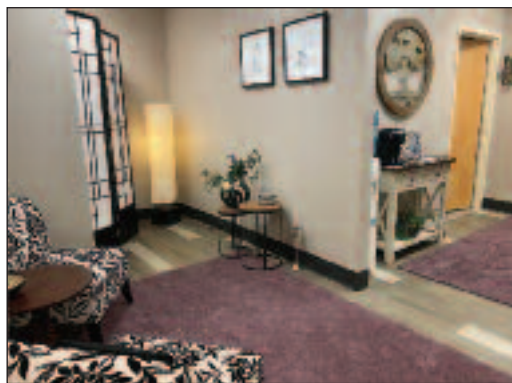
Pick your target customer and build your products and services around them and price accordingly. If the PRICE IS RIGHT—YOU WIN.



SBRA Business Spotlight

French Creek Aesthetics

An effective skin care routine can help prevent acne, treat wrinkles and help keeping the skin looking at its best. At French Creek Aesthetics (FCA) the main focus is on the individuals' specific skin care needs. FCA provides unique and individually tailored skin and medi-spa services. They also emphasize the importance of having an adequate in-home skin care regimen. The professional staff at FCA is comprised of a physician, a physician assistant and two aestheticians. Gary Herring, MD and Lisa Taxin Porter, PA have extensive experience with injectables. Xeomin is used for wrinkle reduction and fillers include Versa, Belotero and Revasse. These injectables have no downtime and improve the look of moderate to severe frown lines, facial wrinkles and folds. Kelley Profeto, Anita Vasko are skilled and experienced aestheticians offering therapeutic facials, chemical feels and more. Take some time to treat yourself, you deserve it!



Located at 45 S. Pine St.
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www.frenchcreekaesthetics.com

JUST HOW SECURE IS YOUR HOME OR BUSINESS?



By Jim Long, Security Service Company, SBRA Member

According to the US Dept. of Justice, there has been an average of 2.5 million burglaries a year over the past 10 years and the National Fire Prevention Association estimates a home, industry or forest fire starts every 23 seconds. Both fire and intrusion cost businesses and individuals, multiple of millions of dollars in damage as well as the countless loss of life. What are you doing to protect your home or business?

Security Service Company, home based in Fleetwood Pa., has been providing security, monitoring, alarm and reporting services since 1973. Back in the old days, based on merely a handshake, the owners of the company focused primarily on home security and fire alert systems. Fortunately, some of those customers either worked in local businesses or owned one, and gradually, the commercial end of the business started to grow. During that time all installations were hardwired and an installation was much more time-consuming and costly. However, as technology improved wireless systems replaced the old technology and enabling faster and easier installations and many newer and better features that gave the user a much better end product. The transition to wireless and other powerful technologies, industry-wide, has made security much more powerful and effective. Question—How old is your system?

Today, the use of digital communication allows security systems to do so much more than before. Because of this, the demand for commercial fire alarm systems, intrusion



alarms, access control and video cameras have grown dramatically and, in many situations, have become a necessity for liability and insurability requirements.

Many security companies outsource their Monitoring Station to another source including critical inbound and outbound communications. Security Service Company invested in building their own Monitoring Station which allows them to have a much closer and personal relationship with their clients and its office and personnel are Five Diamond Certified by the Security Monitoring Association.

It is extremely important to review your home and business security at least once a year to make sure that what you have purchased is performing 100%. Low or dead batteries, bad connections, broken cameras and other impairments may put you, your family and employees at risk. You have your HVAC system inspected once or twice a year, when was the last time you had your security system checked?

Security Service Company is a locally owned and operated family business. Call SSC anytime 24/7/365 at 800-232-2500 or visit: www.SSCsince73.com



SBRA Monthly Member Shout Out

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SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
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Free to the public. Get more details and register at <https://www.sbrassociation.com/#EVENTS>

- Tuesday, March 1st – 9:30-10:30 a.m. SBRA Workshop

Virtually on Zoom, presented by Tyler Parmer of Primerica

- Tuesday, March 15th - 9:30-10:30 a.m. SBRA Workshop

"Changes in Customer Expectation: How to Draw New Business in a Post COVID World" virtually on Zoom, presented by Lauren Ziegler of Speedpro Innovations

120 MINGLE NETWORKING

- Wednesday, March 2nd – SCPA Chapter Mingle at the Hive in Elizabethtown.
- Wednesday, March 30th – B2 Bistro in West Reading

Register: <https://www.sbrassociation.com/#EVENTS>

- Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update via Zoom: Wednesday, March 30th, 9:00-9:30 a.m.

Register: <https://www.sbrassociation.com/#EVENTS>



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FOCUS ON ENGINEERS & ARCHITECTS

Penn State Berks Celebrates History During National Engineers Week

Penn State Berks is proudly celebrated its rich history in engineering during National Engineers Week, February 21–25, 2022.

Penn State Berks' engineering roots date back to 1927, when University instructors helped to establish a formal education program at The Wyomissing Trade School, a training center for apprentices working at Textile Machine Works. This was the predecessor of Wyomissing Polytechnic Institute, which later became the Wyomissing Center of the Penn State University, and finally Penn State Berks.

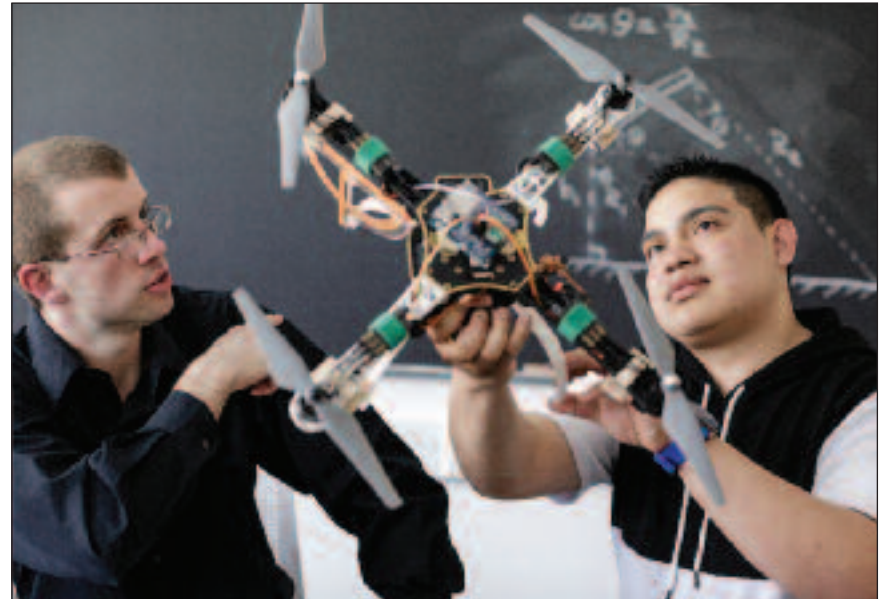
Today Penn State Berks is the only institution of higher education in Berks County to offer not one, but two engineering baccalaureate degrees. Electro-Mechanical Engineering Technology and Mechanical Engineering are both accredited by ABET, the global leader of engineering program accreditation.

Engineering students at Penn State

Berks get hands-on experience. The department is housed in the Gaige Technology and Business Innovation Building, which includes the latest state-of-the-art technology and laboratory space. The facility also includes a Fluid Discovery Lab, created by an engineering professor with her research students. The result is the only open water channel research facility within the entire Penn State University system.

In addition, the college established the Berks Learning Factory to bring real-world engineering challenges into the classroom. It has connected students to more than 40 companies since 2010.

Penn State Berks engineering degrees are further enhanced by partnerships with local business and industry. Students in both engineering degree programs complete hundreds of internships, and many establish their careers in the Greater Reading area. For those who



choose to leave Berks County, they find that a Penn State degree is recognized worldwide.

Penn State University has offered world-renowned engineering degrees for more than 125 years, enabling students to inspire change and impact tomorrow.



For more information, visit berks.psu.edu/engineers-week.

A photograph of four students in a classroom or lab setting. They are gathered around a table, looking at a laptop screen. One student is holding a small object, possibly a component of a machine or a sensor. The background shows a whiteboard with some diagrams.

PENN STATE BERKS
is proud to celebrate
ENGINEERS WEEK
FEBRUARY 21–25

Penn State Berks is the only college in Berks County to offer not one, but two nationally accredited baccalaureate degrees in engineering. Electro-Mechanical Engineering Technology and Mechanical Engineering are both accredited by ABET, the global leader in accreditation of engineering programs. Students in both programs complete hundreds of internships, and many establish their careers in the Greater Reading area.

For more information, visit berks.psu.edu/engineers-week

PennState
Berks

A simple line drawing of an axe, positioned horizontally.

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Our skilled craftsmen preserve and restore historic architecture including houses, barns and outbuildings. We welcome small projects, for example interior and exterior woodwork, plaster, masonry and pointing, as well as general contracting.

A photograph of a large, two-story stone barn with a red roof and a small red door. The barn is surrounded by a white picket fence and green grass. The sky is blue with some clouds.

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18th Century Restorations, Inc. provides skilled restoration services to clients who exercise stewardship for historic properties. The primary business of our company is preservation and restoration, adaptive re-use of and sympathetic additions to structures built in the 18th and early 19th centuries.

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Ludgate Engineering — Engineering for Land Development

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nor shall the plan compromise the Architect's vision of the development. Each site plan deals with the impacts of traffic management and parking layout. Managing stormwater for drainage and flood prevention often governs the design.

Bringing sewer, water, and other utilities to the site can present difficult problems for the Engineer to solve.

Ludgate Engineering Corporation is headquartered at 10 Vanguard Drive, Suite 90, Reading, PA 19606; 610.404.7330.

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Driven to provide leading engineering solutions for any type of construction project, our geotechnical and environmental experts have over 30 years of expertise in enhancing construction design and safety. Focused on accurate subsurface site investigation, clearly defined recommendations, and innovative strategies to keep your project on time and budget, Earth Engineering Incorporated provides companies with reliable information and professional guidance for streamlined projects from start to finish.

Why Work with Earth Engineering Incorporated?

Our success in improving development projects of all sizes begins with our committed team of experienced geotechnical engineering and environmental experts. Utilizing a well-rounded approach to site analysis and organized foundation design, our comprehensive



engineering solutions lead to clearer data, on-time projects, and improved confidence in the stability of your builds. When you trust our geotechnical engineering firm to investigate your site, you can expect quality engineering services, cost-effective services, and professionals with 30+ years of experience in the industry.

Earth Engineering, Inc. is headquartered at 115 W. Germantown Pike, Suite 200, East Norriton, PA 19401. For additional information, please call 610.277.0880 and visit www.earthengineering.com.



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All County & Associates, Inc.

Since 1992, All County and Associates, Inc. (ACA) has grown from a three-person firm, formed by All County Investments, Inc. (ACI). Located in Chester County, the firm offers a full range of civil engineering services, throughout eastern Pennsylvania. These services include

Construction Management; Civil Engineering; Environmental Permitting; Septic System Testing and Design; Land Surveying; Wetland Delineations and Mitigation.

All County and Associates, Inc. is the first choice of the construction and real estate community. Having worked on thousands of projects, ACA sets itself apart



by developing and maintaining long-term relationships. These relationships are represented through a dedicated referral network of satisfied customers. Our team is a trusted source for our rapid and thorough responses, and our ability to handle a project big or small. We never deviate from our primary focus of helping them make informed decisions. It is our goal to



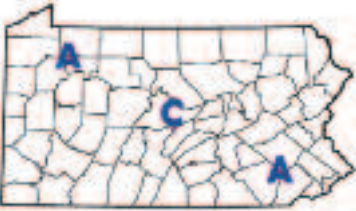
have our clients educated and familiar with the processes. This allows for the best communication and understanding of ALL parties involved.

If you have an upcoming project and would like a proposal for our services, please email the project details to

info@all-county-assoc.com. Our team of licensed professionals look forward to getting to know you and learn more about your needs.

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Drawing on two decades working in architectural design and historic preservation consulting, VA&P specializes in preparing schematic design documents for project budgeting, construction documents for building permit approvals, condition assessment reports for repairing and maintaining historic structures, and code compliance summaries for identifying necessary upgrades in renovation projects. Recent, exciting local projects include: *The Blue Elephant restaurant, Lady*

Liberty Salon and Spa, Lansdale Freight House condition assessment, PermaBond Engineering Adhesives expansion, 207 East High Street retail fit-out, First Presbyterian

Church building improvements, and numerous residential projects throughout Montgomery, Berks, and Chester Counties.



Jessica Zeigler-Cihlar

Contact VA&P Owner and Principal Architect, **Jessica Zeigler-Cihlar** for your next home or business project. You’ll receive a complimentary consultation to discuss your project objectives, customized design services tailored to your personal needs and property conditions, and detail-oriented documentation to achieve quality end results. When you work with **Village Architecture & Preservation**, you are part of our team, collectively dedicated to your project’s success — every step of the way.

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McCarthy Engineering Associates Inc.

McCarthy Engineering Associates, Inc., with offices in Wyomissing and Pottstown, is a multidisciplinary engineering, consulting, planning, and environmental services firm. We provide services to industrial, commercial, health care, educational, governmental, and residential clients throughout the Northeast United States. Our capabilities range from civil engineering, land development, structural design, water resource management, surveying and mapping to mechanical engineering, plumbing design, electrical engineering, and fire protection design. Jim McCarthy, owner, incorporated the business in June 2000 with a vision to create a different kind of engineering firm. Twenty-two years later, McCarthy combines the latest technologies, the most knowledgeable associates and out-of-the-box problem solving to complete client projects.

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



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

For additional information, please contact: McCarthy Engineering Associates, 2500 E. High Street, Suite #630, Pottstown, PA 19464; Phone: 610.369.3190; Web: www.mccarthy-engineering.com.



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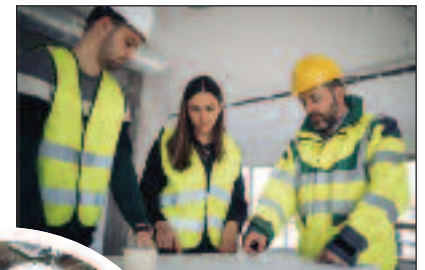
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Carroll Engineering Corporation

Carroll Engineering Corporation (CEC) continues to provide quality engineering and surveying services to clients throughout Pennsylvania, New Jersey, and parts of Delaware, since first opening its doors in 1973. We are known to a wide range of authority, municipal, public, and private clients in the region for our highly recognized professional services. CEC currently has a staff of approximately

90 employees divided into nine interrelated departments, five of which represent specific engineering functions being Municipal, Water / Wastewater, Planning & Site Design, Structural, and Traffic & Transportation Services. The remaining four departments include Surveying, Construction Administration & Observation, Geographic Information System (GIS) / Computer Aided Drafting & Design (CADD), and Administrative, all of which are support departments to our engineering services. Our services have expanded to include the usage of high-tech capabilities, Drone / UAV and 3-D Laser Scanning Services, to ensure data precision and accuracy for our clients' projects. All our departments serve as valuable resources to each other. Our dedicated staff is a testament to our firm's growth, with the experience provided to each of our clients resulting in a large number of sustainable long-term relationships.

CEC has a staff of professionals with state or national registrations and certifications in engineering, planning, surveying, and geology. In addition to professional registrations, many of our staff have supplemental certificates including LEED AP. We are focused on identifying and eliminating potential problems and



always take an innovative design approach.

Our corporate office is in Warrington, Bucks County. We also have offices in Malvern, Chester County, King of Prussia, Montgomery County and Hillsborough, Somerset County, New Jersey. As of October 2021, our Malvern, PA office has relocated to a new, larger building to support our growth in Chester County. The new office is located at 433 Lancaster Avenue, Suite 200, Malvern, PA 19355. The building itself, Linden Hall, is a beautifully restored 3-story farmhouse that was constructed in the 1800s. Linden Hall is situated in historic Chester County with origins dating back to The Revolutionary War and General Washington's Troops. We look forward to providing the same high-quality engineering services from this historic location!

To learn more information about our firm and our high-quality services, be sure to check us out at www.carroll-engineering.com, or follow us on LinkedIn and Facebook. If you need any engineering or surveying support on your next project or have any questions about CEC, please contact Joel Ardman, Vice President, directly by email at jardman@carroll-engineering.com or phone at 215.343.5700 ext. 243.



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How to Connect with Your Customers and Boost Business Using Live Video

Live video streaming has become one of the most powerful ways to forge stronger connections with customers. Especially now as you are looking for ways to stay connected with your customers or reconnecting as your business reopens. Using the Apps like Facebook Live, Instagram Stories, Snapchat Stories, YouTube Live Streaming, and Periscope to boost sales and strengthen your brand.

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

Introduce a new product or service. Live video provides a memorable way to communicate features and benefits and get people excited about your new offerings.

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

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

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

Feature your company participating in a community cause. Capturing real-time moments of your team giving back to the community can build a stronger emotional connection with customers. People feel good about supporting

businesses that commit themselves to causes that help those in need.

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

Gearing Up to Go Live

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

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

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

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



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We operate 14 Flooring Superstores serving Delaware, Pennsylvania, Maryland, South Jersey and South Carolina. Now we are bringing the Carpet & Tile Mart value proposition and buying power within reach of flooring customers from Coast to Coast in the US on our website CARPETMART.COM.

Q: How does Carpet & Tile Mart keep prices so low?

A: We buy direct from mills and manufacturers for all flooring categories, eliminating middleman and mark-ups that are normally associated with flooring franchise stores, big-box home center flooring departments and floor covering buying group operations. Working closely with the mills and flooring suppliers for decades, we have also been able to maintain a superior product-quality level that

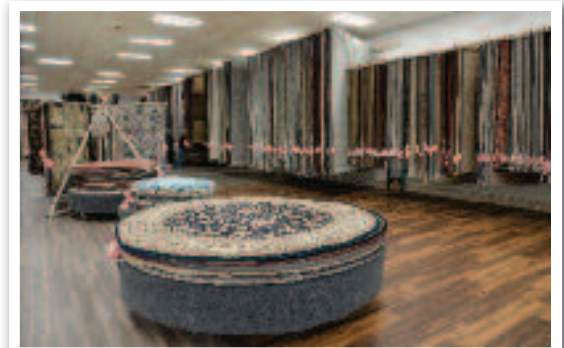
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Q: How many flooring options are there?

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The contents in your home are not only very important to you, but they are valuable as well. What if you were to suffer a major loss such as a house fire? Some personal items such as photos, may never be able to be replaced, but most of your personal property can be replaced. So, having a complete household inventory list of your items is a tremendous help to you and your insurance company. You will also want photos to go along with the list. You will want to list RC (replacement cost—current cost to replace the item) for the items as well. If you are not sure of the RC of something, you can estimate it. Listing RC is a great way to determine if you have enough personal property coverage on your homeowners or tenant policy.

You want to start with the main rooms in your home, such as the living room, dining room, and kitchen. List all your items in those rooms, including all furniture, carpets, lamps, electronics, laptops, phones, curtains, clocks, ceiling fans, etc. In the dining room, start with the dining room table and chairs, hutch, and if you have china, you should know the pattern and number of pieces to the set. The kitchen will include all your appliances, large and small, utensils, dishes, glassware, pots and pans, curtains, blinds, and so on. And don't forget the mixer, air-fryer, crock-pot, pressure cooker, and whatever kind of kitchen gadgets you may own.

Next are the bedrooms, their furniture, beds, linen and bedding, your clothing, shoes, accessories, handbags, jewelry, etc., and bathroom items, such as towels, and toiletries.

And don't forget the basement and the garage, including washer and dryer, yard equipment, snow removal items, workbench tools, toolboxes, holiday decorations and more! If you have a shed—there is even more to list.

Once you have all of the rooms finished, total each room, and total all of the rooms to determine the value of your entire contents. Then compare the total to the total amount of personal property coverage on your policy.

You will be surprised at all the things you will be listing! This will add up fast, so again, it is important you have enough personal property coverage on your policy. This is definitely something to discuss with your agent, especially since items such as jewelry, furs, guns, silverware, and several other items ordinarily have a dollar amount limit of coverage, unless scheduled onto your policy.

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By David Morrison,
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Every month we answer questions from our readers about Medicare. If you would like to submit a question, go to: MedicareEducationServices.com/AskDave

What does Medicare Cost?

— Karen from Gilbertsville

There are several costs associated with Medicare. Here is a basic breakdown.

Medicare Part A - Is typically free, if you or a spouse has worked 40 quarters (10 Years).

Medicare Part B - This is \$170.10/month in 2022. There are two ways that this cost will vary.

1. If someone has Medicare and Medicaid, Medicaid will pay the Part B premium on your behalf.

2. As someone's income increases, there will be a higher premium for Part B. Medicare will look at your income from 2 years before the current year.

Medicare Part C (Also known as Medicare Advantage) — There are many zero-dollar options for these plans that are offered through private insurance.

Medicare Part D — Prescription Drug Plans — There is a premium that you pay to a private insurance company.

Medicare Supplement — There is a premium that you pay to a private insurance company.

With these different cost variables, Medicare can cost different amounts depending on your income and home you customize your plan.

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WHOSE TERMS APPLY? CONTRACT TERMS AND CONDITIONS



LEGAL PERSPECTIVES

By Joshua D. Macel, Esquire, Wolf, Baldwin & Associates, P.C.

Most business arrangements go as planned, and most business disputes can be resolved between the parties.

When enough money is at stake, things may end up in litigation. Ask an attorney to prepare standard contract terms and teach you how to negotiate a contract, and you will not only save future legal fees, you will set yourself up to win if you do end up in court.

In our fully digital society, many companies do business by phone and e-mail without ever creating a paper trail. While this may result in efficiency, it raises a number of questions about exact terms and enforceability. This article provides a simple example, highlights a few facts that could complicate the outcome, and (shamelessly) suggests you contact an attorney for guidance and advice. In short, I suggest you develop personalized standard terms and conditions, publish them on your website, and reference the site on every contract-related document and e-mail that you send.

A sophisticated partner, one as thorough and prepared as you, will inevitably say "I don't like your terms and conditions." That is okay, you simply need to know how to modify or adopt some, but not all, terms if it is a deal breaker. Generally, written and later-inserted terms control when there is a conflict and there's also a commercial code that applies when terms cannot be reconciled. And your conduct matters, too. You can say "this can only be amended in writing signed by the

parties," but that's simply not always the case. If you follow your terms and conditions to the letter, you will be alright. But that's not realistic. If you have a long course of dealing with a party, that matters. The industry standard practice matters.

An enforceable contract always requires an offer, acceptance, and consideration. In some cases, the contract must be in writing, too. Can you tell which of the parties in the following example will prevail in a dispute over whether an enforceable contract exists?

Company X is in the business of installing loading docks. Company Z is a general contractor in the business of developing commercial and industrial properties. X worked as a subcontractor for Z in 2004 through 2010 on five jobs and was paid \$300,000.

The custom and practice of contract formation and performance between Z and X is as follows. Z would initiate contact with X and request a bid for X to provide the equipment and labor needed to install lifts and loading docks for Z's construction projects in Pennsylvania. A salesperson from X would visit the site then fax a proposal to Z's office.

(Continued on page 50)

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LEGAL PERSPECTIVES

(Continued from page 48)

In response, Z would fax a purchase order to X, and X would perform the work as set forth in Z's purchase order. X began the installation on the day and time authorized by Z. X would then send an invoice for material and labor to Z after the work was completed. Z paid every invoice, usually within thirty days.

In 2016, Z called X about installing loading docks in a new warehouse that Z was building. After visiting the site, a salesperson from X e-mailed a quote that contained the price for the lift equipment. In the e-mail, X anticipated it would take three technicians two days to install the loading docks. In response, Z sent a purchase order for the exact price listed on the purchase order and a statement that says, "By signing below, I acknowledge that the information listed above is in agreement. Vendor accepts the order as set forth on this purchase order and agrees to Z's standard terms and conditions." X never printed and signed the purchase order. Two weeks later, X installed the docks and sent an invoice to Z for materials and labor. The invoice said, "Net due within thirty days. Buyer agrees to pay a late fee of 1% per month and reasonable attorneys' fees and collection costs incurred by Seller in securing payment for this contract." Z sent a check for the equipment but refused to pay the service costs.

Z claimed that it never agreed to pay for more than the amount stated on its purchase order, and said it would not have agreed to the billed hourly rate for the service technicians, which was considerably higher than the hourly rate that X charged six years earlier when it last

installed loading equipment. X replied that Z asked for the installation to take place within a short period of time that X considers a "rush order," its baseline service rates had increased over the last six years, this project required highly-trained techs that weren't needed for the earlier loading docks because the new docks incorporated new technology, and Z should have known it had to pay for service because X billed for parts and service in the past.

If X sues for breach of contract, who will prevail? If X wins, will the court impose attorneys' fees and a late payment penalty? The above facts are based on a real case in which the Superior Court affirmed the trial court's verdict in favor of the subcontractor (X, the loading dock installer). The court explained that an enforceable partially oral, partially written agreement existed and looked to both the words and conduct of the parties to determine whose terms applied. The court examined the surrounding circumstances and past course of dealing between the parties to ascertain their intent.

Even though Z's purchase order did not reference a labor cost and included the provision, "Vendor accepts the order as set forth on this purchase order," the court ruled that the parties' previous course of dealing established that X

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expected to be paid for its services and that Z had always paid for service and parts in the past. The court also awarded late fees and attorneys' fees because every prior invoice from X had included that clause and Z had never objected.

Clearly, the dispute could have been avoided with better practice by both parties. You can only control your own conduct, and an attorney can help you prepare for a potential conflict by taking three steps. First, meet with an attorney to prepare personalized standard terms and conditions that cover all aspects of your regular agreements. Second, publish those terms and conditions on your website on their own dedicated page. Finally, include a statement on every document and e-mail that refers to your terms and conditions and includes a

direct link. If your terms and conditions are written correctly – and if you follow appropriate practices and comply with your own terms and conditions – you can ensure your terms will control.

Having well-drafted contracts can save a lot of time, money, and aggravation. Your lawyer should have an intimate knowledge of your practices and procedures to help you craft terms and conditions which will hold up in court, but which will ideally help avoid court in the first place.

Joshua D. Macel, Esquire is an associate attorney at the law firm of Wolf, Baldwin and Associates, P.C., with offices in Pottstown, Pennsburg, West Chester, and Reading, and concentrates his practice in small business representation and civil litigation. He may be reached by calling 610.323.7436, or by e-mail at jmacel@wolfbaldwin.com.

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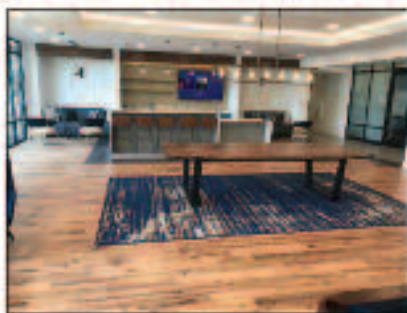
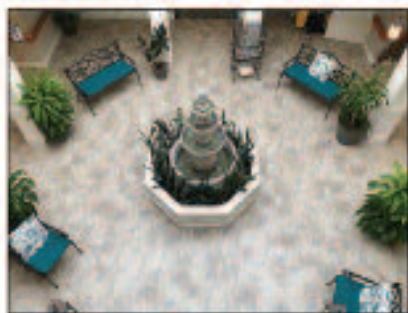
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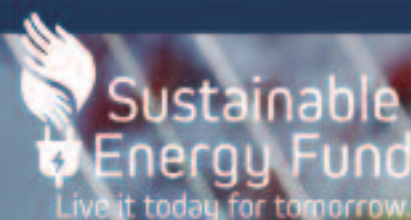
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CHANGE: THE ABILITY TO SAY WHAT YOU THINK



OPINION

By Barry Cassidy

Knowledge and technology have a way of inserting themselves to change customs and traditions of the past. What a person believed and spoke about in one era could be accepted as true, only to determine that it was false later because of a deeper understanding of the subject. I still believe Galileo was a heretic.

For example, ideas like believing or not believing in god were somewhat of a hot point during the 1950s when Madeline Murray announced she did not believe in god. She was roundly shouted down. Sixty years later, people practicing religion find themselves being verbally abused in the way they abused Murray.

Time changes everything. Totalitarian Communist regimes are secular, while "In God, We Trust" is still on our dollar bill. The Leninist interpretation advocated the repression of those of the capitalist class. As long as the capitalist class existed, there would be a need for a dictatorship of the proletariat. They would be enabling the democratic rule of the working class over the capitalist class.

Limiting the power of the capitalist class to speak and conduct their transactions was a key item in establishing a worker paradise. The equalizing factor was the communication revolution when computers and instant communication became a reality.

In 1979 when someone in Iran said, "Death to America," we all knew about it. In the early 1900s, no one would know that happened, and it would be no big deal. We watched as people stood before the camera and screamed that chant, and we knew it within hours, not days or months.

Having these folks chant "Death to America" was unsettling. They took it further and chanted, "Death to the infidel, Carter." Jimmy Carter may have been many things, but he was a man of faith and

not an infidel. But he did not have the same religious belief as the people chanting.

We have held the First Amendment as sacred. Oliver Wendell Holmes addressed prohibited speech in 1919. He argued in *Schenck v. the United States* that "falsely shouting fire in a crowded theater" was prohibited.

In 1995 President Clinton seemed to move toward prohibited speech when he condemned "loud and angry voices of hate" after the Oklahoma Federal Building Bombing. As a preventive measure for violent acts, "hate speech" was developed as a concept to ban verbal communication, physical gestures, or the written word that were prejudicial against an individual or group.

Groups have started to expand the concept of "hate speech" to a public statement against mask mandates, Covid vaccinations, illegal immigration, or same-sex marriage. All can be labeled hate speech. The stunning developments in Virginia concerning a man who complained that his daughter was raped in a school's girl's room by a young man who identified as a female caught my attention.

(Continued on page 54)

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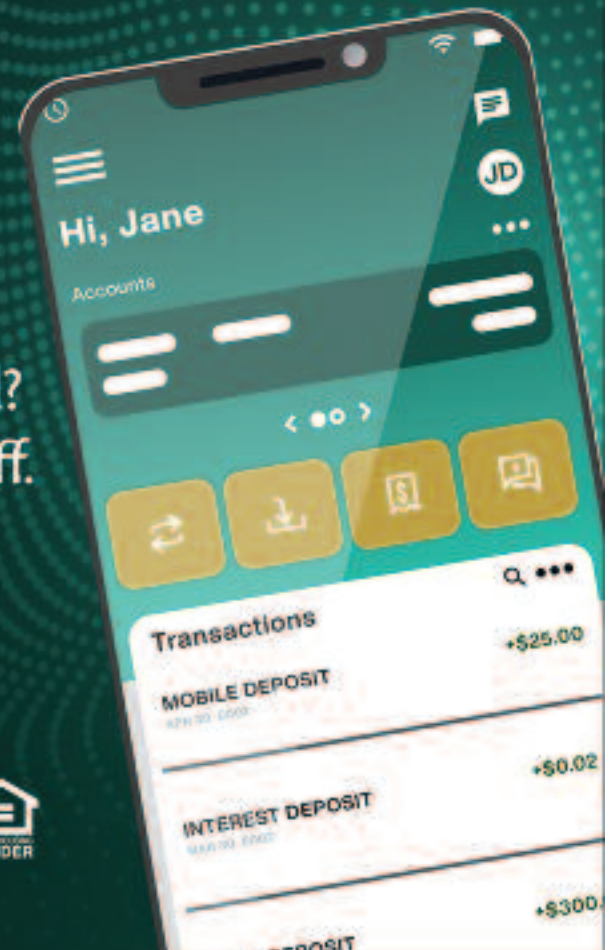
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OPINION

(Continued from page 53)

He was not even complaining about his daughter but complaining that they assigned the aggrieving individual to another school, and he did it again.

Whole classes of people were then prohibited from expressing themselves. Hate Speech was applied to groupings of people who were supposedly to blame, regardless of what individuals in each class might say or believe.

Combine that with a version of the news, either right or left, and it is a recipe for a totalitarian state to evolve. Take, for example, the origin of the coronavirus. This is a bat virus that was weaponized, and any mutation of the virus is a mutation of the spike protein as some of the viruses are not as deadly as others.

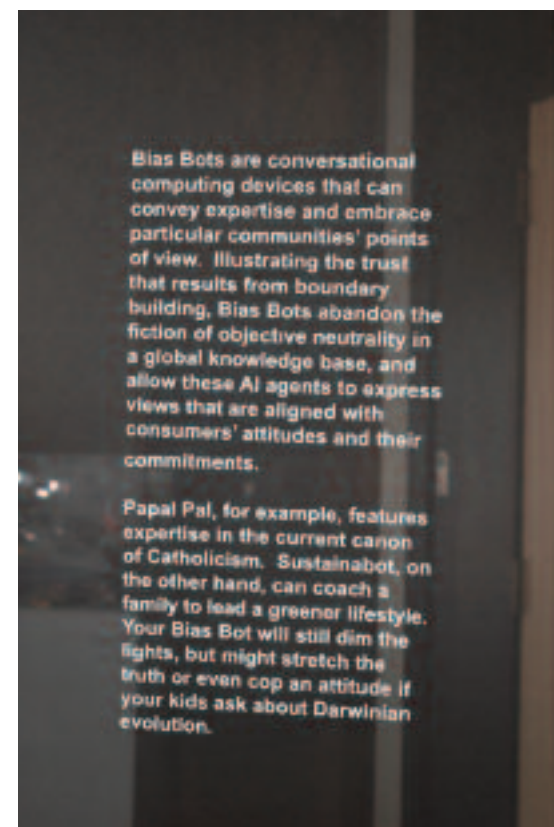
This virus did not evolve naturally as there is no way that three amino acids can line up in a row. Someone made this, but to say that it is weaponized has been censored ... it is now a "gain in function."

The virus has been used to attack the capitalist class with small businesses suffering. Mom and Pop shops across America are starting to disappear. I witnessed it. I toured the country from May 15, 2021, to June 15, 2021, and there has been serious damage done. You can ask the aspiring young chef about his job opportunities.

The summer of riots also specifically targeted small businesses as windows were broken stores looted, dashing the dreams of small entrepreneurs across the country.

I witnessed it when I toured the cities where the riots occurred. People then were shut down when they condemned those actions. When I condemned the riots attacks I was called a racist.

One thing I saw that solidified my thinking on this subject was a store window in Palo Alto for "Bias Bots" with an attitude. Conversational computing devices that can embrace particular communities' point of view. It occurred to me these may not even people trying to limit my speech... it is a technological innovation, not knowledge.



"Bias Bots" from store window in Palo Alto

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



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The Greater Reading Chamber Alliance Welcomes New Director of Workforce Development

The Greater Reading Chamber Alliance (GRCA) announced its recent hire of Keith Stamm as the new Director of Workforce Development. In this role, Stamm will develop and implement program initiatives that address the priorities of employers in Berks County and in designated industry sectors.

"I am excited about the opportunity to contribute toward building a stronger community, which benefits everyone. My background in higher education and business are particularly well-suited for this position and will aid me in promoting the mission of the GRCA," said Stamm.

Most recently, Stamm served as Director of Counseling, Advising and Career Services at Harrisburg Area Community College (HACC), Lancaster campus. Prior to HACC, he served as the Career Services Director at Reading Area Community College.

"Serving our members' workforce development and talent needs is a priority for the GRCA," said Julie Larison, Senior Director Membership Services, GRCA. "Keith brings extensive experience in advancing local talent and in fostering partnerships that support the development of our workforce."

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HERBEIN + COMPANY, INC. (HERBEIN) WINS CLEARLYRATED'S 2022 BEST OF ACCOUNTING 5 YEAR DIAMOND AWARD FOR SERVICE EXCELLENCE

Diamond award winners have won the Best of Accounting award for at least 5 consecutive years, consistently earning industry-leading satisfaction scores from their clients.

Herbein + Company, Inc. (Herbein), a leading Mid Atlantic regional certified public accounting firm, announced today that it has won the Best of Accounting 5 Year Diamond Award for providing superior service to its clients for at least five (5) consecutive years.

ClearlyRated's Best of Accounting® Award winners have proven to be industry leaders in service quality based entirely on ratings provided by their clients. Clients of Best of Accounting winners are 60percent more likely to be satisfied than those who work with non-winning firms. Just 21 percent of the 2022 Best of Accounting winners earned the Diamond award distinction. Herbein + Company received satisfaction scores of 9 or 10 out of 10 from 89.7 percent of its clients, significantly higher than the industry average of 53 percent in 2021, and a NetPromoter Score® of 86.7, more than 2.3 times the industry average of 38 percent in 2021.

Herbein I Mosteller HR Solutions, a Herbein subsidiary, received a Net Promoter Score® of 93.3percent for the client satisfaction survey feedback that was collected by ClearlyRated on its behalf.

"For 50 years, exceptional client service has been a top Herbein priority. Our team is proud and honored to again be recognized for our efforts," Herbein Managing Partner David W. Stonesifer, CPA said.

"Winners of the 2022 Best of Accounting award for client satisfaction have demonstrated their commitment to delivering exceptional client service, even as Covid-19 has forced them to reimagine and rebuild their approach to business," said ClearlyRated's CEO and Founder, Eric Gregg. "These service leaders have kept the client experience at the heart of their business strategy, and it's my honor to celebrate and showcase the 2022 Best of Accounting winners alongside feedback from their actual clients on ClearlyRated.com!"



About Herbein + Company, Inc.

Herbein + Company, Inc. (Herbein) is a leading Mid-Atlantic regional certified public accounting firm whose professionals specialize in creating impact for clients, helping them succeed with confidence today and tomorrow. With offices in Pennsylvania and New Jersey, Herbein is an independent member of Allinial Global, an accounting firm association of legally independent accounting and consulting firms with offices in North America and throughout the world. Visit www.herbein.com or connect with us on LinkedIn, Facebook and Twitter.

About ClearlyRated

Rooted in satisfaction research for professional service firms, ClearlyRated utilizes a Net Promoter® Score survey program to help professional service firms measure their service experience, build online reputation, and differentiate on service quality. Learn more at <https://www.clearlyrated.com/solutions/>.

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THE B2E (BUSINESS TO EMPLOYEE) FOCUSED COMPANY

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

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

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

Some components of companies' B2E strategies include:

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

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

Elements of an Ideal Small Business Intranet

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

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

(Continued on page 58)

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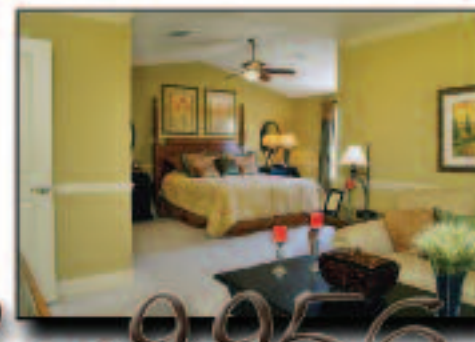


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Ask SCORE

(Continued from page 57)

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

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

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

Benefits of a Small Business Intranet and the B2E Mindset

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

Where to Begin

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

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

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

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