

ROUTE 422

BusinessAdvisor

JUNE 2022

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



NATIONAL FINANCIAL NETWORK

**New Name, Same
Five-Star Financial
Services Firm**

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

CHANGE SERVICE REQUESTED

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

GET IT ONLINE 422BIZMAG.COM

For more than 30 years...

KEEPING EMPLOYEES ON THE JOB IS OUR JOB.

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

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



Pottstown Hospital

TOWER HEALTH

Advancing Health. Transforming Lives.

Pottstown Hospital Occupational Health



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

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

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

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

Occupational Health

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

Meredith Manor

SPECIAL EVENT VENUE

Meredith Manor is the perfect venue to host your wedding and reception. Our venue specializes in weddings and proudly creates memorable occasions for all. With exquisite landscaping, our Historic Fieldstone Bridal Party Barn and our new Country Barn that opened in 2019, everyone will enjoy all that the venue has to offer.

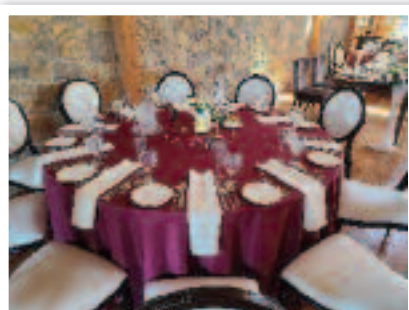
Our friendly, accommodating, and experienced staff are here to assist you throughout the planning process. Many items are included in our wedding package to simplify your selection process too. Our venue provides exclusive inhouse catering overseen by our Chef. We also refer many other talents via our vendor's page. Our goal is to exceed the expectations of all our most valued clients and have you experience a wonderful day at Meredith Manor!

We can accommodate up to 300 guests in our new Country Barn. The barn includes a state-of-the-art Bose sound system and two large bar areas.

Our venue has many hot spots for pictures including the split waterfall Koi Pond, outdoor wedding site under large Oak trees, solid green wall with Edison lighting in our courtyard and our overlook where a bronze Gazebo sits with our multi-colored lighted fountain in the background.

Along with our first hand owner management, Frank our sales manager and Maître d along with Chet our new assistant general manager will ensure your event is performed smoothly.

Meredith Manor Venue was established in 1999 in South Coventry Township, Northern Chester County. We are conveniently located 1000 feet south of Rte. 23 on Rte. 100



Meredith Manor ***Special Event Venue***

2270 Pottstown Pike, Pottstown Pa. 19465

610-469-1700

Visit our website for Package information,
Calendar of availability,
Photo Gallery & Preferred Vendors
Meredithmanorvenue.com

Please email us at
info@meredithmanorvenue.com
for more information.



6

Cover Story: Whether clients are seeking a holistic financial plan or targeted insurance, investment, or retirement strategy, the team at National Financial Network of Pottstown is committed to educating clients about how each dollar in their world works together to provide the assurance of a secure financial future.



24

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



28

Business Spotlight: Curran Estate & Elder Law - Approachable & Honest Legal Counsel

Visit 422bizmag.com for...

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



Follow us on LinkedIn

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



Like us on Facebook

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

Contents

- 10 | Social Media Tips**
Five Content Creation Tips
- 15 | Ask SCORE**
What's the Difference Between Marketing and Sales?
- 18 | Marketing Tips**
Why Local SEO is Important for Your Small Business
- 21 | Ask SCORE**
Three Things to Understand Before Hiring a SEO
- 26 | Cyber Security**
Ransom or Victim – Be Ready for Cyber Crime
- 30 | Advertised Services Directory**
What You Are Looking For — At Your Fingertips
- 31 | Regional Chamber of Commerce Round-Up**
Greater Reading / Perkiomen Valley / Phoenixville / Spring-Ford / TriCounty Area / Montgomery County
- 36 | The SBRA Community**
Ready for a Career Change? If So, Why?
- 38 | Business Growth Tips**
Support Your Team to Best Support You as a CEO
- 39 | Ask SCORE**
Information Your Small Business Needs to Maintain
- 46 | Legal Perspectives**
The Pennsylvania Trade Secrets Act Revisited
- 51 | Opinion**
Sexual Identity and Change

... AND MORE!

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

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

To contact the Route 422 Business Advisor:

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

Route 422 Business Advisor
is a proud member of:



TRICOUNTY AREA
CHAMBER OF COMMERCE



422bizmag.com • 422business.com

INSURANCE OR ASSURANCE?

Why Stewart Abstract of Berks County is more than just a settlement agency.

Attorneys and Real Estate Investors located in Berks and our surrounding counties are an important part of our business. Since 1988, we have provided the best in customer service to our clients,



while sharing the knowledge we possess. We ensure that both commercial and residential real estate transactions close in a friendly, efficient, and professional manner. Our settlement team has over 125 years of combined experience managing a variety of issues in the title industry. When you hear, "we've seen it all..." that is probably true. And if we have not, then we have the resources and connections necessary to get you resolution.

Time is our most precious commodity, and you don't need to be wasting yours by performing tasks that are second nature for us. We know that there is much more to your next deal or to your client's case file that takes up time and adds frustration.

How can Stewart Abstract be of service to Attorneys and their clients?

We can assist with title questions or title needs pertaining to Estates, Divorces, Subdivisions, LLCs, and Corporations. When you open an estate or transfer property into a Trust or handle a guardianship, let us do a present owner search. This can mitigate your risk and remove any surprises which could arise without a proper search.

Stewart Abstract also assists many investors. We have title officers who are educated with the many issues that arise with these types of transactions. We are an active member of the Real Estate Investors Association of Berks County, Inc. (R.E.I.A.). Additionally, we attend other investor meetup groups in our area and have made presentations to these groups on the importance of title insurance.

Prior owners of your property may not have been meticulous bookkeepers — or bill payers. And even though the former debt is not your own, banks or other financing companies can place liens on your property for unpaid debts even after you have closed on the sale. This is an especially



worrisome issue with distressed properties.

When a property owner dies with no apparent Will or heir, the state may sell his or her assets, including the home. When you purchase such a home, you assume your rights as owner. However, even years later, the deceased owner's Will may become known and your rights to the property may be seriously jeopardized.

If you purchase a home that was once sold by a false owner, you can risk losing

your legal claim to the property. Play it Safe! These and other issues are often covered by an owner's policy of title insurance. When you buy a home, make sure you're protecting that investment with title insurance.

So, if you are an Attorney or Investor who has not used our services, on your next transaction please give us a call with any questions you may have and put our services to the test. We look forward to hearing from you.



Barb Cammarano



Sherry Hracho



Carol Chelius



Karen Mills



Julie Kreshon

For additional information, please call 610.372.8201 and visit www.stewartabstract.com.



NATIONAL FINANCIAL NETWORK

New Name, Same Five-Star Financial Services Firm

By Kathy Hunt

Whether you have been a longtime client of Pottstown's Independence Planning Group (IPG) or you are a newcomer to the world of financial services, you might wonder who National Financial Network (NFN) is and why, as of July 2022, its sign adorns the IPG office at 758 East High Street in Pottstown.

In March 2022 IPG merged with the East Coast-based NFN and adopted the larger firm's name and logo. While its name may have changed from Independence Planning Group to National Financial Network, the firm's financial advising staff and mission remain the same — to create and implement financial strategies that not only meet but also exceed the client's expectations, and to empower clients to live financially sound and independent lives by maximizing wealth, minimizing debt, and protecting against financial risk.

"For our clients, the transition from Independence Planning Group to National Financial Network is seamless," said Patricia "Patty" Picardi, director of wealth management and licensed financial advisor at NFN Pottstown. "Along with having the same broker-dealer and using the same software as NFN, our cultures are so similar. Our core values emphasize teamwork and service as well as a strong commitment to our clients' well-being. Independence Planning Group was a well-respected, large firm in the Philadelphia area. As part of the much larger National Financial Network, we now have access to many more resources, research, and support to aid our clients and allow us to offer more services," she said.



PATRICIA PICARDI

PHOTOS BY STYLISH IMAGES





Picardi, who holds a degree in finance from James Madison University, is also a founding advisor of IPG. Following in the footsteps of her father and grandfather, she is a third-generation financial advisor and has worked in the field of financial services for 34 years.

Financial planning based on your goals and values

In business since 1951, National Financial Network provides comprehensive personal, business, corporate and financial strategies to ensure that a client's financial aspirations become a reality. Its advisors help to build financial plans that feature diversity, guarantees, and growth and reflect their clients' goals and values. NFN has over 100 advisors and a client base stretching from Maine to Delaware.

The Pottstown office of NFN consists of financial advisor Picardi, financial representative Alec Picardi, and CPA and financial specialist Jeff Melchior as well as a marketing director and an office manager. The group takes a comprehensive or holistic approach to asset management, taking the time to get to know each client and the goals in that individual's life. They then craft a financial plan based upon that person's specific values, timelines, income requirements, and risk tolerance, and not on a one-plan-fits-all attitude. Each plan is monitored and then formally reviewed on an annual basis. Adjustments are made as needed.

The Pottstown firm has approximately 1,000 clients, the majority of whom reside in Philadelphia and the tri-state area. Individuals and families make up 65 percent of its customer base. The remaining 35 percent are businesses.

"One of our core tenets is that we have strong relationships with our clients and meet regularly with them," Picardi said. "All of our clients, whether they're individuals, families, or businesses, receive a personalized financial model or 'Living Balance Sheet®,' which helps them balance assets, liabilities, protection, and cash flow. Because the model is web based, clients have 24-hour access to it. Accounts are linked so that clients have very current information and are able to keep track of all their financial activities online. It gives them a beautiful, bird's-eye view of everything that's going on financially," she said.

Trademarked by the Guardian Life Insurance Company of America, the Living Balance Sheet® (LBS) factors in current assets and liabilities and provides a daily update on a client's net worth. Its "track and monitor" system is non-transactional; money cannot be deposited or removed through the LBS. Thanks to secure encryption, LBS acts as an online vault where clients can store copies of such essential documents as birth certificates, wills, and tax returns all in one safe place.

Picardi noted that, usually, business clients will have both a personal model as well as a business model of the Living Balance Sheet®.

Continued on page 8)

THREE SIMILAR NAMES, THREE DIFFERENT ROLES

When looking at a financial services firm, you may encounter three different, but similarly named, titles — financial specialist, financial representative, and financial advisor. Although they may sound interchangeable, each one serves a distinct role for client and the organization.

A **financial specialist** focuses on the protection components of financial planning, such as life, disability, health, and long-term care insurance. This role requires the least amount of licensing and is usually held by a junior practitioner.

A **financial representative** specializes not only in protection components but also in investments and financial instruments. The person in this role can speak to clients about such investment topics as mutual funds and annuities.

A **financial advisor** understands and provides all financial services, including stocks, bonds, and exchange traded funds (ETFs). This role requires full licensing, which Patty Picardi possesses. Picardi holds a Chartered Life Underwriter (CLU®), Chartered Financial Consultant (CFC®), and Retirement Income Certified Professional (RICP®) from the American College of Financial Services in Bryn Mawr.

(Continued from page 7)

Making financial dreams a reality for businesses, families, and individuals

For its business clients, NFN offers an array of commercial services including reviews of employee compensation and business assets and liabilities. It also has planning for key persons, retirement, and bonuses. Picardi and her team specialize in buy-sell agreements, executive bonus plans, defined benefit (pension) and 401K plans, and group disability. Additionally, they are adept at succession or continuation planning.

Planning for a business involves four stages. Start-up planning pertains to a new business's launch and its first year in operation. Continuation planning looks at how a business can continue to operate no matter what unexpected events occur. Growth planning allows businesses to prepare for the addition of employees, equipment, technology, products, and locations. Exit planning enables owners to transfer, sell, or liquidate their businesses in an efficient, effective manner.

"Continuation is one of the more difficult attributes of business ownership," Picardi explains. "Over the years I've found that owners, including myself, have a really hard time letting go of the baby that they've raised. They birthed and reared their business and, when it comes to letting go, it's hard for many, many people to do this. Because relationships are so important to us, we have a team of people, including lawyers and accountants, to guide and help business owners fulfill a succession plan, whether it is selling the business to existing employees or to someone outside of a company," she said.

In addition to their advisory relationships with business owners, the NFN team strives to educate businesses' employees about financial wellness and preparing for the future. It accomplishes this through a series of customizable workshops, known as Wealth Steps. Held on site, the workshops teach employees how to maximize their lifetime earning potentials through protection, saving, and planning. After completing a questionnaire, participants receive scorecards indicating their financial strengths and weaknesses and suggestions on how to remedy the latter. Along with their Wealth Steps training, employees can consult a Wealth Steps expert for free.

"When you talk to clients, they often say, 'Why didn't we ever learn about personal finance when we were in high school?'" Picardi said. "Wealth Steps gives employees a mini analysis of how they're doing financially. It's a wonderful educational tool that provides lots of information about what you should and shouldn't be doing financially."

Individuals and families likewise have a plethora of NFN services at their fingertips. Through NFN they have access to life and disability insurance, variable and



“The most important thing we do is educate our clients about how each dollar in their world works together to provide the assurance of a secure financial future.”

fixed annuities, brokerage accounts, education savings accounts, and cash management. The firm assists with retirement planning, factoring in current needs, future goals, possible risks, and viable solutions to those risks. It also aids in estate planning, working with the client and client's attorney to create a detailed inventory of assets, to clarify asset ownership and beneficiaries, and to consider tax reduction strategies such as family limited partnerships, trusts, and charitable giving.

"The most important thing we do is educate our clients about how each dollar in their world works together to provide the assurance of a secure financial future," Picardi said.

Clients can access their financial information online at any time. Should they desire an in-person meeting with Patty or others on staff, the office is open Monday through Thursday from 8 AM to 5 PM. Friday meetings are by appointment only. Clients can also arrange a virtual meeting, which provides another, more flexible way to discuss finances. Current and prospective clients can contact NFN at 610.970.8555 or email: patricia_picardi@natfin.net.



Investing in the community's welfare

In its mission statement, NFN professes its dedication to positively impacting lives and to being "a steward in the community, supporting and originating charitable initiatives for others." These are promises that Picardi and her staff take to heart.

"We try to be good neighbors in Pottstown and to give back to the community as much as possible," Picardi said.

Among the many charities to which the office donates are Pottstown Cluster, which fights food insecurity through its food pantry and community meal programs and aids with housing, and Operation 143, which helps to alleviate child hunger in six local schools through its weekly, food-filled backpacks program. It also supports the annual Pottstown GoFourth! Independence Day celebration and has contributed to the Pottstown Foundation for Education, Pottstown Library, St. Al's Warming Center, Schuylkill River Trail, CROP Hunger Walk, American Cancer Society's Relay for Life, and Meals on Wheels.

In the early days of the Covid pandemic, the director of Pottstown's Meals on Wheels contacted the firm about delivering meals.

"Most of the food deliverers for Meals on Wheels are seniors and, as you know, when Covid hit, seniors had to be especially cautious about quarantining because they were the people most at risk," Picardi said. There were so many unknowns, and a lot of people weren't comfortable about going out and delivering meals, but Picardi and her husband, local attorney Kenn Picardi, agreed to do it.

After Covid restrictions loosened, Meals on Wheels assumed that the couple would stop volunteering. However, the two enjoyed delivering meals and got so much out of the experience that they continue to donate their time.

"What still shocks me is that in this country, one of the richest in the world, with huge farms and tons of accessible food, that there are so many people who go hungry and live in the conditions that they are in," Picardi said.

One of the investment companies with which NFN works, AssetMark, learned of Picardi's volunteer work. Coincidentally, the company runs a countrywide, community inspiration awards program. The award recognizes financial advisors' who perform exemplary and inspiring work for charitable organizations within their community. Out of thousands of advisors, Picardi was one of six who won the award in 2022.

"They did a nice presentation and gave me a trophy," Picardi said appreciatively. When she sat down, she said to the person next to her, "This is nice but, gosh, as a company that is charity-focused, it would have been nicer if they had given me \$150 to donate to my charity." Two weeks later, Picardi was sitting in her office when office manager Kelly Batchelor came running in and said, "Patty, did you know that you're going to get \$10,000 to give to Meals on Wheels?"

"I was shocked!" Picardi said. "I'm just one person who delivers meals."

She recently learned that the awards program has a second phase of recognition. AssetMark delves deeper into the work of the six honorees and whoever is deemed the worthiest receives an additional \$25,000 to give to his or her chosen charity.

Integrity and five-star financial service

Not only her community but also her peers have recognized Picardi's integrity, acumen, and dedication to assisting others. For the past ten years she has won the Five Star Professional's annual Five Star Wealth Manager award. Honorees must be nominated by other companies and their peers; they cannot pay to be considered or included in the list of award recipients.

Five Star Professional researches nominees from the fields of wealth management, real estate, mortgages, home/auto insurance and dentists in North America. Wealth management specialists like Picardi undergo a thorough regulatory and complaint review to ensure that no lawsuits or grievances have been filed against them. Their records must be spotless. Assets under management and persistency, or client retention rates, are also considered. Picardi's firm maintains long lasting relationships with between 95 and 100 percent of its clients.

"I'm proud that we consistently receive this award. It helps us know that our clients are happy with us. And the award touches upon the integrity of a business, which is so important to us," she said.

If you have been searching for a knowledgeable, experienced, and reputable financial services firm in the tri-state region, one that delivers personalized, five-star service to its clients, look no further than National Financial Network of Pottstown. Led by the award-winning, fully licensed financial advisor Patty Picardi, NFN offers honest, client-specific financial services to meet all of your financial planning needs.

For additional information, please contact Patty Picardi at 610.970.8555 and visit: www.nfnpottstown.com and www.natfin.net.

Guardian, its subsidiaries, agents, and employees do not provide tax, legal, or accounting advice. Consult your tax, legal, or accounting professional regarding your individual situation. Wealth Steps® is a service mark of The Guardian Life Insurance Company of America® (Guardian), New York, NY 10001. © 2022 Guardian. Patricia is a Registered Representative and Financial Advisor of Park Avenue Securities LLC (PAS). OSJ: 1767 Sentry Parkway West, Suite 200, Blue Bell PA, 19422, 610-9358871. Securities products and advisory services offered through PAS, member FINRA, SIPC. Financial Representative of The Guardian Life Insurance Company of America® (Guardian), New York, NY. PAS is a wholly owned subsidiary of Guardian. National Financial Network is not an affiliate or subsidiary of PAS or Guardian. CA Insurance License Number - 0161270. Five Star Award is not issued or endorsed by Guardian or its subsidiaries. 2022-138242 Exp 05/24



Cure the High Cost of Health Insurance

"IT'S PROCESS NOT PRODUCT"

Obtaining an immediate cost reduction, controlling the cost long-term, and maintaining or building employee appreciation is best accomplished through a process. Since 1986, The Conestoga Group has utilized a special process for businesses with 2 to 250 employees that usually saves between \$250 and \$1500 per employee per year. This service, plus an online benefits administration system, HR Call Center, COBRA Administration, and other popular programs are free of charge as your Broker of Record.

Contact us today for a FREE ESTIMATE of the savings potential in your company.

 **610-854-1420**
601 Swedesford Road, Frazer, PA 19355
www.cgiadvisors.com



Lucky Squirrel

907 Ben Franklin Hwy. W.
Douglassville PA. 19518

PRINTWORKS

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





610.385.7053

www.luckypw.com

REFERENCES AVAILABLE

DE MEDIO'S

BUILDING MAINTENANCE

30+ Years of Service!

A Complete Janitorial Service for Commercial & Office Accounts

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

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor
www.JDeMedio.com



FIVE CONTENT CREATION TIPS



SOCIAL MEDIA TIPS

By Theresa Mintzer

Social media content creation overwhelms many business owners.

There is no right way to post social media content. Truthfully, you must figure out a system that works for you and be consistent. Try these tips.

- **Choose a platform.** Instagram is great if your audience is younger or visuals are important. LinkedIn is best for posts that are more professional. Facebook is good for updates and sharing information. TikTok is becoming a more and more popular with a wide range of businesses.

- **Create a message.** Don't post to post. Make a list of a few topics that speak about your business and how you can solve your customers' pain points. Also, keep in mind anything special that is coming up. You can take ideas from newsletters, questions that customers regularly ask, and blog posts.

- **Pick a tone.** That is going to depend on your audience. Always keep it professional, not everything is appropriate from a business page.

- **Grab a calendar or create a spreadsheet.** Try to plan out at least a month's worth of content. Make note of videos, pictures, or graphics you need. Creating valuable content that customers might share helps spread word about your business. Always keep your audience and message in mind when creating posts. Try to make as your posts evergreen, posts that you share repeatedly.

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

One thing to keep in mind is that done is better than perfection.

Theresa Mintzer can be reached at 484.686.2995 or theresa@mintzersolutions.com.

Since 1955

- Exterior Demolition
- Interior Demolition
- Industrial Demolition
- Excavation
- Storage Tank Removal
- Equipment Rental
- Truck Rental
- Storm & Wastewater Management


An Empire Group Company

CONTACT US TODAY
1440 Carbon Street
Reading, PA 19601
610-372-6511
info@esreading.com
esreading.com



"Business lending
decisions always
made **locally.**"

That's **younity.**



610-326-5490 | diamondcu.org

Located in Boyertown, Exeter, Muhlenberg, Pottstown, Royersford, and Wyomissing



EQUAL HOUSING OPPORTUNITY | INSURED BY **NCUA**



Clean Floors & More

The Janitorial Service of Choice!

Cleaning Services

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

Floor Care Services

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



Clean Floors & More

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



Berks History Center

This spring, we heard something that had been missing for a while. It was the sound of a school group touring the museum. The melody of squeaky sneakers, joyful chatter, and laughter filled the building as they moved about the museum. It was a welcomed commotion after the long period of silence as we all grappled with how to carry on through the restrictions caused by the pandemic.

At the Berks History Center, we enjoy the return to normalcy as school groups tour the museum again. We are thrilled to show them our newest exhibit. Our curator, Amber Vroman, opened the exhibition, "A Snapshot in Time: The Photography Collection of Dr. William A. Haman," in our Palmer Gallery. It is the first new large-scale exhibit in over two years.

Even more exciting changes are on the horizon as our team works to finish a new museum exhibit master plan. The plan will not only outline big ideas, core messages, and visitor takeaways but will provide implementation strategies for communicating those messages across a wide variety of media. The planning will also explore engaging ways to



Photos from "A Snapshot in Time" exhibit



incorporate the histories of all populations of Berks County, from its original indigenous people through to its current citizens. The array of interpretations may include media elements, interactives, models, and tactile elements to enhance storytelling and visitor engagement.

Berks History Center is located at 940 Centre Avenue, Reading PA 19601. For additional information please call 610.375.4375 and visit www.berkshistory.org.



General Contracting Services in Reading, PA

We offer a wide range of construction and building maintenance services:

- General Contracting • Design / Build
- Project Management
- Commercial and Industrial Remodeling
- Excavation / Demolition
- Facilities Maintenance / Repair Services
- Concrete • Drywall • Painting
- Door Maintenance / Replacement
- Window Replacement
- Commercial and Industrial "Handyman" Service

From the ground up, The Blatt Group stands "Ready To Roll."

BLATTGROUP.COM

610.916.9828

tblatt@blattgroup.com

Berks History Center Proudly Presents

A Snapshot in Time: The Photography Collection of Dr. William A. Haman

Now Open!

9 AM - 3 PM, Wednesday through Saturday

940 Centre Avenue, Reading, PA





BUSINESS SPOTLIGHT

60TH ANNIVERSARY BLANSKI ENERGY MANAGEMENT

The Blanski family has been in the mechanical contracting business since 1962. 2022 marks the 60th year that the Blanski family has served Eastern Pennsylvania and will continue to do so in the future. The company was started by Milton Blanski and Stanley Phillips as Blanski & Phillips Mechanical, Inc.

Over the years, the company has specialized in many areas, including plumbing, industrial piping, heating, air conditioning, ductwork fabrication, HVAC service and portable boiler rentals.

The key to the family's business success has always been their commitment to providing quality service and products.

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



Jim & Nate Blanski standing with portrait of Milton & Ann Blanski

Blanski Energy Management has completed numerous sheet metal projects in, and around the Philadelphia area since focusing on sheet metal work. Blanski worked on the Please Touch Museum, Samuel Fels High School, the Jewish National History Museum, two Swarthmore College Dormitories, Girard Music Academy, the Temple Baptist Renovation, the Temple-McGonigle Renovation, and many more projects. Outside of Philadelphia, Blanski has completed projects at Graterford Prison's Boiler Plant and School, the Northampton Prison Renovation, Yuengling Plant #2, Coatesville 9-10 Center, Lincoln University Science and Cultural Center, three Connective Power Plant projects, the Reproductive Science Institute's Laboratory and Operating Rooms, and WUXI clean rooms.

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



Estimating and CAD Drawing Dept Jason, Josh, and Phil

Presently Blanski Energy Management is working on the Salem County Courthouse, New Jersey American Water, Chatham Elementary School, 545 N. Broad Street Apartments, and the Philadelphia Federal Building 7th/8th floor renovation. Blanski is providing and installing all of the duct systems on these projects.

Through every generation of ownership, the company has continued to look out for its customers' best interests by providing education and training with their partner, the Sheet Metal Workers' Local Union No. 19, and by financially supporting their pension, health and welfare funds. In addition, they support local and national charities including, the Olivet Boys and Girls Club, the Reading Police, PA Professional Firefighters, Mary's Shelter, Wounded Warrior Project, and many others. Blanski Energy Management gives back to the communities in which it operates and hopes for a better future for all.

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

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



Matt, shop foreman & Plasma table



Spiral machine, brakes, and shop equipment



Office Staff Heather, Kim, and Janelle



EXPRESS DATA GETS IT.

LOCALLY OWNED. OBSESSIVELY OPERATED.

Small business professionals that respect your small business.

PAYROLL • HUMAN RESOURCES • ONBOARDING • WORKFORCE MANAGEMENT

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



MADJ Marketing

MADJ Marketing (\ @maj \) is a brand success agency based just outside of Reading, PA that supports both local and global creative and marketing efforts, with a client portfolio and featured project displays spanning North America, Central America, Europe, and Asia.

We create individualized business solutions tailored to our clients' needs in the medical and healthcare sectors, manufacturing, B2B and B2C, small business, and nonprofit markets.

Our specialties are broad and include:

- **Branding and Rebranding.**
- **Traditional and Digital Marketing.**
- **Recruiting and Talent Acquisition Marketing.**
- **Video Production and Photography, Including Aerial/Drone.**
- **Web Development and Design.**
- **Lead Generation and Marketing/Advertising Automation.**
- **Comprehensive Social Media Management and Advertising.**

We're visionaries who've created award-winning video projects, elegantly crafted website designs, high-end event productions, and marketing strategies built to scale and built for real world success. Whether you're a small business just starting out, a mid-size entity in need of an agency to act as an extension of your existing marketing department, or a corporation seeking expert insight and strategy, our multidisciplinary team of client and creative services professionals are here to help. Find us at www.madjmarketing.com.




iMADJINE THE POSSIBILITIES

Design • Branding • Video • Social Media • Consulting • Web

WHAT CAN MADJ MARKETING DO FOR YOU?
Learn more at madjmarketing.com/422

MADJ marketing



Ask SCORE

WHAT'S THE DIFFERENCE BETWEEN MARKETING AND SALES?

There's a big distinction between marketing and sales, but a smart business strategy aligns both to drive revenue. Learn the differences, so you can create a strong strategy and grow your small business.

Entrepreneurs without direct marketing or sales experience often lump the two together as a single effort. Other owners see marketing and sales as completely separate initiatives. This can create so much separation between the two that marketing and sales end up working in silos, completely separate from one another.

Both of these approaches fail to maximize the ability of a business's marketing and sales efforts to drive revenue.

It's important to the success of your business that you take the time to understand the difference between marketing and sales, as well as how they work best together.

In the Race for Revenue, Marketing Passes the Baton to Sales

Think of marketing and sales like runners in a relay race. Marketing is the first runner out of the gate. It runs Lap One, which includes finding, reaching and engaging prospective customers. Once marketing completes the first lap, it hands the baton to the second runner, sales. Sales takes off and builds a relationship with those prospects to make the sale and finish the race.

This analogy of 'passing the baton' is what's known in the marketing and sales world as passing through the 'sales funnel.' A sales funnel represents the way a business moves a prospect through its sales process. Marketing efforts get prospects into the funnel and sales efforts work to turn those prospects into customers when they come out of the funnel.

(Continued on page 16)



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



Craig Fleischmann, Esq.



Franqui-Ann Raffaele, Esq.

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



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

www.fleischmannlawfirm.com

AS SEEN ON HGTV'S HOME TOWN TAKEOVER





TRICOUNTY AREA CHAMBER OF COMMERCE
Building Communities. Creating Opportunities. Supporting Commerce.

Who, What, WHY Wetumpka, Alabama

SMALL TOWN - BIG CHANGES!

ECONOMIC DEVELOPMENT LUNCHEON 2022

JOIN US TO HEAR SHELLIE WHITFIELD, EXECUTIVE DIRECTOR OF THE WETUMPKA AREA CHAMBER OF COMMERCE SHARE THEIR STORY

THURSDAY, JUNE 23
11:30 AM TO 1:30 PM

RiverCrest Golf Club & Preserve

\$55 PER MEMBER
\$400 PER MEMBER TABLE OF 8
\$110 PER NON-MEMBER

REGISTER HERE



STAKEHOLDERS



Constellation



DANA



Pottstown Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.



PPF
Precision Polymer Products, LLC



VICTORY BANK
Local Bank. Local Service.



TOMPKINS
BANKING | INSURANCE | WEALTH




FLOORS FOR YOUR BUSINESS

610-495-9200



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

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

www.franklinflooring.net

COMMERCIAL FLOORING B2B

211 COMMERCE CT STE 106, POTTSTOWN, PA 19464




The Junkluggers of Berks, Chester, & Lancaster Counties

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

What we offer:

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

\$25 OFF
a 1/4 truck or more

Mention when booking to redeem. Only participating locations. Limit one per household. Offer cannot be combined. Tax is not included.

COUPON CODE: ROUTE422

1-800-LUG-JUNK • JUNKLUGGERS.COM

Call or book a job today for a **FREE**, no-obligation estimate!

Ask SCORE

(Continued from page 15)

You can read more about marketing and sales funnels and how to create one for your business by listening to this SCORE recorded webinar, "Creating a Sales Funnel to Increase Revenue" (<https://www.score.org/event/creating-sales-funnel-increase-revenue>).

How Does Marketing Get Prospects into the Funnel?

Marketing can include a lot of activities and tactics. Any effort taken to understand the needs of your potential customers, find them, and make them aware of your business and how it can provide a solution to a problem falls under the role of marketing.

Marketing activities can include:

- Market research to understand your customers' needs.
- Public relations efforts that create awareness of your company.
- Advertising to promote your business and products.
- Content creation for blogs, newsletters, and articles.
- Building and maintaining a website.
- Digital marketing to reach your audience online.
- Social media posting and engaging with your social community.
- Designing and printing collateral to support sales efforts.

The list goes on. . .

What Does Sales Do Once Prospects Enter Their Part of the Funnel?

Once marketing has done its job and identified potential customers and their needs, it's time for sales to take over. Sales activities work to create human-to-human connections, build trust and close the sale.

Sales activities can include:

- Meetings with prospects and customers.
- Evaluations of a customers' needs.
- Writing and submitting proposals of solutions and pricing.
- Proposing special pricing for specific prospect or customer situations.

- Following up with prospects and customers via phone and email.
- Meeting prospects at a tradeshow or conference.
- Asking for the sale.
- Getting a contract signed.

Create a Strategy That Allows Marketing and Sales to Work Together

Whether you oversee an entire sales and marketing department, are focused on just the marketing or sales side of the business or do it all as a team of one, create a business strategy that aligns marketing and sales efforts so they can work together.

When you're ready to develop your marketing and sales strategy, consult a seasoned professional who understands both — like a SCORE mentor. A SCORE mentor will bring marketing and sales strategy experience to the table and, if needed, connect you with specialists who can handle sales and marketing activities for your small business. Contact a SCORE mentor today.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 11 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 10,000 volunteer business mentors in over 250 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, call 1-800-634-0245 for the SCORE chapter nearest you. For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricounty.score.org/content/find-mentor-183>.

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

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




Our Services are Always in Season.

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

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

FREE ESTIMATE

Choose Control empowers you to manage your diabetes through direct one-on-one training with our nurses. And it's proven to reduce the chance of your diabetes causing a hospital visit.

Call 855.237.0195 to learn if Choose Control is right for you.



lhgroup.com/locations/tricounty-home-health

PENNSYLVANIA POWER & LIGHT'S NET METERING PROGRAM

Derek Tyner with SunnyMac Solar/Energy Solar Solutions is working with the local utility companies in your area to get some information out to homeowners about Pennsylvania Power & Light's Net Metering Program. Have you heard anything about that yet?

What's happening now is this: Utility companies are in the process of transitioning to using green, renewable energy, which is a good thing, but it also costs them quite a bit to implement. Therefore, OUR electricity rates are going up. So, in effort to keep the costs down for that transition, they're incentivizing homeowners who are looking to transition to renewable energy on their own.

For homes in your area that qualify for it, it's actually possible to put solar panels on the home with literally no out-of-pocket money at all — no upfront costs.

When a homeowner does that, two things happen:

1. The electric bill gets switched over to a solar payment, usually lowering the monthly payment a bit, and then it stays the same. It doesn't ever go up again.
2. The homeowner gets a federal tax credit. On average, it's around \$5,000 —

sometimes higher, sometimes lower.

All this sounds good, but there's a catch— About 80 percent of homes in your area just don't qualify. Meaning, they either have too much shade from trees, or sometimes, people simply don't use enough electricity for this program to make sense.

To see if it makes sense, they look at two things:

1. They look at the home's "sky view" to see how much power can be generated from your roof.
2. They look at your electricity usage — it's on your bill on a graph.

With these two pieces of information, a report is generated. There's no cost or obligation associated with the report. It's just for information.

The report shows us two things:

1. If the home qualifies for this program.
2. If it does qualify, you'll know exactly how much money is being saved.

To receive this report this no obligation informational report, call or send your full electric bill to Derek Tyner at 610.597.0844; email: derek.tyner@sunnymacsolar.com.

ENERGY
SOLAR SOLUTIONS

**SPEND LESS.
SAVE MORE.
ZERO DOWN.**

CLEAN & RENEWABLE ENERGY

SOLAR IS
HELPING HOMEOWNERS PAY LESS FOR
POWER, ONE HOME AT A TIME.

FREE ESTIMATES FOR THOSE WHO
QUALIFY CALL TODAY
610.597.0844
THE SOLAR GUY

Creating A Planet Run By The Sun

- Have A Fixed Rate On Your Mortgage? Have A Fixed Rate On Your Electric!
- Have a 15/20/30yr Term On Your Mortgage? Have a 15/20/30yr Term On Your Electric!
- The Time For Solar Is YESTERDAY
- Once The Electric Co. Has 30% Solar On The Grid... NOT Accepting Anytime
- 26% Tax Credit From Fed

SEEING THE GARAUNTEED SAVINGS IS FREE
Just Need to See Your Electric Bill:
derek.tyner@sunnymacsolar.com

SunnyMAC Solar Saving EARTH 1 House At A Time
Call/Text - 610.597.0844

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

Accredited by American Animal Hospital Association since 1990
Loving Care and Compassion
State-of-the-Art Equipment
Comprehensive Approach Emphasized in Treating Patients
Dental Care • Diagnostics • Surgery
Radiology • General Preventive Patient Care

FARR & ASSOCIATES BOOKKEEPING AND CONSULTING LLC



ACCOUNTING & BOOKKEEPING EXPERT SOLUTIONS

SERVICES OFFERED

- General Bookkeeping
- Payroll Services
- Checkbook/Controller
- 401k Tax Filing
- Payroll Tax Filing
- Business Checkbook Services
- Consulting
- Cash Flow and Budget Analysis

Let us manage Your Company Finances
More than 20 years of CPA experience available to you to handle your bookkeeping and accounting needs.

FREE CONSULTATION
484-507-6585
WWW.FARRASSOCIATES.NET

QUICKBOOKS

FOLLOW US ON FACEBOOK @ Farr & Associates Bookkeeping and Consulting LLC

Three Reasons Why Local SEO Is Important for Your Small Business



MARKETING TIPS

By Shelby Macilvain,
Communications
Manager, beMarketing

The warm weather is finally here in the Greater Philadelphia area, and that means one thing when the temperatures soar — beating the heat! Whether you need to schedule an AC tune-up or are looking for the best ice cream shop around to cool down, you're probably going to take out your phone, open Google, and search for these products and services. The top search results you see will likely be local businesses close to where you live. That's the power of local SEO! Local SEO helps your business stand out in your community instead of competing with gigantic corporations. Today the professionals at beMarketing share why small businesses need to utilize local SEO.

Three Reasons Why Local SEO Is Important for Your Small Business:

1. Helps local customers find you —
The first five Google results collect almost 70 percent of all user clicks. If your business isn't appearing in one of these spots or even

on the first page, Google doesn't know you exist, and neither do your customers. Utilizing local SEO techniques can help you get into the top organic spots on a search page.

2. Generates more relevant traffic —
Over 70 percent of customers who search for a local business visit a store within 5 miles of their location. When you target local customers, you encourage website visits from people who may actually come to visit you!

3. Reaches customers ready to buy from you — 80 percent of local searches performed on a mobile device convert into sales. Local SEO puts you in front of your customers when they're searching for your product or service, increasing your chances of being the landing spot for their purchase.

With better visibility online and the opportunity to increase website visitors, leads, and new customers, utilizing local SEO is a great tactic to implement into your marketing strategy. If you're ready to get started with local SEO for your business, contact the digital marketers of beMarketing today. For additional information, please call 484.497.0795 and visit www.bemarketing.com.



Marketing

Our **High-Quality Marketing Strategies** Will Guide Your Business to **Long-Term Success**








DIGITAL MEDIA BRANDING VIDEO CREATIVE

Call now and receive a **FREE** strategy session:
484-497-0795 or visit **beMarketing.com** to learn more!

FOCUS ON ALZHEIMER'S & BRAIN AWARENESS

Chestnut Knoll

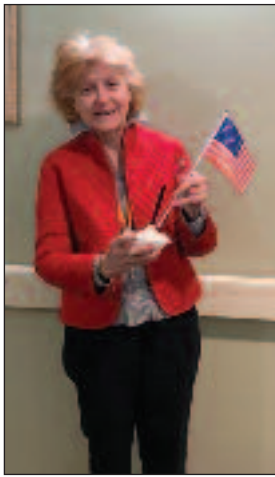
At Chestnut Knoll, our dedicated staff are empathetic to your loved one's needs, providing a helping hand when needed and gentle support and reassurance through the changes of aging. In Daybreak, our secured memory care neighborhood, residents living with Alzheimer's disease and other dementias benefit from structured programming in a calming environment. Our caregivers do not focus on the abilities lost to the ever-changing disease. Instead, we reframed our perspective using Teepa Snow's *Positive Approach to Care*® which highlights their present capabilities, meeting them where they are in this journey. Chestnut Knoll also works closely with the *Alzheimer's Association*® to host monthly support groups for family caregivers and receive ongoing staff training sessions.

Because muscles do not get dementia, our memory care residents also benefit from our partnership with FOX

Rehabilitation and the dynamic therapy program FOX Optimal Living. This program is only available in two senior living communities in Pennsylvania, and

Chestnut Knoll is the only one in Berks County to offer the on-site comprehensive wellness screenings and exercise classes, which help maintain the health and independence of our residents. Clinical experts create and carry out individualized wellness plans focusing on strength, mobility, and balance.

Sometimes a little extra assistance is all you need. Sometimes, you need a little more. Chestnut Knoll is 2022's Best of Senior Living awarded by A Place for Mom, recognizing the top 2-3% of senior care providers across the country. Trust in us for your family's personal care and memory care needs. To schedule a personalized tour, please call Julie Krasley at 610.400.1430 or email jkrasley@chestnutknoll.com.



Save the Date

Understanding & Responding to Dementia-Related Behaviors

Presented by the Alzheimer's Association

Thursday, July 21

from 6:30-8:00pm
at Good Shepherd Church
35 W. Philadelphia Ave., Boyertown, PA 19512

RSVP by calling 610-400-1430 or
email jkrasley@chestnutknoll.com.

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

We are an equal opportunity housing provider. We do not discriminate on the basis of race, color, national origin, religion, sex, familial status or disability.

Build a Better Business

Commercial Mortgages
Vehicle Financing
Equipment Loans
Debt Restructuring & More!

Riverfront FEDERAL CREDIT UNION

800-451-3477 RiverfrontFCU.org

RiverfrontFCU

NCUA NMLS ID #488114

Kristina McCoy
Business Development Representative
Riverfront Federal Credit Union
2509 Keller Boulevard
Wyomissing, PA 19580
Tel 484-345-3171 | 800-451-3477
Cell 484-756-7942 | Fax 484-345-3176
kmc@riverfrontfcu.org
RiverfrontFCU.org

Spring CRAFT SHOW
RAIN OR SHINE
Saturday, June 11 • 9:00am-2:00pm
Join us outside for a fun day of crafts, vendors, food, and more!
While you are here, take a tour of our Independent Living, Personal Care and Memory Care community on the half hour.

Flag Day Celebration
Tuesday, June 14 • 2:00pm
Col. Keith Seiwel will be the guest speaker and the Daniel Boone Junior ROTC will be presenting the colors. Col. Keith Seiwel is a 30-year veteran of the US Marine Corps and retired as Colonel in 2009. He is currently the CEO of the General Carl Spatz Museum in Boyertown.
RSVP by June 10 by calling **484-925-1074**
Bring Your Worn American Flags to Have Them Retired!

Keystone Villa®
AT DOUGLASSVILLE
A DISTINCTIVE RETIREMENT COMMUNITY

AWARD-WINNING COMMUNITY
1180 Ben Franklin Hwy E.
Douglassville, PA 19518
KeystoneVillaAtDouglassville.com

We are an equal opportunity housing provider. We do not discriminate on the basis of race, color, national origin, religion, sex, familial status or disability.



Keystone Villa at Douglassville

(Editor's note: The following article ran in our May issue with an edit that altered the intended meaning of the author. The corrected version of the article is reprinted below in its entirety.)

For seniors who are active and on-the-go, those in need of a helping hand, or requiring the serenity and gentle support of our compassionate memory care staff — look no further than Keystone Villa at Douglassville. With three levels of care — Independent Living, Personal Care, and Memory Care — family members will have peace of mind knowing that if their loved one's needs change, they can still live a full life here!

At Keystone Villa at Douglassville, step into a community of comfort and leisure. Behold the beautiful sun-drenched atrium, where friendly faces abound. Enjoy the pleasures of a care-free lifestyle, free from the burdens of homeownership, and retreat to your spacious apartment. We make senior living affordable, with a month-to-month lease and no buy-in fee.

Rent includes an apartment-style of your choosing, a rich activities calendar, gourmet meals, amenities, and more. Make new friends, rekindle an old hobby, or hop aboard our bus for a daytrip adven-

ture, where laughter and memories await.

Our memory support program provides a comforting touch in a safe and secure environment. Our unique philosophy brings a positive approach to navigating Alzheimer's and other dementia and related diseases.

Keystone Villa at Douglassville is dedicated to improving not just the lives of seniors but everyone in the greater community. Some of our community programs include sponsoring the Daniel Boone High School Scholarship Fund, free educational presentations, a dementia support group with insightful discussions and helpful resources, and countless volunteer opportunities.

Call us today at 610.385.5000 (Independent Living) or 610.385.5002 (Personal Care and Memory Care) to schedule a personalized tour. Follow us on Facebook for the latest community news and upcoming events, or visit www.keystonevillaatdouglassville.com

TECHBLDRS
Business IT Advisors

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

Continual IT Planning

Cybersecurity Training & Protection

Completely Powerful
Lenovo Nano PC

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

MISSION
SCREEN PRINTING

Screen Printing on
Shirts, Bottles, and More.
484-660-8003 • Bally, PA
www.missionscreenprinting.com

GOT INK?

Ask SCORE

THREE THINGS SMALL BUSINESS OWNERS SHOULD UNDERSTAND BEFORE HIRING A SEARCH ENGINE OPTIMIZATION EXPERT

A website is a critical sales and marketing tool for just about every business. It's a hub for product information, a conversion point for capturing leads, the holding place for marketing materials and company news, and many times serves as your potential customer's first impression of your business.

However, before any prospect can interact with your website, they first have to find your website. This discoverability is the culmination of a strong SEO, or search engine optimization, strategy and an SEO expert behind the scenes.

Most business owners are digital marketing novices making it hard to

know what you're really buying when you hire an SEO expert. If you're like most business owners, you understand the role of an SEO expert from a high level but aren't as familiar with the full scope of what's involved or the time required. This makes it a lot harder to confidently hire the right SEO expert and forces owners to take these professionals at their word.

Before you hire an SEO expert, make sure you have a basic understanding of what it takes to properly optimize a website and what to expect from a reputable professional.

(Continued on page 22)



ESTATE PLAN ELDER CARE PROTECTION PLAN LIFE CARE PLAN CRISIS CARE PLAN

 **SEAN D. CURRAN**
Esquire

 **CURRAN**
ESTATE & ELDER LAW, PLLC

 **ROSE KENNEDY**
Esquire

A LIFE CARE PLANNING FIRM

To protect what matters most in your life.

Life Care Planning Coordinates Estate Planning, Asset Protection, Nursing Home Qualification and Long Term Decision Making and Advocacy.

"Watch our Short Video on our Website about Life Care Planning"

Call today to schedule your family consultation or to attend one of our Webinars.

610.406.5377

1212 Liggett Avenue, Reading, PA 19611
sean@curraneelaw.com • www.curraneelaw.com



Simplified
Business
Deposit
Solutions

- » Local Lockbox Service
- » Merchant Services
- » Cash Management

N Per-Item Fees
O Monthly Service Fees
Wire or ACH Fees

Learn more today!
Call us at 610-948-9000.

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

Member
FDIC



Energy Source Diversity

energypath 2022

Join us for the region's largest
Sustainable Energy Event

Industry Expert Panels Keynote Speaker and Lunch
Network with Energy Professionals

DeSales University | June 29, 2022

Register Today at www.energypath.org

STEVE LADNER PHOTOGRAPHY

www.steveladner.com

After 25 years working as a fashion and portrait
photographer in New York City, I now live and
work in the Chester Springs area.

Headshots: business and social media
Portraits: individual and family
Real Estate photography.




contact: 917-584-4503
photo@steveladner.com

Ask SCORE

(Continued from page 21)

Google Values Quality Content. Expect to Create a Lot of It

An effective SEO strategy is rooted in good, quality content. When you hire an SEO expert, expect there to be a lot of discussion about writing blogs or creating new web pages for your website and adding this new content on a regular basis.

The key here is "quality" content. If an SEO expert suggests adding pages or blogs to your site that don't help your customers in some way, repeat content already on the site or are written simply to jam in keywords, you can actually do more harm than good to your site's search ranking. Google wants to see content that's helpful to the visitor and will reward quality content with higher search rankings.

Optimizing a Website is as Much an Art as a Science

No two websites are alike, and neither are their SEO strategies. When you work with an SEO professional, expect to work closely with them as they consistently reassess what part of the SEO strategy is

showing to be most effective. Your SEO consultant will likely run tests against keywords and not every aspect of the strategy will always work the first time. Optimizing your website with the right keywords, text links, headline structures and all of the SEO elements that factor into a high-ranking Google search result is an educated game of trial and error. Once your SEO consultant finds the right SEO approach, however, your traffic and conversion results should speak for themselves.

SEO is a Long-Term Commitment

An SEO expert who promises to come in and have your website at the top of Google's rankings within a few months presents a huge red flag. Effectively optimizing your website takes time and consistent effort. Google prioritizes websites that have proven themselves valuable to web visitors over a period of time. Trying to cheat the system and get a high ranking without putting in the work is not how the game is played.

Arm yourself with a high-level knowledge of SEO to help you identify the true experts



Goose's Montecristo Cigar Lounge
is located in the

Goose Pond Center

250 W. Ridge Pike
Limerick PA

484.902.8770

www.cigargoose.com



484.902.8770

www.cigargoose.com



**NEW SIGN &
GOOSE LOGO**

Come visit us and see our
beautiful Retail & Lounge areas!

Our 2500 sq ft Lounge will be your Home Away from Home!

Unfortunately, with any specialized profession, there will always be the one 'expert' who tries to cut corners while promising the world. When it comes to SEO, your best bet is to do your research and gain a rudimentary understanding of SEO so you can ask the right questions when you sit down with a potential SEO consultant one on one.

Invest in an SEO expert who wants to get to know your company and your customers and work with you to build your online presence and overall business. Avoid self-proclaimed experts who promise a silver bullet.

Get references and ask for referrals from your network and other owners you trust

Before you hire an SEO expert, ask your colleagues, peers and mentors who they trust to manage their website's SEO. This is the best place to start your search. A trusted business owner or mentor who's worked directly with web and SEO firms in the past, like a SCORE mentor, can help you find a professional SEO expert to grow your business.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities

through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricity.score.org/content/find-mentor-183>.

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

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

BusinessAdvisor

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



TRAINING THAT WORKS

FastTrack Programs

Training for Industry
(multiple programs available)

Driver Education

Theory (online or in classroom)
6-hour behind the wheel training
PA State Drivers Exam

CDL Training and Testing

North Montco is a PennDot certified testing site



Technical Career Center
Continuing Education

REGISTER TODAY

1265 Sumnertown Pike, Lansdale, PA 19446

www.nmtcc.org | 215-855-3931

AD/GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

Raise Your Business Visibility

More than fast. More than signs.®

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

DIGITAL PRINTING / MARKETING / ADVERTISING

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

Imagine it. Design it. Print it.

Creative Custom Graphics berksdigital.com

BOOKKEEPING / ACCOUNTING

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

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

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

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

GARDEN CENTER/NURSERY

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

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

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

GARAGE DOORS

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

Specializing in Tax Preparation, Accounting
and Bookkeeping Services

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

Serving Montgomery, Chester,
and Berks Counties
and Surrounding Areas

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

We're here for all your Ups and Downs

Sales – Service – Installation – Commercial & Residential

COUNSELING SERVICES

Life Works
Counseling Center
— live with confidence —

933 N. Charlotte Street, Suite 1 D
Pottstown, PA 19464
610-323-HOPE (4673), (f) 610-323-4672
www.lifeworkscounselingcenter.net

Lorraine Donnelly, LPC
Shirley Zagorski, LCSW

GRAPHIC DESIGN

LINDA JACOBS
DOWNTOWN

advertising & graphic design with a ♥.

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

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

BRANDING COMPANIES WITH A PROFESSIONAL IMAGE SINCE 1992



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

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



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

100% SATISFACTION • EVERYTHING PRINTING • SAME DAY SERVICE

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES



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

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

INSURANCE SERVICES

THIRD PHOENIX INSURANCE AGENCY
 Pottstown, PA 19465
 Phone: (610) 469-9011
 Fax: (610) 469-9012
 Email: odellcompany@aol.com




Third Phoenix Insurance Agency covers insured and passengers for both property damage and medical bills. Provides rental reimbursement. Discounts for homeowners, rider organizations and continuous policies.

Call 610-469-9011 for same-day coverage!

LANDSCAPING / PROPERTY MAINTENANCE

WHERE SERVICE IS ALWAYS IN SEASON



SOTTOSANTI
 LAWN • CARE

Serving Berks County Since 1978
610.370.1507 • 610.670.7639
SOTTOSANTILAWNCARE.NET

LODGING / BED & BREAKFAST

Twin Turrets Inn
A Delightful Stay is Assured



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

Marianne Deery, Innkeeper

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

ONLINE MARKETING



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

Contact us today to schedule a Zoom Meeting to discuss!

Interlace Communications & goMAaVA
 DESIGN MARKETING SOLUTIONS
iconnect.com | 484-709-6564 | kasey@gomaava.com

TOBACCO & RELATED PRODUCTS



COLE TOBACCO
 215 E. High Street, Pottstown, PA 19464
610-323-4991

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

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

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

RANSOMWARE ATTACK



You only have 3 days to submit the payment, or your files will be lost
Time Left: 00:23:59:06

Is your business ready for a Cyber Attack?

Contact Us to Learn about Cyber Insurance.

ROTHENBERGER
INSURANCE SERVICES, LLC

DON'T RISK IT, TRUST RIS!

436 Penn Ave • West Reading • (610) 406-5827
www.risquote.com • ron@risquote.com
facebook.com/RISQuote • bit.ly/RISLinkedIn

Visit our second location:

507 Madison Avenue • Reading • (610) 685-2804
www.advocateinsures.com • agent@advocateinsures.com

Se Habla Español

**INFANTS • TODDLERS • PRESCHOOL
BEFORE & AFTER SCHOOL • SUMMER CAMPS**

Warwick Child Care Center, Inc.



- Nurturing and experienced staff.
- Small group instruction.
- Individuality.
- 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.

4 WEEKS FREE

For details on rights for 4 weeks free, see our brochure or contact us at (610) 363.8184.

South Coventry Center 1190 Ridge Road Pottstown, PA 19465 610.469.0148	Frazer Center 11 Church Road, Malvern, PA 19355 610.647.1078
North Coventry Center 145 W. Urner Street Pottstown, PA 19465 610.323.1601	Lionville Center 40 S Village Avenue, Exton, PA 19341 610.363.7375
Cedarville Center 16 E. Cedarville Road Pottstown, PA 19465 610.326.4522	Great Valley Centers General Wayne and Sugartown: 610.363.8184 ext. 805 Charlestown and K.D. Markley: 610.363.8181 ext. 806

610.363.8184 • www.warwick1.com

RANSOM OR VICTIM – BE READY FOR CYBER CRIME



**By Heide Peters,
Rothenberger
Insurance Services**

Movies always have this whole dramatic scene where parents get a “call” or “letter” from kidnappers with ransom demands when they have your kid. Parents cry, police get involved, and then comes this whole back and forth while the good guys go after the unsuspecting criminals, only to lead into this awesome fight scene and dramatic save. How cool would that be if this truly happened in real life?

Sadly, real life is not all the glamor that Hollywood cracks it up to be. Most often, criminals get away, or financial loss still impacts the person or business. Today, we are going to talk about the number one rising crime in today’s business world, and how Cyber Crimes can affect you and your business.

So why did we talk about kidnapping originally? For most business owners, your business is your child. It’s your life that you put blood, sweat, and tears into. So how would you feel to come into work and all your systems are locked, files encrypted, and you receive notice that your business is being held ransom by criminals? When a cyber ransom happens, the criminals have your whole livelihood in the palm of their hands.

In the fourth quarter of 2021, the average cyber ransom was \$322,168. Up over 130% from the third quarter. How many businesses have that kind of cash sitting around, waiting to be used on a ransom to get your business back up and running? Not many. Many small businesses might look at that number and think that their business isn’t large enough to warrant that ransom. Remember, this was the average. One large “fish” brings that number up.

Businesses under 100 employees make up about 44% of all cyber claims. If you increase that to up to 1000 employees, the number jumps to 82%. These types of business are the “low hanging fruit” for the cyber criminals as they are large enough to make their crime worthwhile, but not large enough to have their own tech division to combat cyber-attacks.

Now, we have only talked about ransom so far as that is typically what hits the news. “Large department store hit with cyber-attack, held to \$5mil ransom” etc. are the headlines you see almost daily. What you don’t see is the additional costs outside of the ransoms.

The average business interruption case is 20 days to resolve a cyber-crime. That is 20 days of no income. Also, you have the costs of investigation, lawyers to handle your PR, cost to inform all your clients that their data was stolen. All of these add up. The average data breach cost in 2021 rose to \$4.42 million.

Now before you panic and start hyperventilating into a brown paper bag, know that there are ways to mitigate and transfer the risk of a cyber-attack. Getting your policy and procedures in place help with limiting response time, purchasing a cyber insurance policy can help with the ever-increasing cost of a cyber-attack. We here at Rothenberger Insurance are working to help guide our clients on the best ways to protect themselves, their business, and their livelihood from cyber criminals.

Rothenberger Insurance Services is a full service independent insurance agency specializing in residential insurance and commercial insurance. Residential insurance services include automobile insurance, home owners insurance and life insurance. Commercial insurance services include group life insurance, group health insurance and general liability insurance. Rothenberger Insurance Services has two locations: 436 Penn Ave West Reading 19611, Phone 610.406.5827 and 507 Madison Ave Reading 19605, Phone 610.685.2804.

**Luxury salon where you will
feel unique and special.**



[TRE SPA]
you deserve trespa.com or
TRE SPA APP

- * Manicures
- * Pedicures
- * Facials
- * Lash Extensions
- * Lash Lift/Tint
- * Eyebrow Lamination/Tint
- * Waxing
- * Lomi Lomi

And much more...

Phoenixville | Tre Spa
420 Schuylkill Rd
Phoenixville, PA 19460
Phone: 484-924-9207

Reading | Tre Nail Bar
949 S Township Line Rd
Reading, PA 19460
Phone: 610-792-9572



CARPET & TILE MART

FLOORING SUPERCENTERS

Carpet & Tile Mart is a 3rd generation, family-owned and operated business, built upon a proud heritage of providing customers a unique combination of unprecedented value, massive selection, and unsurpassed customer service since 1967.

We have thousands of Area Rugs in-stock, miles of the finest Tile and Natural Stone, durable Luxury Vinyl Tile, Hardwood flooring from the USA, and of course the largest in-stock selection of Carpets around. We now do Countertops, too!

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

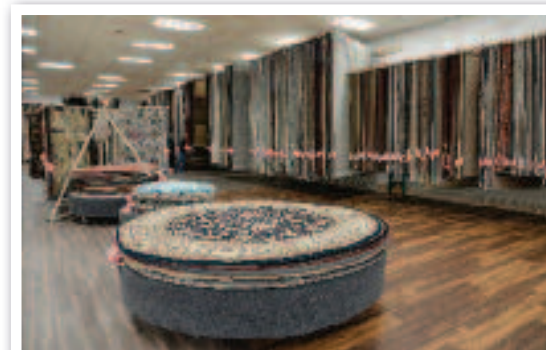
other 'flooring liquidators' cannot match. Our long-standing history with these vendors, and a unique liquid position in the marketplace, allows our buyers to negotiate and buy at deep discounts, and obtain goods or special limited deals not readily available to other retailers. Combined, this cost and pricing advantage has allowed us to pass all those savings on to our customers with products and prices you can't find anywhere else.

Q: How many flooring options are there?

A: We have thousands of area rugs, miles of the finest tile and natural stone, durable luxury vinyl tile, hardwood flooring from the USA, and of course the largest selection of carpet around. The best part is it's all in-stock at Carpet & Tile Mart! You can take most new floors home today. Or if you prefer we'll deliver it to your home. We also offer professional installation services on all of our floors. Pick, pay, take it away, or we'll install it as soon as you say!

Q: Are there any Waterproof floors?

A: Yes! Waterproof Floors are the fastest-growing category that includes many Sheet Vinyl and Luxury Vinyl Tile and Plank options, not to mention inherently



Waterproof Porcelain and Ceramic Tiles. But it doesn't end there as we now also stock many Waterproof Laminate Floors.

Q: When is it time to replace our floors?

A: There is no exact answer as it really depends on the type of floor and the amount of daily foot traffic. Take a quick look at your floors. Do they look worn down, or not as vibrant as when they were first put in? Have they definitely seen better days? It's time to consider updating your floors. Stop in to Carpet & Tile Mart today and let our professionally trained Flooring Consultants help assess your needs and get you the new floors your home deserves.

LOMAX Carpet & Tile Mart Pottstown

351 W. Schuylkill Rd Coventry Square 1,
Pottstown, PA 19465; Phone 610-323-0332

Carpet & Tile Mart Reading

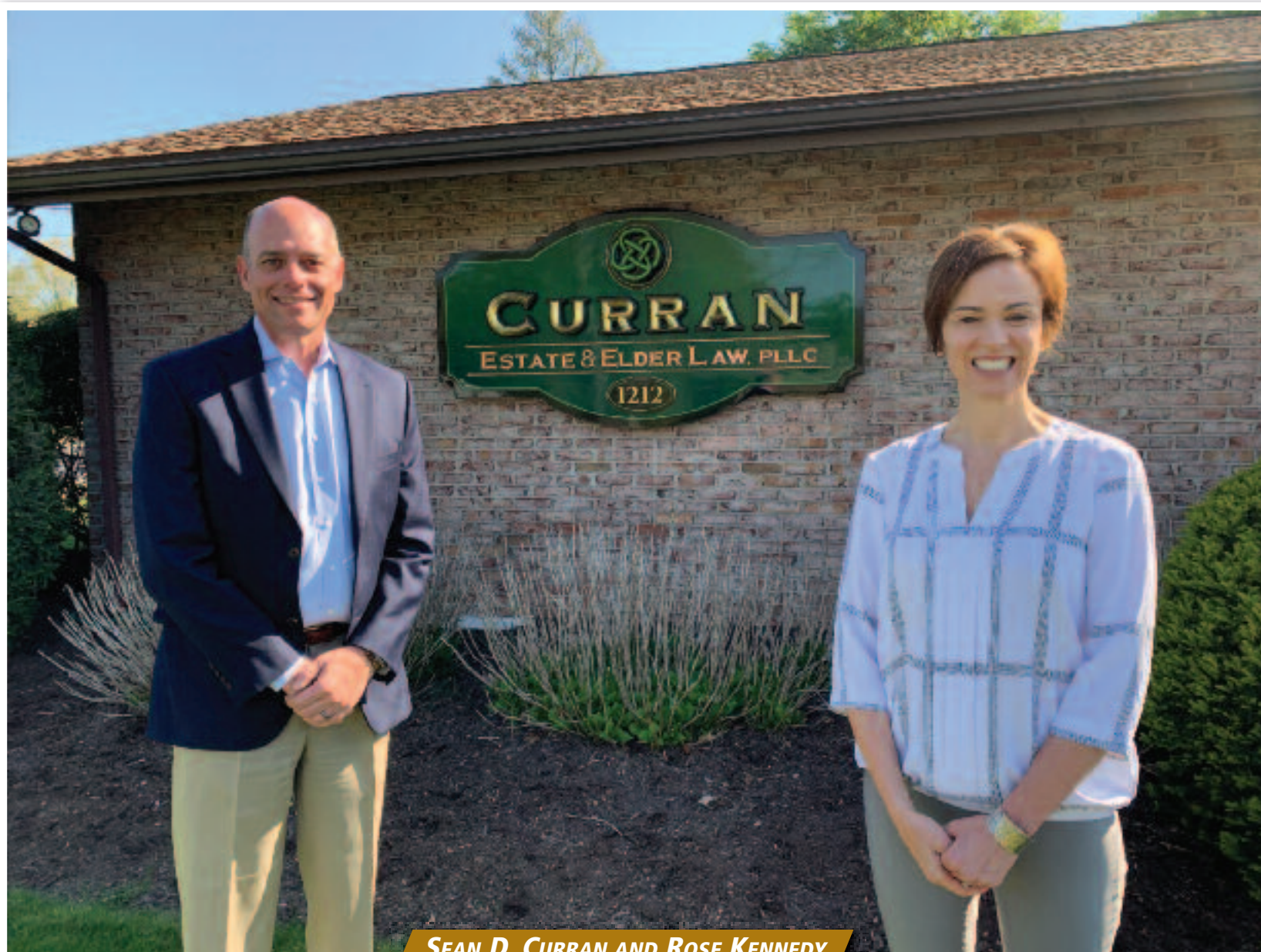
3515 N. Fifth Street, Reading, PA 19605;
Phone 610-921-2037

www.carpetmart.com



*Company President Michael Longwill,
and Chairman Richard Longwill.*

PHOTOS BY STYLISH IMAGES



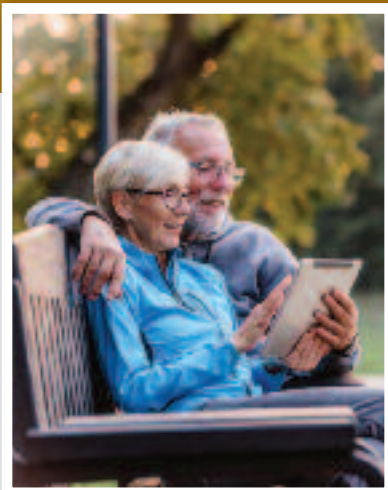
SEAN D. CURRAN AND ROSE KENNEDY

Approachable & Honest Legal Counsel You Can Trust To Help You Plan for the Future



CURRAN **ESTATE &** **ELDER LAW, PLLC**

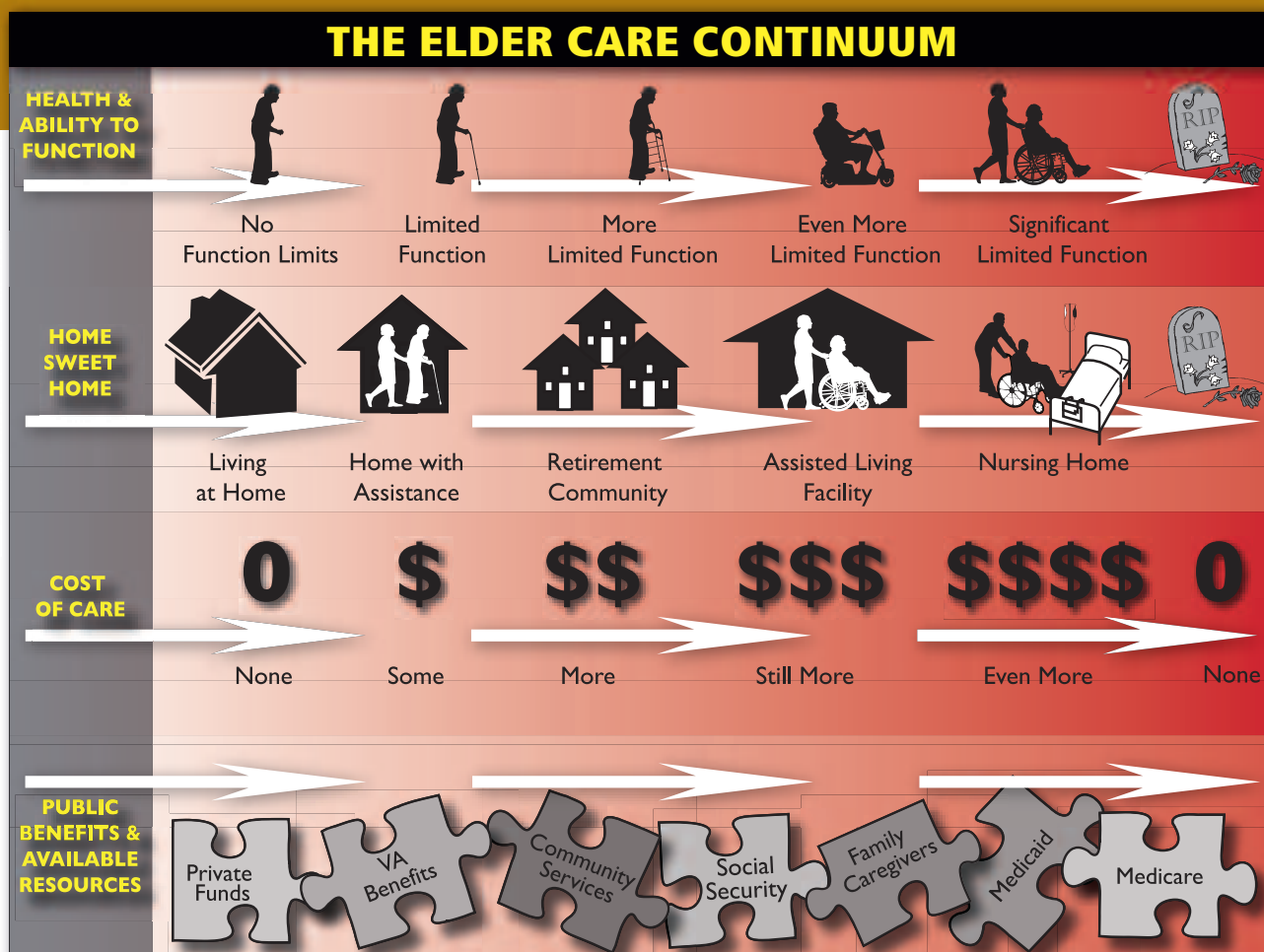
Curran Estate & Elder Law, PLLC, a Life Care Planning law firm focuses exclusively on Estate and Elder Law. Traditional elder law firms focus on saving the elder's money to pass on to the next generation. Life Care Planning Law Firms focus on using the elder's money for the elder's benefit with the goal of maximizing quality of life and independence.



What is Life Care Planning?

Life Care Planning is a holistic, elder-centered approach to the practice of law that helps families respond to every challenge caused by chronic illness or disability of an elderly loved one. The goal of Life Care Planning is to promote and maintain the good health, safety, well-being, and quality of life of elders and their families. Elders and their families get access to a wider variety of options for care as well as knowledgeable guidance from a team of compassionate advisors who help them make the right choices about every aspect of their loved one's well-being.

Life Care Planning Law Firms rely on an inter-disciplinary team that works to identify present and potential future care needs, locate appropriate care, and ensure high-quality care. This approach relies less on crisis-oriented transactions and more on the development of on-going relationships with families.



The heart of the elder-centered law practice, a Life Care Plan defines, organizes, prioritizes, and mobilizes every aspect of an elder's care. In addition to traditional asset-focused elder law services such as estate planning, asset preservation, and public benefits qualification, a Life Care Plan typically includes provisions for care coordination, family education, health care and financial decision-making, care advocacy, crisis intervention, support and other services. Every Life Care Plan is designed to achieve three primary objectives:

FREE WEBINARS

Check out the "Webinars" page at www.curraneelaw.com to register for our free webinars:

- **Estate Planning, Asset Protection and Medicaid Benefits** – Hosted by Sean D. Curran, Esq., and
- **Introduction to Life Care Planning** – Hosted by Sean D. Curran, Esq., Lois Savage, Intake Paralegal, and Susan Lazarchick, Certified eElder Care Coordinator

1. Make sure the elder gets appropriate care, whether at home or in a residential facility, to maintain the quality of life that he or she desires.

2. Locate public and private sources to help pay for long-term care while resolving issues created by the high cost of care.

3. Offer peace of mind that results when the right choices are made to ensure loved ones are safe and getting the right care while preserving family resources.

Life Care Planning Law Firms use a model called the Elder Care Continuum to help families understand the natural progression of aging and its impact on a loved one's health, mobility, housing, and

financial resources. Your initial meeting with a Life Care Planning Law Firm may focus on your loved one's place on each line of the Elder Care Continuum. Gaps in care can then be identified and solutions discussed for closing those gaps. When your customized Life Care Plan is developed, it defines, organizes, prioritizes, and mobilizes every aspect of your loved one's care, to allow him or her to maintain the quality of life that he or she desires.



ADVERTISED SERVICES DIRECTORY

ACCOUNTING / BOOKKEEPING

BRESLOW'S BOOKKEEPING	24
KARLENE'S CONSULTING	24

ATTORNEYS

CURRAN ESTATE & ELDER LAW, PLLC	21
THE FLEISCHMANN LAW FIRM, P.C.	15
WOLF BALDWIN & ASSOC. PC	49

AUTO GRAPHICS / SIGNAGE / APPAREL

GRABER LETTERIN' INC. SIGN COMPANY	25
------------------------------------	----

AUTOMOTIVE / AUTO BODY SERVICE

MERCER'S TRUCRAFT COLLISION	45
-----------------------------	----

AUTOMOTIVE / SERVICE

EMBODY'S SUNOCO	30
RED KIEFFER'S AUTO REPAIR	45

AUTOMOTIVE / TIRE SALES & SERVICE

CJ'S TIRE & AUTOMOTIVE SERVICE	45
H & F TIRE SERVICE	45

AUTOMOTIVE FINANCING

HIGH STREET AUTO CONNECTION	45
-----------------------------	----

BANKING / FINANCES

DIAMOND CREDIT UNION	11
MEMBERS 1ST FEDERAL CREDIT UNION	42
RIVERFRONT FEDERAL CREDIT UNION	19
THE VICTORY BANK	21
TOMPKINS VIST BANK	48
VISIONS FEDERAL CREDIT UNION	55

BOOKKEEPING & CONSULTING

FARR & ASSOCIATES BOOKKEEPING & CONSULTING	18
--	----

BUSINESS BROKERS

MARATHON CAPITAL ADVISORS / MARATHON FINANCING ADVISORS	52
---	----

BUSINESS COACHING

FAUST COACHING	38
----------------	----

CANDIES RETAIL / WHOLESALE

REPPERT'S CANDY	44
-----------------	----

CHILD DAY CARE / EARLY EDUCATION

WARWICK CHILD CARE CENTER, INC.	26
---------------------------------	----

CIGAR LOUNGE & CAFÉ

GOOSE'S MONTECRISTO CIGAR LOUNGE & CAFÉ	23
---	----

CONSTRUCTION SERVICES

BLATT GROUP	12
EMPIRE SERVICES	10
ONDRA-HUYETT ASSOCIATES, INC.	46

COUNSELING SERVICES

LIFE WORKS COUNSELING	24
-----------------------	----

CUSTOMIZED T-SHIRT QUILTS

MEG'S QUILTED MEMORIES	39
------------------------	----

DIGITAL PRINTING / MARKETING / ADVERTISING

BERKS DIGITAL, INC.	24
BERKS DIGITAL, INC.	53

EDUCATION / TECHNICAL SCHOOL

NORTH MONTCO TECHNICAL CAREER CENTER	23
--------------------------------------	----

ELECTRICAL CONTRACTOR

HARD HAT SERVICES	40
-------------------	----

ENERGY

ENERGY SOLAR SOLUTIONS / SUNNY MAC SOLAR	17
--	----

ENERGY PROJECT FINANCING

SUSTAINABLE ENERGY FUND	22
-------------------------	----

ENGINEERING SERVICES

ALL COUNTY & ASSOCIATES	39
EARTH ENGINEERING	42
LUDGATE ENGINEERING	44

FINANCIAL SERVICES

NATIONAL FINANCIAL NETWORK PATRICIA MILLER PICARDI	53
--	----

FLOORING

CARPET & TILE MART FLOORING SUPERCENTERS	27
CHESMONT CARPET ONE	49
FRANKLIN FLOORING	16

GARAGE DOORS

B & C GARAGE DOORS, LLC	24
B & C GARAGE DOORS, LLC	44
PRO KEYSTONE GARAGE DOOR COMPANY	39

GARDEN CENTER / NURSERY

PUGHTOWN AGWAY	24
----------------	----

GRAPHIC DESIGN SERVICES

DOWNTOWN DEZIGN	24
-----------------	----

GRAPHIC DESIGN, SIGNS & PRINTING SERVICES

FASTSIGNS	24
LUCKY SQUIRREL PRINTWORKS	10
LUCKY SQUIRREL PRINTWORKS	25

HEALTH / HEALTHCARE / OCCUPATIONAL HEALTH

OCCUPATIONAL HEALTH / POTTSTOWN HOSPITAL—TOWER HEALTH	2
---	---

HEALTH INSURANCE / MEDICARE INSURANCE

MEDICARE EDUCATION SERVICES	52
-----------------------------	----

HOME HEALTH SERVICES

TRI-COUNTY HOME HEALTH & HOSPICE	17
----------------------------------	----

INDUSTRIAL SUPPLY

CLARK INDUSTRIAL SUPPLY, INC.	43
-------------------------------	----

INSURANCE SERVICES

ROTHENBERGER INSURANCE	26
THE CONESTOGA GROUP	10
THIRD PHOENIX INSURANCE AGENCY	25

JUNK REMOVAL / HAULING

THE JUNKLUCCERS OF BERKS, CHESTER & LANCASTER COUNTIES	16
--	----

LANDSCAPE DESIGN / HARDSCAPING

DAVIES HARDSCAPING, LLC	50
-------------------------	----

LANDSCAPE DESIGN & INSTALLATION

WOLFRUN LANDSCAPES	46
--------------------	----

LANDSCAPING / HARDSCAPING

BAUER LANDSCAPING, INC.	54
-------------------------	----

LANDSCAPING / PROPERTY MAINTENANCE

L.A. VERRUNI LANDSCAPING	40
SOTTOSANTI LAWN CARE	25
SOTTOSANTI LAWN CARE	48
TONY & JOE'S LANDSCAPE DESIGN	16

LODGING / BED & BREAKFAST

TWIN TURRETS INN	25
------------------	----

MAINTENANCE/JANITORIAL SERVICES

CLEAN FLOORS & MORE, LLC	12
DEMEDIO'S BUILDING MAINTENANCE	10
KKBS FACILITY SERVICES	49
L & J CLEANING SERVICE	54

MARKETING & SOCIAL MEDIA SERVICES

INTERLACE COMMUNICATIONS	25
--------------------------	----

MARKETING SERVICES

BEMARKETING	18
MADJ MARKETING	14

MASSAGE THERAPY & PERSONAL TRAINING

CHARLES PEEPLES MASSAGE	53
-------------------------	----

MEDICAL SPA

YOUNG MEDICAL SPA	51
-------------------	----

ORGANIZATION

POTTSTOWN ROTARY CLUB	35
SMALL BUSINESS RESOURCE ASSOCIATION	35

ORGANIZATION / CHAMBER OF COMMERCE

GREATER READING CHAMBER ALLIANCE	31
TRICOUNTY AREA CHAMBER OF COMMERCE	15

PAYROLL SERVICES / BOOKKEEPING SERVICES

EXPRESS DATA SYSTEMS, INC.	14
----------------------------	----

PAYROLL SERVICES / HR SUPPORT

PREMIER PAYROLL SERVICES	56
--------------------------	----

PEST CONTROL / WILDLIFE REMOVAL

PATRIOT PEST SOLUTIONS, LLC	47
-----------------------------	----

PHOTOGRAPHY PROFESSIONAL

STEVE LADNER PHOTOGRAPHY	22
STYLISH IMAGES PHOTOGRAPHY	51

PRINTING SERVICES

EVERYTHING PRINTING	25
EVERYTHING PRINTING	50

REAL ESTATE / COMMERCIAL & INDUSTRIAL

ZUBER COMMERCIAL REALTORS	41
---------------------------	----

RECREATION / GOLF COURSE

ARROWHEAD PUBLIC GOLF CURSE	46
SPRING HOLLOW GOLF CLUB	30

RECREATION / MUSEUM

BERKS HISTORY CENTER MUSEUM	12
-----------------------------	----

RESTAURANTS

GRACIE'S 21ST CENTURY CAFÉ	43
HARES HILL BREWING COMPANY	43
SPECK'S DRIVE-IN	43
YE OLD COVENTRY PUB	43

RETAIL / TOBACCO & RELATED PRODUCTS

COLE TOBACCO	25
--------------	----

RETIREMENT COMMUNITY / SENIOR CARE

ARCADIA AT LIMERICK POINTE	38
CHESTNUT KNOLL	19
KEYSTONE VILLA AT DOUGLASSVILLE	20

SALON / SPA / NAIL BAR

TRE NAIL BAR / TRE SPA	26
------------------------	----

SCREEN PRINTING

MISSION SCREEN PRINTING, LLC	20
------------------------------	----

TECHNOLOGY / IT

TECHBLDRS, INC.	20
-----------------	----

VETERINARIAN SERVICES

SANATOGA ANIMAL HOSPITAL	17
--------------------------	----

VIDEO PRODUCTION/TELEVISION

PCTV NETWORK	50
--------------	----

OWNER - OPERATED

49 YEARS IN BUSINESS!



EMBODY'S SUNOCO SERVICE CENTER

1435 E. High Street, Pottstown, PA 19464

Only Full Service Station in the Area!

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

www.embodysservicecenterpa.com

- STATE INSPECTION
- GENERAL REPAIRS
- AIR-CONDITIONING SERVICE
- PA EMISSIONS TESTING

SPRING HOLLOW
GOLF COURSE

Mention this ad for a dessert upgrade on your event

The View

- Indoor/outdoor ceremonies
- If you can celebrate it, we can accommodate it

The Bar & Grille

- Friendly & Helpful Staff
- Full Service
- Ladies Night Out

The Course

- 18-hole Course
- Beautiful Countryside
- Fully stocked Pro Shop
- Leagues & Outings

Open to the Public
610-948-5566
3350 Schuylkill Road, Spring City, PA 19475 • www.springhollowgolf.com

The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2022 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS—It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.

GREATER READING CHAMBER ALLIANCE



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

Our mission is to be Berks County's leading unified resource for building a healthy, competitive business community. Our vision is to assist companies to retain, expand and grow their operations and employment and attract new businesses to Berks County.

GRCA's Annual Dinner Honors Top Businesses, Features Scott Hamilton

The Greater Reading Chamber Alliance (GRCA) last night celebrated the excellence of the Berks County business community at its Annual Dinner held at the Santander Arena. More than 800 people attended the ice and gold themed event, which was topped off by a keynote address from Scot Hamilton, the 1984 men's figure skating Olympic gold medalist.

"Our members look forward to this event every year, and last night was no exception. After a tumultuous few years, it was exciting to come together as a business community and celebrate its continuing growth and development," said Jim Gerlach, President & CEO of GRCA.

The evening kicked off with 50 Business Excellence Awards in Category 1 being handed out. Translogistics, Inc., Keller Williams Platinum Realty and Customers Bancorp, Inc. comprised the top 3. The honored businesses in Category 1 are for-profit companies, with revenues of at least \$1 million in each of the past three fiscal years.

Smaller businesses were recognized in Category 2 with American Barber and Beauty Academy, The Junkluggers of Berks Chester, & Lancaster, PA, and Catering by John Lowe making the top 3. The recognized companies in Category 2 are for-profit businesses, with revenues of at least \$250,000 in each of the past three fiscal years.

In his address titled "Finish First," Hamilton told the audience that he had fallen more than 41,000 times, meaning he also has gotten up more than 41,000 times. He encouraged the crowd to "embrace failure" as it is just information to use to move forward and improve. In a moment of levity, Hamilton joked that his job had turned into finding ways to shut up fellow commentator Dick Buton.

"I think the audience appreciated the simplicity and positivity of Scott's message. It really seemed to resonate with the attendees," said Michele Richards, Executive Vice President and Director of Commercial Product and Strategy, Fulton Bank, and GRCA's board chairwoman.



PLANT the FUTURE

GRCA assists Berks County agribusinesses with low-interest rate loans through the Pennsylvania Development Authority.

LOANS CAN BE USED FOR:

- Land & building acquisition
- Construction & renovation costs
- Machinery & equipment purchases

Contact Landon Bernheiser, Director of Real Estate & Special Projects
LBernheiser@GreaterReading.org | 484.336.6299

GREATERREADING.ORG/FINANCING

UPCOMING EVENTS

Berks FBA Summer Symposium

The 7 Principles of a Healthy Business - the Essig Story

Steve Essig, Owner - Essig Plumbing & Heating

Wednesday June 1; 7:30 AM - 9:30 AM EDT

DoubleTree Hotel,

701 Penn Street, Reading, PA 19601

Fees/Admission: \$30 / GRCA Members; \$40 / Not yet-Members

Contact: Rachael Romig 610-898-7775

rrmig@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11070>

PENN STREET MARKET 2022

Thursday June 2; 11:00 AM - 1:00 PM EDT

Every Thursday June-September, 11 a.m. - 1 p.m.

638 Penn Street, Reading, PA 19602

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

Fees/Admission: Free to attend! Free for all ages!

Contact: Aaron Gantz agantz@greaterreading.org

MILLER-KEYSTONE BLOOD DRIVE 2022

Tuesday June 7; Hours: 8 a.m. to 3 p.m.
(slots available)

Greater Reading Chamber Alliance

606 Court St., 1st Floor Lobby, Reading, Pa 19601

Fees/Admission: Free - Registration Required.

DE MUJER A MUJER: OVERCOMING STEREOTYPES IN THE WORKPLACE & 4

Thursday June 9; 5:30 PM - 7:00 PM EDT

Alvernia University's Adult and Graduate Studies Building

540 Upland Avenue, Reading, PA 19611

Fees/Admission: \$10 / Person; *Advanced Registration Required*

GRCAW2W 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.

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11064>

Rachael Romig 610-898-7775;
rrmig@greaterreading.org

2022 State Legislator Breakfast

Friday June 10; 7:30 AM - 9:30 AM EDT

Doubletree Hilton Reading

701 Penn St., Reading, PA 19601

Fees/Admission: \$40 / Members; \$60 / Not-Yet Members

Contact: Katie Hetherington Cunfer
kcunfer@greaterreading.org

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11069>

Love Yourself as Much as You Love Chocolate

Tuesday June 14; 8:30 AM - 10:00 AM EDT

Alvernia University: Francis Hall Theatre, Atrium & Amphitheatre

400 St Bernardine St, Reading, PA 19607

Fees/Admission: \$25 / GRCA Member; \$30 / Not-Yet GRCA Member

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11066>

Rachael Romig 610-898-7775;
rrmig@greaterreading.org

Breakfast4Success - 3 Leaders: 30 Thoughts

Wednesday June 15; 7:30 AM - 9:30 AM EDT

The Rookery at Berks Nature

575 St Bernardine St, Reading, PA 19607

Member Exclusive: Fees/Admission: \$30 / Member

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11067>

Rachael Romig 610-898-7775;
rrmig@greaterreading.org

GRCA Night at the Fightin Phils 2022

Wednesday June 15; 5:30 PM - 10:00 PM EDT

Tompkins VIST Bank Plaza Gates Open: 5:00 p.m.;

Main Gates open at 6:00 p.m.; Game Begins: 7:00 p.m.

FirstEnergy Stadium 1900 Centre Ave., Reading; 1900 Centre Avenue Reading PA 19601

Fees/Admission: **Free to Chamber Members with a ticket!**

Chamber member companies will receive general admission tickets in the mail approx. the first week of June, but if you need additional tickets, feel free to call the Chamber Office at 610-376-6766.

Contact: Rachael Romig 610-898-7775;
rrmig@greaterreading.org

Networking@Night - Abraham Lincoln Hotel

EVENT SPONSORS:

Shuman Development Group

Wednesday June 29; 5:30 PM - 7:00 PM EDT

Abraham Lincoln Events 100 N 5th St., Reading, PA 19601

**** Parking is available off of Washington Street, under the hotel building. ****

Fees/Admission: Exclusive for GRCA Members (Free to attend but registration required)

GRCA policy does not allow active campaigning or distribution of campaign materials at its event. No solicitation.

Contact: Rachael Romig 610-898-7775;
rrmig@greaterreading.org

Join Women2Women and three other amazing women's organizations for a regional networking experience at Eden Resort & Suites!

Get together with: **Lancaster Chamber's Women in Business; York County Economic Alliance's Women's Business Center Organization; Harrisburg Regional Chamber Business Women**

Thursday Jun 30; 4:30 PM - 6:30 PM EDT

Eden Resorts & Suites

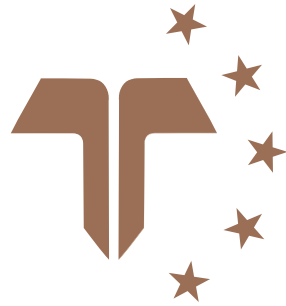
222 Eden Rd, Lancaster, PA 17601

Fees/Admission: W2W Member Exclusive Event. Limited amount of tickets available.

Register: <https://greaterreadingchamber.chamber-master.com/eventregistration/register/11140>

Rachael Romig 610-898-7775;
rrmig@greaterreading.org

For more details and to register for any of these events, please visit our events calendar at www.greaterreading.org/events



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 for their consecutive years of Chamber membership:

34 Years

Pottstown Industrial Complex

26 Years

Marion & Black, LLC

Pottstown Area Police Athletic League

20 Years

Bella Vista Golf Course

Karlene's Consulting

Marshall Geoscience

VFC

15 Years

PA Industrial Equipment, Inc.

The Victory Bank

5 Years

Berks Fire Water Restorations, Inc.

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.

Annual Dinner was a Celebration of Members and a Milestone



By Eileen Dautrich, TCACC President

On Wednesday, April 27th, the TriCounty Area Chamber of Commerce celebrated its 95th Anniversary at its Annual Dinner – an event that had not been

held since April of 2019.

This event is always a night to celebrate but this year was even more special celebrating our 95 years serving the business community. We were excited to celebrate our anniversary, but we were even more excited to celebrate our Members!

Baran Schultz, owner of Schultz Technology, was presented with our Chairman of the Board Award. Initiatives were expanded and new programs and member benefits were started during Baran's tenure. Baran will be best known and thanked for extending his contribution of his time volunteering to serve an additional year as Chairman for the TriCounty Chamber. Instead of a typical two-year term, Baran extended his service to three years to enable Rich Newell, CEO of Pottstown Hospital – Tower Health, and next in line to become Chairman, to focus his time and energy where it was needed most – his hospital – during the pandemic. Baran served from July of 2018 to June of 2021.

The Chamber Executive Committee received the Chamber Commitment Award. I personally presented these awards to recognize the support that this group of individuals provided to me and the organization through the last two years. In getting this organization through circumstances that none of us saw coming, I could not have asked for a greater group of supporters, advisors, and mentors. The awards were presented to: Rich Newell – Chairman of the Board and President and CEO of Pottstown

and Phoenixville Hospitals – Tower Health; April Barkasi – Chairperson Elect and President and CEO of CEDARVILLE Engineering Group, LLC; Lisa Lightcap – Treasurer for the Chamber and Vice President Commercial Banking Relationship Manager at Tompkins VIST Bank; Baran Schultz – Immediate Past Chairman and Owner of Schultz Technology Solutions; and Joseph K. Koury, Esquire – Solicitor and Attorney at O'Donnell, Weiss & Mattei, P.C.

Bill Vitiello, Chamber Board Member from the Victory Bank, and recipient of the Chamber's 2019 Volunteer of the Year Award presented the 2022 Volunteer of the Year Award to Drew Griffin of Delicious Marketing. Drew reached out as he was considering Chamber Membership, interested in the TriCounty Chamber's podcast – Chamber Chat. Upon joining the Chamber, he offered his assistance. He started to attend the podcast recording sessions at the Chamber office and began with recording and posting on Facebook Live during those recording sessions and when the pandemic restrictions went into effect, he introduced the Chamber to Stream Yard and we began broadcasting weekly shows on Facebook Live with Members getting safe exposure for their business. It is not all about Chamber Chat; Drew always has the Chamber and its success on his mind, and we are extremely appreciative of the ways he goes above and beyond, encouraging us to innovate to our benefit.

Montgomery County Community College was also a recipient of a special award at the Annual Dinner. The College was presented with the Chamber Champion Award to recognize them for their contributions to the success of the Chamber programs. The College opened their doors to provide a "home base" for the Leadership TriCounty Class of 2022 providing

them with an accessible location for in-person presentations as well as the technology to accommodate the necessity to have virtual interaction with the class available. In addition, we wanted to recognize them for the partnership that we are developing to expand the Chamber Chat programming and showcase the work of the faculty and students to record a special quarterly and community focused version of Chamber Chat.

The final award presentation of the evening was recognizing every other Chamber Member business that was in attendance. Every business name was called from the podium and came forward to claim their award – recognizing them for their support as a 2021 Mission and Vision Partner as well as a 2022 Tier Investor, or just a 2021 MVP, or just a 2022 Tier Investor, and those not fitting into those categories were presented with our "Making the Difference" award and were acknowledged that "your support has meant so much for the 2020-2022."

We are so happy with the evening – we have heard nothing but positive comments from those in attendance!

David Roland, Market President/Senior Vice President at Truist shared – "Eileen- congrats on another super annual dinner last evening. It had to have been particularly rewarding after two years of all the struggles due to Covid. It was great to be out again seeing faces that aren't on my laptop! I have gone to a lot of events and dinners in my 40-year banking career, as I am sure you can imagine. The speaker last night has to have been the most enjoyable I have ever heard speak. He was excellent as was his message; he took the cake. A great story, excellent presentation skills and seems very genuine. Well done!"

#tcaccbettertogether

REGIONAL CHAMBER ROUNDUP

It is our Anniversary!

9 in 5 SERIES

MEMBERSHIP BREAKFAST

Featuring:

- Networking
- Introductions from all in attendance
- Keynote Speakers
- Did we mention networking? ☺

Thursday, June 9th
8:00 AM - 9:35 AM

At New Hanover United Methodist Church North Campus

LEADERSHIP TriCOUNTY

Lessons Learned – Class of 2022 Journey of Growth

Member: \$35 | Non-Member: \$70

2022 BUILDING COMMUNITIES INVESTORS:

ceg **HERBEIN**
CRAS + CONSULTANTS

Maillie **POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION**
ACCOUNTANTS + ADVISORS

Register HERE

OPEN YOUR CIRCLE THIS SUMMER

CREATING CONNECTIONS MIXER

TriCOUNTY AREA CHAMBER OF COMMERCE

If you are standing with a group of people and someone is hovering outside your circle, be the first person to invite them into the group.

WEDNESDAY, JUNE 15TH
4:30 PM - 6:30 PM
AT BRAKEMAN'S CAFE

FREE TO ATTEND FOR TCACC MEMBERS
TICKET INCLUDES FOOD AND BEVERAGE REFRESHMENTS

SPONSORED BY: TOMPKINS
BANKING | INSURANCE | WEALTH

Register HERE

AS SEEN ON HGTV'S HOME TOWN TAKEOVER

Who, What, WHY Wetumpka, Alabama

SMALL TOWN - BIG CHANGES!

ECONOMIC DEVELOPMENT LUNCHEON 2022

JOIN US TO HEAR SHELLIE WHITFIELD, EXECUTIVE DIRECTOR OF THE WETUMPKA AREA CHAMBER OF COMMERCE SHARE THEIR STORY

THURSDAY, JUNE 23
11:30 AM TO 1:30 PM

RiverCrest Golf Club & Preserve

\$55 PER MEMBER
\$400 PER MEMBER TABLE OF 8
\$110 PER NON-MEMBER

STAKEHOLDERS

Constellation **DANA** **Pottstown Hospital** **PPF** **SCHULTZ technology** **VICTORY BANK** **TOMPKINS**
BANKING | INSURANCE | WEALTH

ceg **HERBEIN** **Maillie** **POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION**
CRAS + CONSULTANTS
ACCOUNTANTS + ADVISORS

REGISTER HERE

STAKEHOLDER

Constellation **DANA** **Pottstown Hospital** **PPF** **SCHULTZ technology** **VICTORY BANK** **TOMPKINS**
BANKING | INSURANCE | WEALTH

BUILDING COMMUNITIES

ceg **HERBEIN** **Maillie** **POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION**
CRAS + CONSULTANTS
ACCOUNTANTS + ADVISORS

CREATING CONNECTIONS

Diamond Credit Union **Martin STONECARRIERS** **OWM** **MONTGOMERY COUNTY COMMUNITY COLLEGE** **POTTSTOWN AREA ECONOMIC DEVELOPMENT** **Rhoads Energy**

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!



A special thank you to Aaron Muderick, Crazy's Aaron's for his inspirational keynote speech. We also appreciate the donation of his honorarium to the Schuylkill River Canal Association.

We were also proud to present the YWCA Tri-County Area with a donation of \$2500 for 2022 Annual Fashion Show

Congratulations to the Following Award Winners:

Chamber Member of the Year 2022 – Denice Harrison, Patriot Pest Solutions

Chamber Volunteer of the Year 2022 – Jessica Snook, Lindt Chocolate

Rising Stars of 2022 – Brenden Shoemaker, Finance of America and Jonathan Basta, Edward Jones

2022 Community Outreach Award – Upper Providence Township

Spring-Ford Chamber First Responders Award – Branden Sisca, Trappe Fire Company

2022 Community Legacy Award – Richard Graver, Victory Bank

2022 Spring-Ford Chamber Lasting Legacy Award – Ronnie Fitzpatrick, Mary Kay; Gail Wellington, Three Peas in a Pod Florist & Gifts & Chris James Hector, Chris James Hector Realty



Spring-Ford Chamber Annual Luncheon

Thank you to everyone who joined the Spring-Ford Chamber for our Annual Luncheon on Thursday, May 12th.



UPCOMING EVENTS

Registrations can be found at www.springfordchamber.com

Return to Networking Luncheon – Thursday, June 9th 11:30am – 1:00pm

Limerick Community Park, Manderach Pavilion

No Speaker, Come Network and Re-Connect

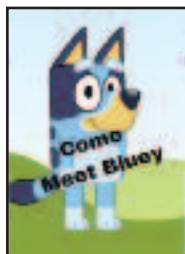
Boxed Lunches, Yard Games, Activities

Shark Think Tank – Business Owners Roundtable – Thursday, June 16th 11:30am – 1:00pm

Copperfield Inn at Creekside

Business owners' members only

Dog Days of Summer – Saturday, July 30th 10:00am – 1:00pm



TBD – Rescheduled from May 7th

Open to the public

Pet and community vendors, pet adoptions by Home at Last, family friendly activities, pet parade and a special appearance by Bluey

Limerick Community Day – Saturday, August 13th 12:00 – 4:00pm

Limerick Community Park

Registration Now Open

Save the Dates for 2022

Upper Providence Community Day – Saturday, October 15th

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

Thursday, June 16th – Phoenixville Country Club Chamber Luncheon in partnership with Rotary

Presenting Richard Newell, Pottstown and Phoenixville Hospital CEO

11:30 - 1:00pm

Register online at phoenixvillechamber.org

Rhythm and Brews - Live Music | Beer Garden | Cornhole Tournament

Main and Bridge Street Parking Lot - Downtown Phoenixville

5pm - 10pm

June 4th | July 16th | August 20th

June First Friday – Friday, June 3

Downtown Phoenixville

Live Music and Artisan Vendors

Visit www.phoenixvillefirst.org for more info

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

Visit our website at www.PVChamber.net for more events including PV Men/Women, Business Roundtable Luncheons, Mixers and more.

June 23, 2022 @ 4pm – 6pm 2022 PV Chamber Business Book Club & Wine Tasting Evansburg Vineyard

Meet us at the vineyard for book discussion and wine tasting! All are welcome to attend. Book review: The Millionaire Next Door. RSVP required.

July 12, 2022 – PVCC Annual Summer BBQ & Mixer

Back by popular demand - BBQ Picnic & Mixer at the PV Chamber office! Stop by between 3-4pm – 6pm to network with business leaders, enjoy food and refreshments, and tour the chamber office. A large tent will provide shade and protection in event of inclement weather. Sponsorships available. RSVP no later than July 1st.

August 3, 2022 – Annual Night Out at Reading Phils

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

Become a Sponsor - YOUR logo will be printed on 10,000 tickets and receive 400 tickets to gift to clients, employees, friends and family. Sponsorship \$400...that's just \$1 per ticket!

... Visit our website at www.PVChamber.net for more events including PV Men/Women, Business Roundtable Luncheons, Mixers and more.



NEW EVENT

Inaugural Sporting Clays Tournament - July 25, 2022 Lehigh Valley Sporting Clays Inaugural Sporting Clays Outing

The Chamber is excited to introduce a new program... PVCC Sporting Clays Tournament on Monday, July 25th at LVSC. Not familiar with sporting clays? Think golf with guns! Package includes loaner gun (or bring your own), ammunition and other supplies, as well as basic instructions from expert instructors – no experience necessary! Networking luncheon at Grumpy's BBQ immediately following the tournament. Sponsorships available. Hurry...less than 10 spots left! Call Chamber for details. 610-489-6660

FEATURED EVENT

PVCC Annual Golf Outing

New Date: June 27, 2022

Spring Ford Country Club

SF Country Club is completing a \$1M+ upgrade of the greens and bunkers! Be one of the first to golf on the newly renovated, private course. This event is anticipated to sell-out early!!! Get your business name in front of 124 golfers and volunteers! Golf registration includes Lunch Buffet, Bloody Mary Bar, cart, goody bag, snacks and beverages on course, contests and networking dinner! Non-golfers welcome to volunteer or purchase a ticket for the networking dinner.

Golf and Sponsorship Details and Registration on www.PVchamber.net or contact Renee Blomstrom to discuss a custom package! Sponsorship packages starting as low as \$100. The Chamber is now accepting donations for Golfer Goody Bags, Raffle & Golf Prizes! All sponsors, volunteers and donations will be recognized in event program, website, event promos and signage.

Title Sponsor: **Keyser Miller – Ford**; Gold Sponsor: Kelly Insurance; Silver Sponsor & Patio Ball Toss: The Princeton Group; Putting Contest: Paul Davis Restoration; Margarita Sponsor: Marco Motors; Bag Sponsor: Motivational Marketing

The PV Chamber Golf Outing is your opportunity to golf on this exclusive private course!

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 MEMBERS

JCS Financial Solutions, LLC - John Strohman
www.jcsfinancialsolutions.com

sUtility 2030 Collaborative - Christina Corcoran
www.utility2030.org

Hopeful Healing - Nadine Chudoba
www.hopefulhealing.net

BE BETTER. GROW FASTER!

We Can Help.
Join Today!



Workshops
Insurance Savings
Networking
Employee Retention
Sales Growth

Small Business
Resource Association

SBRAssociation.com

814.808.7272

2395 Lancaster Pike Shillington

Be Part of the Bigger Picture!

The Pottstown Rotary Club
Wants You!



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

Please call **Dave Czarnecki**
at 215.431.2802 to learn more!

Rotary

www.pottstownrotary.org

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

Small Business
Resource Association



THE SBRA COMMUNITY READY FOR A CAREER CHANGE? IF SO, WHY?



By Gary Seibert, CEO,
Small Business Resource Association

In the “Good Old Days” the typical employee stayed with one company for the majority of their career. Pensions were a major incentive and job security was important. Many people

were born and lived their entire life in the same town. That all started to change as the Baby Boomers entered the scene from 1946 to 1964. New types of industries were popping up all over the country and luring students after graduation from high school and college to leave their hometown and take up roots somewhere else. This trend has continued to build over the past 60 years and has led to a most recent survey conducted by Apollo Technical indicating that the average person today will have 12 jobs during their lifetime.

Are you kidding me? 12 jobs over a typical 40 year working career. That’s a change of career every 3.5 years. How is that possible? Look at what the average employee is saying about their work experience.

I work in a toxic work environment, my employer is not providing any learning opportunity. I do not see any growth path. Salary, bonuses and benefits are terrible. I get no recognition for my positive input. The company is not like it used to be. There is a lack of shared values. I feel disrespected. I need to do something different. This is a culture that I do not want to be part of.

Is this an employee problem or an employer problem?

In 2020, 114 million jobs were changed or lost. By 2021 the United States experienced the greatest new business start-up in history and more than 50% of those were by people over 50 years old. Older people were getting laid off and they were still in the prime earning years of their lives. They needed to make a change in order to survive.

So, here we are in 2022, where are you in your career? Do you LOVE-LOVE-LOVE your job or are you considering a possible career change? I was at a Christian Business men’s and women’s networking event several weeks ago and the speaker, Mark Owens, addressed this topic with 5 stages people go through in considering a job change.

1. QUESTIONER —You’re wondering whether you need to make a change, but you’re not yet doing anything about it.

2. BROWSER—You’re starting to take action to try to improve your career situation but you’re not yet committed to make the shift.

3. EXPLORER—You are committed to a change, but you’re not yet clear on what else you might like to do.

4. PATHFINDER—You’re clear on the line of work you want to move into, but you haven’t yet shifted.

5. SHIFTER—You’ve successfully shifted into a more fulfilling career that fulfills the void from the employee problems stated above.

At the same time, we have to consider why people stay with their employer, year after year, with no interest in looking elsewhere.

1. FLEXIBILITY—Being able to quickly adapt to new circumstances as they arise. Being open minded, developing new skills, planning for the future, having a strong support network.

2. FAMILY—Having flexible work hours to be with and support a healthy family life.

3. RECOGNITION—Being recognized for a job well done, ideas and suggestions that can better support the company’s growth and profitability.

4. BEING THANKED—Sometimes a pat on the back and a heartfelt thank you can go a long way.

5. COMFORTABLE SHARING—Not being afraid to make a suggestion.

6. FEELING SAFE—Being with a TEAM that works together, plays together and stays together, no matter what. No one gets left behind.

If you are looking for a change it’s because your needs are not being met. Money is not the end-all for your decision-making process. Money will never satisfy your needs as you will always want or need more. Look at the second list, satisfy those needs and then use the first list to see where you are in the process.

If you think you need to make a change, ask yourself WHY. Answer that question and then, and only then, start your search using the second list or you will end up being one of those 12-jobs-in-a-lifetime statistics. If you love your career, it’s not work, it’s what you love doing.



SBRA Business Spotlight



ASSURED ASSISTANCE

Located at 225 N. Kenhorst Blvd. Reading, PA 19607



With Assured Assistance, you can maintain your independent lifestyle and focus on the things that are important to you. We understand, you treasure your home and your independence. Still, sometimes, you just need a little bit of help with a few things. And that's where we can help. Home care is where our heart is.

Services include medication reminders, bathing, grooming, dressing, continence care, personal hygiene, assistance with grooming and dressing, changing bed linens, making meals or meal clean up, calendar checks and preparing for the day's activities/events, errand services/shopping groceries, family respite care, transportation services, companionship and much more.

Call 610-796-4737 or
visit www.Assuredassistance.com

SPONSOR A DREAM CHASER



When you sponsor a Dream Chaser you are making an investment in our community. Your support will give Berks County high school students the opportunity to learn and prepare for an entrepreneurial career path.

A recent survey by Junior Achievement showed that 60% of Generation Z high school students aspire to start a business one day. Teenage entrepreneurs are starting businesses, in lieu of college, because of increases in college tuition and growth opportunities in technology.

As Berks County business leaders, we have an opportunity to mentor and educate these Dream Chasers as they take the plunge into the world of business. Small business has been, and always will be, the driving force behind Berks County. We are a hard-working community. We are a diverse community, and traditionally, we are a community that empowers each other.

This summer, The Small Business Resource Association in collaboration with Career Ready Berks is hosting the inaugural Emerging Entrepreneur Academy. This is a 6-week program designed to help high school juniors and seniors experience what it's like to start and operate a small business. The program runs for six weeks; three weeks in the classroom and three weeks of on-site experience with a local business owner.

This hands-on, interactive, real-life learning, delivered by local business partners, is a unique opportunity for both Berks County students and businesses alike.

More successful businesses in Berks County equals more jobs. We have always been a self-sustaining economy. Let's ensure this continues by guiding the aspiring entrepreneurs in our community. It's an investment to sponsor a Dream Chaser and the return on this investment truly is **priceless**.

Please consider aligning your business with one of the future business leaders of Berks County by sponsoring one or more students. We can't thank you enough for your support of this worthy effort!

Help us turn some DREAM CHASERS into DREAM MAKERS!

For more information or inquiries please contact Gary Seibert at gseibert@sbrassociation.com or 484-333-3270

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



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

• **Tuesday, June 7th**
– 9:30-10:30 a.m. -
SBRA Workshop
Presented by Berkshire
Investment Group

• **Tuesday, June 21st**
– 9:30-10:30 a.m. -
SBRA Workshop
Presented by Members 1st
Federal Credit Union

MEMBER MINGLES – NETWORKING

Wednesday, June 29th
5:30-7:00 at JBT Bank

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

Learn How the SBRA Can Help Your Business Grow

– Membership Benefits Update
Wednesday, June 29th,
9:00-9:30 a.m. via Zoom

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

NEW SBRA MEMBERS

- Assured Assistance
- Berkshire Investment Group
- Binary IT Solutions
- Blue Ink Notary
- Celebrate Together Event Rentals and Designs
- Colonial Life/BeneChoice
- Irresistible Teams
- Level Financial Partners
- Linda Giorgio Real Estate
- Lush Emerald Landscapes
- N&C Transportation Company LLC
- Presence Bank
- Primerica/PFS Investments
- Rick Fisher Coaching
- Social Enterprise Institute USA
- Sterling Life Solutions, LLC

Helping 6 & 7 figure business owner's compress the timeline to realize their vision

CEOs are you ready to...

- Start realizing your vision?
- Start working on your business rather than in it?
- Let go of overwhelm and develop your team to really support you and step up?
- Know your business figures inside and out and be making aligned decisions based on data?

Let me help you master the key 3 elements to realize your vision faster

Vision-based Business Model



Learn more @ www.faustcoaching.com

4 Ways to Support Your Team to Best Support You as a CEO



BUSINESS GROWTH TIPS

By Audrey Faust, MBA

Being a great leader is about recognizing that success does not come from doing everything alone. Great leaders help those around them to step up into their full potential because we are always stronger together.

Here are four ways you can motivate and inspire your team.

Get to know your employees: When we really make the effort to connect with our team as humans, not just people working for us, we are able to build deeper connections which often help motivate them as well. It's not that they'll never leave if we become their friend, but by showing that they matter, you will automatically raise the motivation of your team because they will feel that you're invested in them as a person.

Celebrate and Acknowledge: Whether it's a staff achievement or a company win, make sure to celebrate with your employees so that they feel it's their win too.

Good employees will work their butts off for you with a little recognition and appreciation along the way.

Communicate: I know as a CEO you can be super busy and often communicating effectively with your staff members gets overlooked, but clear and regular communication is KEY! When an employee can see the bigger picture behind something they are more likely to get on board with it. Encourage them to share their views and offer you feedback. This builds trust and confidence with your team.

Support & Empower: A smart leader doesn't just help their team members to do their current job. They help them to identify where they can develop their skills. Make sure that you provide them with the resources they need to excel and empower them to come up with their own solutions to problems. This not only develops their confidence but also gives them a sense of ownership which motivates them to keep finding solutions, which will make your job easier too.

More helpful articles on growing your business can be found on Faust Coaching's website blog www.faustcoaching.com

THE CAREFREE & SOPHISTICATED LIFESTYLE YOU WANT, the savvy financial move you deserve

Arcadia at Limerick Pointe offers the worry-free independent living lifestyle you've worked hard for – and the peace of mind that comes with knowing extra help is there when you need it with personal care & memory care under the same roof.

Stunning studio, one bedroom, and two bedroom apartments, world-class dining & amenities, on-site health & wellness services, and so much more make life at Arcadia the retirement you deserve.

ARCADIA
AT LIMERICK POINTE
51 WEST ARCADIA DRIVE
LIMERICK, PA 19468

CALL TODAY TO LEARN MORE ABOUT THE INCREDIBLE LIFESTYLES ARCADIA HAS TO OFFER!
610-981-1688 | WWW.ARCADIALIFE.COM

Ask SCORE

RECORDKEEPING 101

Information Your Small Business Needs to Maintain

Thorough recordkeeping is a critical part of running a successful business. Here is a list of the essential records all small business owners should maintain and some of the best tools out there to store your records and stay organized.

Most business owners get into business to build, create and provide valued services to their customers. They do not enter the world of entrepreneurship to file taxes, keep inventory logs, and track mileage. Recordkeeping, however, is a part of the job when you are running a business, and it has to be done right.

If You Own a Business, Recordkeeping Comes with the Territory

Regardless of the type of business you own, every small business needs to keep detailed accounts of key business records. Your industry may have additional requirements, but, at a minimum, have

this list of essential records up-to-date and within reach.

- ☐ Accounting Records
- ☐ Accounts Payable
- ☐ Accounts Receivable
- ☐ Expense Receipts
- ☐ Payroll Records
- ☐ Tax Filings
- ☐ Vehicle Mileage Logs
- ☐ Bank and Credit Card Statements
- ☐ Contracts
- ☐ Purchase Orders
- ☐ Licenses and Permits
- ☐ Certificates of Insurance
- ☐ Employment Applications
- ☐ Articles of Incorporation/Certificate of Organization
- ☐ Operating Agreements
- ☐ Annual Meeting Minutes
- ☐ Trademark, Service Mark and Patent Registrations
- ☐ Inventory Logs

(Continued on page 40)

PRO KEYSTONE GARAGE DOOR

"The Service Specialists" Since 1970

→ Residential → Commercial → Industrial

- Professional Installation • Free Estimates • New & Replacement Doors
- We Service All Major Brands • Custom Reframing • Steel Insulated Doors
- Radio Controls • Fiberglass • Aluminum • Rolling Steel Doors
- Fire Doors • Rolling Grilles • Electric Operators

**SALES • SERVICE • INSTALLATION
OPERATORS • PARTS**

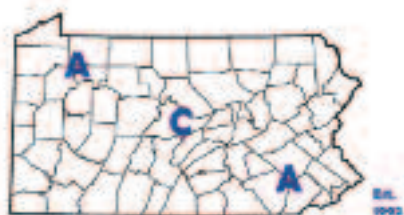


Most Of Our Business Comes From Referrals...

We Are That Good!
Pottstown
610-367-6211 • www.prokeystone.net

All County and Associates, Inc.

Helping You Make Informed Decisions



All County and Associates, Inc.

Full-Service Civil Engineering Firm

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



Tel: 610-469-3830

Web: www.all-county-assoc.com

Email: info@all-county-assoc.com

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



Order Now for your 2022 graduate!

Meg's Quilted Memories

Customized
T-Shirt
Quilts



TURN YOUR TSHIRTS INTO A QUILT!

Perfect for remembering a loved one or giving to a graduate as a gift. We are a woman-run business located in Berks County. We take great care and pride in all our quilts. Let us make something unique for you!

Business cell:

(810) 250-1825

meg@megsquiltedmemories.com

www.megsquiltedmemories.com



Like us on Facebook!

facebook.com/customizedtshirtquilts



Follow us on Instagram!

instagram.com/megsquiltedmemories



YOUR ELECTRICAL COMPANY OF THE TRI-STATE AREA



Our Certified Staff Has
100+ Years
of Experience!

COMMERCIAL SERVICES

- Lighting Retrofits
- Office Renovation
- New Construction
- Parking Lot Lighting
- Emergency Services

(484) 991-8241
www.hardhatservices.net

GET A QUOTE TODAY FOR A FREE ESTIMATE!



LIGHTING UPGRADES



OFFICE RENOVATIONS



CONSTRUCTION RENOVATIONS

Ask SCORE

(Continued from page 39)

Find Easy-to-Use Tools that Take the Hassle Out of Recordkeeping

Organization is the key ingredient in good, thorough recordkeeping. There are several recordkeeping tools out there to help business owners get organized, including software-based solutions, cloud-based solutions, and, of course, paper-based solutions. Most recordkeeping tools are geared for maintaining your accounting records on a daily, monthly and annual basis. Also, look for data storage solutions where you can store and back-up all of your records either on an external server or in the cloud. Here is an overview of some of the best recordkeeping solutions available for small businesses.

Software Solutions

The trick with recordkeeping is to keep things simple. Basic software solutions like Microsoft Excel spreadsheets and Microsoft Word documents can be a simple, easy-to-use solution for businesses that only require a few recordkeeping basics. QuickBooks Pro for desktop is a more sophisticated software solution that you download to your computer.

If you do decide to use any of these software solutions to record all or a portion of your records, do not make the mistake

of only storing your documents on your computer's internal hard drive. Make a habit of backing up your records daily, whether it is on a secure server, external hard drive, or a cloud-based system. There are free or low-cost solutions like Google Drive and Dropbox that are great for simple file storage. Alternatively, you can invest in a cloud-based back-up solution, like Carbonite, that takes care of automatic file back-ups for all of your critical documents with increased security.

Cloud Solutions

Paperless cloud-based solutions have grown in popularity in recent years and the tools businesses can access are becoming more sophisticated and easier-to-use. If you are a small service business, a simple cloud-based accounting system like FreshBooks may be all you need to manage your books. For more complex small businesses, like those that manage inventory, QuickBooks Online is an excellent cloud-based option.

Going paperless removes the need to file and store countless receipts and paper records; saving you time, and helping you stay organized. Moreover, many of these tools will sync right to your business bank account and credit card to automatically pull expenses into your records.

(Continued on page 42)

verrunlandscaping.com

1357 Farmington Ave. Pottstown PA

610.327.2622



Seasonal Lawn Maintenance · Snow Plowing
Mowing · Aeration · Over Seeding · Fertilization
Landscape Lighting · Paver Cleaning & Sealing

Christmas Decor

Commercial & Residential Christmas Decorating Services
Roof Lighting · Window Lighting · Daytime Decor
Tree and Shrub Lighting · Takedown Service · Storage





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

FOR SALE- (PABK247352) *S Quarry Rd., Morgantown, PA*

6.88 ACRES OF VACANT LAND. ZONING C-3 HIGHWAY COMMERCIAL AND I-2 GENERAL INDUSTRIAL. EAST OF THE NEWLY APPROVED CASINO SITE. LOCATED ALONG RT. 10 JUST EAST OF THE MORGANTOWN EXIT OF THE PA TURNPIKE. EXCELLENT HIGHWAY VISIBILITY AND ACCESS. USES FOR THE PROPERTY ARE PLENTIFUL INCLUDING MOTOR VEHICLE SERVICE STATIONS, HOTELS, OFFICE BUILDINGS, MANUFACTURING FACILITIES, WHOLESALE ESTABLISHMENTS, ETC. **\$1,199,900**



FOR LEASE- (PAMC2039422)
535 E High Street, Pottstown

900 SF furnished office space available for lease. This space was formerly a lawyer office. Affordable lease rate is \$975 per month and \$150 a month CAM charge. Office features a reception area, waiting room, conference room/additional office, private office, kitchenette and restroom. Space has rear parking and plenty of on street parking.

FOR LEASE- (1001359872)
Town Plaza Shopping Center
301 N. Lewis Road, Royersford

Several spaces available with multiple opportunities for office space, health care space, even a night club! Call for more information and showings.

LAND FOR SALE

4.88 ACRES (PABK378090)
ZONED GENERAL INDUSTRIAL. GREAT OPPORTUNITY FOR THIS IDEAL REAL ESTATE LOCATION W/PLENTY OF TRAFFIC PASSING BY. SEE EXISTING CONDITIONS PLAN AND PERMITTED USES DOCUMENTS IN BRIGHT. A PORTION ON THE EAST CORNER OF PROP ON JACKSON ST. SITS IN THE BOROUGH OF BIRDSBORO AND MAJORITY SITS IN ROBESON TWP. **\$450,000**

81.81 ACRES (PABK100215)
FANCY HILL ROAD, BOYERTOWN
RESIDENTIAL WITH MANY PARCELS WANT TO OWN A SIDE OF A MOUNTAIN? YOU CAN! WITH THIS COLLECTION OF LOTS SITUATED IN EARL TOWNSHIP BERKS COUNTY. 8 CONTIGUOUS SEPARATE PARCELS THAT TOTAL ALMOST 82 ACRES. 1 COMMERCIAL BUILDING AND 2 RESIDENTIAL UNITS INCLUDED WITH THE SALE. CALL FOR DETAILS. ALL LOTS BEING SOLD TOGETHER, NO EXCEPTIONS!
\$700,000



FOR SALE- (PABK2014304)
10 Mill Rd, Morgantown, Berks Co.

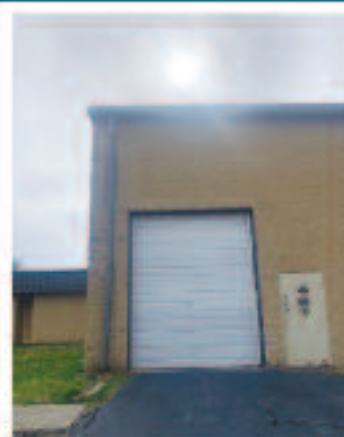
PERFECT LOCATION COMES WITH THIS 5600 SQ FT COMMERCIAL BUILDING. PROPERTY WAS PREVIOUSLY A GARAGE AND RECENTLY USED AS AN OFFICE/LAB. LOCATED RIGHT OFF OF RT. 23 WITH EASY ACCESS TO TURNPIKE AND MAIN ROUTES. PRICE TO SELL "AS IS". **\$180,000**



FOR SALE

2492 Old Route 100, Barto (PABK2006488)

Do you have a need to expand your current business without paying for costly industrial ground and engineering? This property could be yours! The 4 1/2 acre parcel has plenty of room for expansion. Property is currently used as a welding shop but there are many potential uses related to truck, auto, wholesale, distribution and more. The 100 x 55 block and steel industrial building has a crane with not 1 but 2 3-ton hoists in addition to a freestanding 30 ton runway. Tractor and Trailer drive-thru shop! Steel insulated Overhead Doors: 16 x 16 and (2) 14 x 12, and 3 exterior passage doors. Shop is equipped with 3 phase 440volt electric and radiant heat. Office area consists of 2 offices and 1 full bath with shower and additional half bath. Location is perfect! Centrally located on the border of Berks and Montgomery Counties and within 5 minutes of the Lehigh County border. Easy access to main routes and interstate 78, 13 miles to PA Rt 422, 12 miles to Allentown PA Rt 22, Interstate 78, 45 miles from I-78 Truck Center, 20 miles to Lehigh Valley International Airport, 60 miles to Philadelphia International Airport via I-76 and I-95 ALL THIS AND MORE, DON'T MISS OUT ON THIS INCREDIBLE OPPORTUNITY! **\$1,200,000**



FOR LEASE-
355 Circle of Progress
Pottstown, PA

Warehouse space for rent at \$6/sq ft. Total space available 4782 square feet. Great building with large overhead doors.

Richard A. Zuber INSURANCE AGENCY
For the protection you deserve



215 East Philadelphia Avenue, Boyertown
Phone: 610-323-3300
www.zuberinsurance.com

LET'S TALK BUSINESS.



WE'RE HERE TO HELP YOUR BUSINESS THRIVE.

Staying on top of your finances can be a daunting task. But with Members 1st on your side, it doesn't have to be. We offer a full suite of digital tools and time-saving services that make managing your business easier than you ever thought possible.

*Visit us at one of our three Berks County branch locations and become a member today.**



MEMBERS 1st
FEDERAL CREDIT UNION

*Must meet current eligibility requirements. Federally insured by NCUA. 1-20-2021

EARTH ENGINEERING INCORPORATED *Geotechnical Engineers & Geologists*



Subsurface Investigations
Geotechnical Design
Stormwater Infiltration Testing
Carbonate Site Assessments
Environmental Site Assessments and Remediation

Construction Inspection & Testing
Clean Fill Testing
Laboratory Soils Testing

www.earthengineering.com

Corporate Headquarters: 610-277-0889

Central PA: 717-897-5701

Lehigh Valley: 610-967-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

Ask SCORE

(Continued from page 40)

Look for options like digital receipt filings that let you scan physical receipts and turn them into digital records, eliminating the hassle of paper records.

Paper Solutions

If you prefer doing things the old-fashioned way, there is nothing wrong with using pen and paper to keep your business' records in order. If you choose to use paper, be aware that paper record-keeping is a commitment. You will need to update your records daily to keep up, be consistent in how you record information and be extremely organized when filing your paper documents. Be sure to create duplicates of the most important documents that you cannot afford to lose and store them somewhere safe.

Work with a Professional Accountant

Keeping good records of all of your business accounts and activities will pay dividends come tax time. At the end of the tax year, turn over your business records to a professional accountant. If you use a cloud-based solution, most systems allow you to provide your accountant with a unique login so they can access tax documents and business records directly without you doing any additional leg work.

Whichever system you use, keeping well organized records gives your accountant the information they need to file your business taxes accurately on your behalf and keep your business in good standing with the IRS.

Maintaining accurate business records and using the right, easy-to-use record-keeping tools is a necessary and important part of running a successful business. Nevertheless, it is not always an easy or straightforward process. When you are ready to rethink recordkeeping for your business, do so with the help of a SCORE mentor. A SCORE mentor will help you create a process for daily, weekly and monthly recordkeeping best practices and help you stay organized.

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. For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricounty.score.org/content/find-mentor-183>. 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 volunteer, visit our website at <https://tricounty.score.org/become-volunteer-2>. SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.

Ask SCORE

3 FINANCIAL REPORTS EVERY SMALL BUSINESS OWNER SHOULD UNDERSTAND

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

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

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

Profit And Loss Statement (P&L)

Also called an "Income Statement," your company's P&L report indicates if your business is profitable and how profitable it is during a given period of

time (such as for the past month, past quarter or past year).

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

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

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

(Continued on page 44)

CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

www.clarkindustrialsupply.com

AEROQUIP



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

ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

ROUTE 422 BUSINESS ADVISOR



DINING GUIDE

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

"Chicken at its finest!"

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

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

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

FOOD • BEER • FUN

HARES HILL BREWING CO.

Proudly serving craft beer and locally sourced food

NOW OPEN!

1161 Ridge Road
 Pottstown, PA 19465
 (610) 469-6419
hareshillbrewingco.com
 @hareshillbrewing

Gracie's 21st Century Cafe' & Catering

CIVILIZED DINING in the Country

"A Restaurant Like No Other"

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

1534 Manatoway Road,
 Pine Forge, PA 19548

www.gracies21stcentury.com
 610-323-4004

**Luncheons
Dinners
Beer
Cocktails**

Serving the area since 1960,
 Route 100 South, Pottstown

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

The Old Coventry Pub

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

The Old Coventry Pub
 LUNCHEONS • DINNERS
 BEER • COCKTAILS

CALL 610.323.6253 TO PROMOTE YOUR BUSINESS IN THE DINING GUIDE

We're Here For All Your Ups & Downs



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

HCC# PA15031

25+ Years Experience!

Sales - Service - Installation - Residential - Commercial



**Get a Free
Estimate**

610.220.5168
info@bcgds.com

BCGARAGEDOORPRO.COM

**Support Local
Small Businesses!**

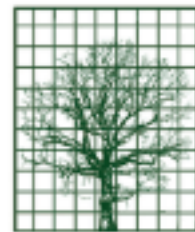
Reppert's
Own Made Candies

**Chocolates, Candies & Gifts for Valentine's Day, Easter,
Mother's Day, Halloween, Thanksgiving, Christmas &
Wedding Gifts. Large selection of new products!**

610-689-9200
info@reppertscandy.com
www.reppertscandy.com



2708 W. Philadelphia Ave., Oley, PA 19547



Established 1975

**LUDGATE
ENGINEERING
CORPORATION**

ENGINEERS • SURVEYORS • LAND PLANNERS

Call 610-404-7330
www.ludgate-eng.com

10 Vanguard Drive, Suite 100, Reading, PA 19606

Ask SCORE

(Continued from page 43)

Balance Sheet

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

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

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

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

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

Cash Flow Statement

Your Cash Flow Statement sheds light on:

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

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

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

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

By learning to read and interpret your P&L Statement, Cash Flow Statement and Balance Sheet, you will have a better sense of where you are on your course to meet your financial goals.

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

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

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

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

BusinessAdvisor

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



FAMILY OWNED & OPERATED SINCE 1967

H&F
TIRE SERVICE

Bridgestone – Firestone – Fusion
Goodyear – Kelly – Dunlop
Michelin – Uniroyal – B F Goodrich
Continental – General – Carlisle

Performance
Touring
All Season Radial Tires

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

COMPLETE AUTO & LIGHT TRUCK REPAIR

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

610-326-2326

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

Visit Us At www.hftire.com

Red Kieffer's Auto Repairs, Inc.

*Specializing in
Mercedes-Benz since 1961!*

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

Mercer's TruCraft Collision

Turn your Collision into Compassion

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

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

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

highstreet
AUTO CONNECTION

1415 W. High Street, Pottstown, PA 19464
484.624.3120
www.HighStreetAutos.com
Make your next move your best move right in town at High Street Auto Connection.

CJ's Tire & AUTOMOTIVE

Better. Faster. More Affordable.

Gain confidence in your next ride

We'll help you get to your destination safely and efficiently this Summer with the MICHELIN DEFENDER®2.

Summer thunderstorm? No worries.
High gas miles? Not a problem.

From all-season tread to better fuel economy, the DEFENDER®2 has you covered and ready to hit the road.

Stop by your local CJ's and we'll set you up with your new MICHELIN DEFENDER® 2!

17 Convenient Locations | National Fleet Accounts Welcome | cjtire.com



ONDRA-HUYETT
ASSOCIATES, INC.
Managers & Builders

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

TierPoint Conference Room Scranton Counseling Center




Delivering Construction Services since 1995

ohainc.com 610-366-1709

7504 Morris Court, Suite 218 | Allentown, PA 18106



wolfrun
landscapes

610-779-5717
wolfrunlandscapes.com

Your beautiful new landscape awaits. Call today!

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



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

email: wolfrun@ptd.net
29 Klapperthal Road, Reading PA 19606

THE PENNSYLVANIA TRADE SECRETS ACT REVISITED



LEGAL PERSPECTIVES

By Bruce L. Baldwin, Wolf, Baldwin & Associates, P.C.

Many businesses closely guard their trade secrets. Whether they be customer or supplier lists, pricing information, the formula for the “special sauce” or true scientific advances, such confidential and proprietary information is often viewed as among the most valuable assets of a business.

The United States Congress passed the federal Defend Trade Secrets Act in 2016. The Act was not intended as a radical departure from existing trade secrets laws. Most states had already adopted one variation or another of the Uniform Trade Secrets Act, which was drafted by the National Conference of Commissioners on Uniform State Laws, and amended in 1985. Rather, the newer federal law was intended to provide a single federal approach to federal trade secrets law, without preempting the state laws already in place. Most of the discussion below is based on Pennsylvania law, which has a longer history of judicial decisions to flesh out the law’s meaning.

The Pennsylvania Trade Secrets Act (the “Act”), at 12 Pa. C.S. Section 5302, provides that a “trade secret” is information, “including a formula, drawing, pattern, compilation including a customer list, program, device, method, technique or process that ... derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means, by other persons who can obtain economic value from its disclosure or use.”

The focus is not on formulas, methods and processes that are completely unknown to others, but rather on formulas, methods and processes that are

generally not known to others and which derive value from not being generally not known to others. The formulas, methods and processes do not have to be scientific or technical processes. See *Cerro Fabricated Products LLC v. Solanick*, 300 F. Supp. 632 (M.D. Pa. 2018). A trade secret doesn’t have to be something so complex as the formula for splitting an atom.

The word “compilation,” as used in the Act, is often thought of in the context of customer lists, but that is not the only relevant or protectible type of compilation. See *Synthes, Inc. v. Emmerge Medical*, 25 F. Supp. 3d 617 (E.D. Pa. 2014) (a compilation of data that has independent economic value can be protected as a trade secret). Thus, a compilation could consist of supplier lists, distributor lists, pricing lists, or the unique steps a business takes in manufacturing a product in such a way that plainly distinguishes it from the competition.

In determining whether information is protected as a trade secret under Pennsylvania law, our courts look to the following factors: (1) the extent to which the information is known outside of the company’s business; (2) the extent to which the information is known by employees and others involved in that company’s business;

(Continued on page 48)

Valerie McLean Keller, Owner & Operator Our 69th Anniversary

Arrowhead Golf Club

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

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

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

Pro Shop • Snack Bar • Rental Clubs
1538 Weaverstown Road, Douglassville — 5 minutes from Route 422 & 562 N Intersection
For Tee Times Call (610) 582-4258

MOSQUITOES RUINING YOUR OUTDOOR FUN?

MOSQUITOES



GETTING
BIT!



Poolside



Patio



WE HAVE A SOLUTION.
GUARANTEED.

No matter where you are this summer, you'll be enjoying it for sure! With **Patriot Pest Solution's MOSQUITO CONTROL**, mosquitoes will be gone before you light up the barbecue grill! Don't let unwanted guests ruin your outdoor fun, **call Patriot today!**

- ★ Mosquitoes peak in Summer
- ★ Safe for children & pets
- ★ Guaranteed Results!
(or your money back!)

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

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



MENTION THIS AD FOR

\$25 OFF

INITIAL SERVICE
ORGANIC MOSQUITO
CONTROL
SCHEDULED NOW THRU
JULY 31, 2022.



★ VETERAN-OWNED ★

PATRIOT PEST SOLUTIONS LLC

Eliminating Pests is Our Patriotic Duty!

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

610.489.5136 | PatriotPestSolutions.net





Service Stability Strength

SCHATZ
ELECTRIC, INC.
Jeff Schatz,
Owner/President

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

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

TOMPKINS

Visit TompkinsBank.com




SOTTOSANTI

LAWN • CARE

Serving Berks County Since 1978

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



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



Residential
Commercial
Free Estimates
Fully Insured

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

610.670.7639 • 610.370.1507
www.sottosantilawncare.net

LEGAL PERSPECTIVES

(Continued from page 46)

(3) the extent of measures taken by the company to guard the secrecy of the information; (4) the value of the information to the company and to the company's competitors; (5) the amount of effort or money expended by the company in developing the information; and (6) the ease or difficulty with which the information could be properly acquired or duplicated by others. 12 Pa. Cons. Stat. Ann. § 5301 et seq. *Cerro Fabricated Products LLC v. Solanick*, 300 F. Supp. 3d 632 (M.D. Pa. 2018).

In the context of preventing a departing employee from being able to use an alleged trade secret of the employer, the question is whether the information which the employer seeks to protect as trade secrets is nothing more than the employee's "aptitude, his skill, his dexterity, his manual and mental ability, and such other subjective knowledge as he obtains while in the course of his employment," which are not the property of the employer, unless curtailed through some restrictive covenant between employer and employee. *Wexler v. Greenberg*, 399 Pa. 569, 576-577, 160 A.2d 430, 433-434 (1960).

Another question in the determination of whether a particular process is a trade

secret is whether that process can be reverse engineered. Here is one area where the federal Defend Trade Secrets Act differs somewhat from Pennsylvania law. In a case recently decided under the federal Defend Trade Secrets Act, the Third Circuit reasoned as follows:

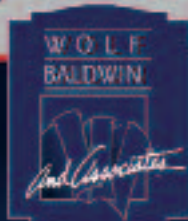
The Defendants would also have us insulate trade secret thieves from liability as long as reverse engineering of a secret was hypothetically an available alternative to access the trade secret information. We decline to do so. The DTSA expressly addresses the relationship between reverse engineering and trade secret misappropriation. And it excludes reverse engineering from the type of conduct it defines as misappropriation. 18 U.S.C. § 1839(6). But while "reverse engineering is a defense to misappropriation of [a] trade secrets claim, the possibility that a trade secret might be reverse engineered is not a defense." *Mallet & Company, Inc. v. Lacayo*, 16 F.4th 364, n. 31 (3d Cir. 2021) (quotations omitted).

However, the standard in Pennsylvania regarding reverse engineering "is that there is no trade secret 'if, at the time of disclosure or use by a misappro-

We make it EASY to talk with a lawyer



Business & Corporate Representation
Commercial & Residential Real Estate
Workers' Compensation
Estate Planning & Probate • Elder Law
Land Use & Zoning • Civil Litigation



Pottstown • **Pennsburg** • **Reading** • **West Chester**
 610-323-7436 215-679-5912 610-374-2400 610-436-8300
 800 East High Street 570 Main Street 606 Court Street, Suite 303 13 West Miner Street
 Pottstown, PA 19434 Pennsburg, PA 18013 Reading, PA 19601 West Chester, PA 19382

www.wolfbaldwin.com • Your Local Lawyers Since 1973

priator, the allegedly secret information could have been ascertained by inspection of sold articles or by reverse engineering.”). *Permagrain Prods., Inc. v. U.S. Mat & Rubber Co., Inc.*, 489 F.Supp. 108, 112 (E.D.Pa.1980) (quotation omitted).

It is equally clear, however, that “manufacturing processes, as much as products and equipment, are protectible as trade secrets.” *Permagrain Prods.*, 489 F.Supp. at 112. Product dimensions and tolerances cannot be obtained by disassembling the product. *SI Handling Sys.*, 753 F.2d at 1256. “Indeed, tolerances have previously been recognized as trade secrets par excellence, because they cannot be obtained by even the most precise measurements.” *Id.* (citing *Williams v. Curtiss-Wright Corp.*, 681 F.2d 161, 164 (3d Cir.1982). *Synthes*, 25 F. Supp.3d at 708.

So, while the potential finding out the basic ingredients of a product may be possible (and is of course required by food-labelling laws), knowing the basic ingredients isn’t the same thing as knowing the processes by which raw materials are converted into a successful finished product. Further, while the potential for reverse engineering a

process can be a defense to a trade-secrets claim, “Pennsylvania will not deny recovery merely because the design *could have* been obtained through inspection. Rather, the inquiry in that jurisdiction appears to be: How did defendant learn of plaintiffs’ design?” *Van Products*, 213 A.2d at 779, quoting *Smith v. Dravo Corp.*, 203 F.2d 369, 374 (7th Cir. 1953) (original emphasis). That is, under both under federal law and Pennsylvania law, the taker of a trade secret has an uphill battle in proving that the process could have been reverse engineered if that is not in fact how it was acquired.

Under the Pennsylvania Trade Secrets Act at 12 Pa. C.S. § 5302, “misappropriation” of a trade secret includes “acquisition of a trade secret of another by a person who knows or has reason to know that the trade secret was acquired by improper means.” As a result, it is not just the taker of a trade secret, but also the recipient of a trade secret who can face potential liability.

Once the misappropriation of a trade secret is established, the Pennsylvania Trade Secrets Act allows the victim of the theft not just the award of money damages, but also injunctive relief prohibiting the use of the trade secret by the misappropriator.

(Continued on page 50)



Commercial Janitorial Solutions



COMMERCIAL CLEANING • CARPET CLEANING
FLOOR CARE • PAPER PRODUCT SUPPLY



OFFICE • INDUSTRIAL • FINANCIAL • RETAIL • HOSPITALITY • HEALTHCARE

- Experienced professional cleaners
- Uniformed employees
- Quality assurance
- Emergency service
- Day porters
- Insured

Call us today to schedule your FREE no obligation janitorial proposal!

KKBS Facility Service focuses not only on professional cleaning but also professional relationships. We understand that our clients want thorough and sanitary cleaning results each and every cleaning.

WWW.KKBSFACILITYSERVICES.COM • 610.401.0620
320 Abington Drive, Wyomissing, PA 19610

CORE ELEMENTS

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

- STEP 1** **SELECT YOUR SPACE**
Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.
- STEP 2** **CHOOSE YOUR COLOR STORY**
Professionally designed, mix and match color schemes suit your space, your style and one another!
- STEP 3** **SHOW YOUR PRODUCTS**
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

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



FLOORING SOLUTIONS MADE SIMPLE



CHES-MONT CARPET ONE FLOOR & HOME

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

610-495-6211

www.chesmontcarpetone.com
 LIC# PA0081672

THE PCTV NETWORK

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

NOW OFFERING:

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

 **TellisVision**

ThePCTVNetwork.com
ThePCTVNetwork@gmail.com • 610.327.1866

 **EVERYTHING PRINTING**
1145 E Philadelphia Ave • Gilbertsville

GET YOUR BUSINESS
BOOMING
WITH DIRECT MAIL



(610) 367-7444 • EverythingPrinting.com

LEGAL PERSPECTIVES

(Continued from page 49)

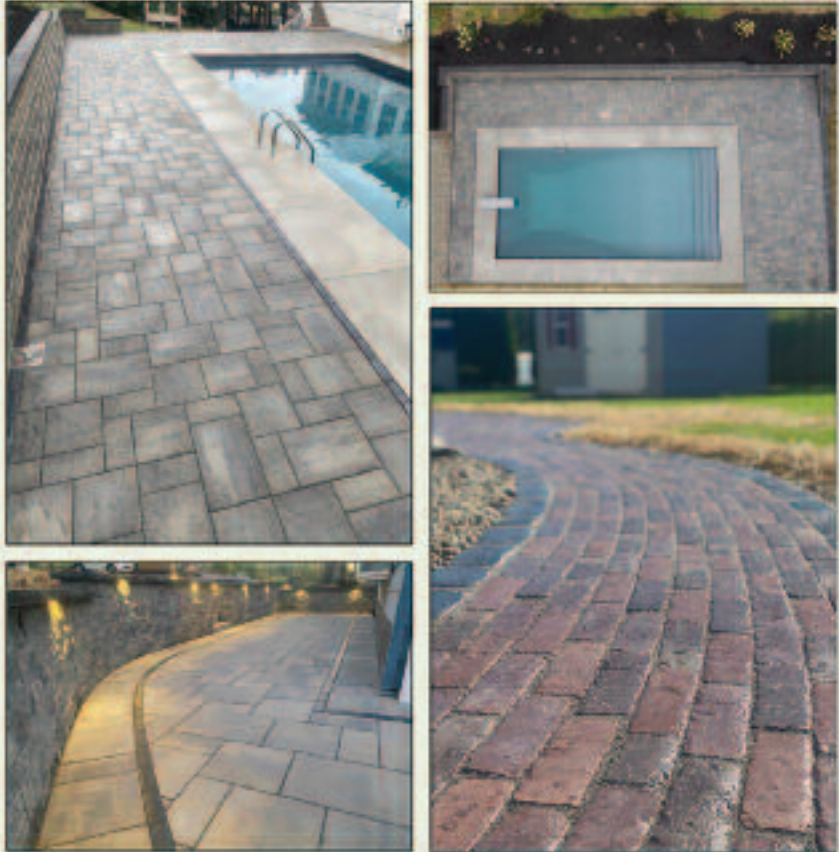
Specifically, “actual or threatened misappropriation may be enjoined. Upon application to the court, an injunction shall be terminated when the trade secret has ceased to exist, but the injunction may be continued for an additional reasonable period of time in order to eliminate commercial advantage that otherwise would be derived from the misappropriation.” See 12 Pa. C.S. § 5303.

Trade secrets law can be a minefield for both the owner and the taker of a

process. Whether a business is trying to protect a trade secret or establish that whatever process or compilation is being utilized is not the trade secret of another, it is best to first consult with a skilled attorney.

Bruce L. Baldwin, Esquire is a partner in the law firm of Wolf, Baldwin and Associates, P.C., with offices in Pottstown, West Chester, and Reading, and has represented employers and employees in business matters and litigation for over 30 years. He may be reached by calling 610.323.7436, or by e-mail at BBaldwin@wolfbaldwin.com.

 **DAVIES HARDSCAPING LLC**
LANDSCAPE DESIGN • WALKWAYS • PATIOS
WALLS • MULCHING • FREE ESTIMATES
SPRING-FALL CLEANUP
431 Rugby Road • Birdsboro, PA 19508
610.207.0256



SEXUAL IDENTITY AND CHANGE



CHANGE

By Barry Cassidy

I recently changed my pronouns to "It" and "Itself" because pronouns are not something I wish to address in my life. However, I still say "yes sir" and "yes mam" without regard for the nuances in public discourse.

We may think that gender is pretty cut and dry, but some think oppositely. Maybe you could fear your inner woman or your inner man because you are worried about how this could impact your social standing. However, the pursuit of happiness is the goal for most Americans as we live our daily lives. So, if releasing your inner man or your inner woman makes you happy, it should not be an issue.

It was not that long ago that I faced a decision to support my daughter in her quest for gender identity. She thought she might identify differently, although

she was unsure at the time, and she always seemed to have a boyfriend. Unfortunately, her discussion about it caused her to be expelled from Catholic School.

I thought if that is what it is, then it is what it is. She was attending a school that was a private institution that was religiously affiliated, and they did not deem it appropriate to entertain such talk. I thought the \$15,000 a year school was her best option for success, and she would have been the school's valedictorian her senior year, but times change, and so did she.

(Continued on page 52)

NEW PRICING

FREEZE THE FAT AWAY

Call for your FREE Consultation

Lansdale
215-362-7546

Bala Cynwyd
267-534-3355

YoungMedicalSpa.com

Stylish Images photography

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

Business and Commercial Portraiture * Families
Drone Aerials * Location, In Office or Studio Sessions
Photos for: Business Cards, LinkedIn and Websites
Visit us: www.stylishimages.com

Business Discounts available for multiple sessions

An ~~2125.00~~ Studio session includes:
20-40 exposures taken (2-4 poses),
2 - backgrounds
Upload to our website for your review within hours of your session.
2 - Retouched High resolution digital file emailed to you within 24 hours.
additional files available for a small fee
Can you really afford to look bad with a price this good?

Don't settle for this

When you can have these:
Business Headshots

Location Portraits
Real Estate Interiors

610-792-9956

Drone Aerial Real Estate

Certified FAA Drone Pilot

Nationwide Insurance Dolfus Agency

MARATHON

Capital Advisors



Serving Business Owners Since 2006

2240 Ridgewood Road, Wyomissing, PA 19608

Phone: (610) 898-8086

www.marathoncapitaladvisors.com

**For a no obligation, no cost, confidential discussion,
please contact us via phone or email:**

Mike McCarthy, mmccarthy@vrmarathon.com

David Bowman, dbowman@vrmarathon.com

*An Award-Winning Affiliate of VR M & A Advisors and
Business Brokers*

*Need assistance in other areas of your business? Ask about our
sister company Marathon Business Advisory Services.*

OPINION

(Continued from page 51)

Maybe it was a hard lesson to learn, but maybe it was not a lesson at all and just a matter of social control that she felt limited her happiness. She certainly was not happy she was expelled, but I viewed it as a badge of courage as she spoke up for herself.

In the world today, people have finally been able to speak out about their gender identity and commonly use pronoun usage to make them happy. Again, or maybe still, the school is a battleground for gender identity.

School for me during the '60s taught me that it was not a good thing to be different. So, I always sought to make friends with those who were somehow ostracized. My father was pretty straight with me about not looking down on anyone because of their circumstance or preferences.

I knew of one gay boy who wanted to be my friend in my class. We hung out together at times, and he was creative and fun to be around. In Jr. High School, I saw him be ridiculed and looked down upon. I remember that he got dressed next to my locker in gym class and had an incident happen in front of me where someone tried to force him to do

something. I watched as others stood there with a smirk and said nothing.

The incident led me to be suspended from school because I intervened. The guy initiating the incident pushed me away, and at that point, I had to punch him because I did not want to be pushed. I did not like that guy anyway. Incidents like that played out for decades in schools across America as kids were driven to the proverbial closet with their sexual identity. So, with the move now to normalize the identity, there is a question of how far you can go to enable normality in sexual gender.

As a recognized Laureate Agent of Change, I realize that you can never go halfway. You have to go to the bounds of what is pleasant and cross it to get your point across. I do it all the time and live with the fact that people do not like me at times because I am the voice of change.

Today you may not want to use a preferred pronoun for someone, but one must realize it provides them with happiness. It is more an inconvenient pathway to you but a right to them in achieving their happiness. Since I had been in this fight more than I wanted to be, I sought to divorce myself entirely by reject-

MEDICARE

EDUCATION SERVICES

Know Your Choices

LOOKING FOR GUIDANCE WITH MEDICARE?

We Help People Choose the Right Medicare Plan.

Talk With Us for A No-Obligation, No-Hassle Consultation.



David Morrison

INSURANCE AGENCY - SPECIALIZING IN MEDICARE FOR RESIDENTS IN SOUTHEASTERN PA

- ✓ When people become eligible for Medicare, they are often confused about what coverages they are eligible for, and what their options are.
- ✓ Our mission is to educate you on how Medicare works for you and identify plans that work with Medicare to ensure you have a robust retirement benefit plan that you can rely on.
- ✓ Whether it is a Medicare Advantage Plan, a Medicare Supplement Plan and/or a Prescription Drug Plan, at Medicare Education Services, we want you to Know Your Choices.



MEDICARE ENROLLMENT

If you're turning 65 soon, it's time to think about what Medicare plan is right for you.

If you are already enrolled but would like to review your options, we can help with that too!

MEDICARE ADVANTAGE

When you want a little extra coverage - like dental, vision, and hearing care - a Medicare Advantage plan might be right for you.

Contact Us to find out if it would be to your advantage to have a Medicare Advantage plan!

MEDICARE SUPPLIMENTS

Original Medicare pays for many healthcare services, but they do not cover everything.

A Medicare Supplement (AKA "Medigap") plan can help to cover the things that original Medicare does not.

MEDICARE PART D

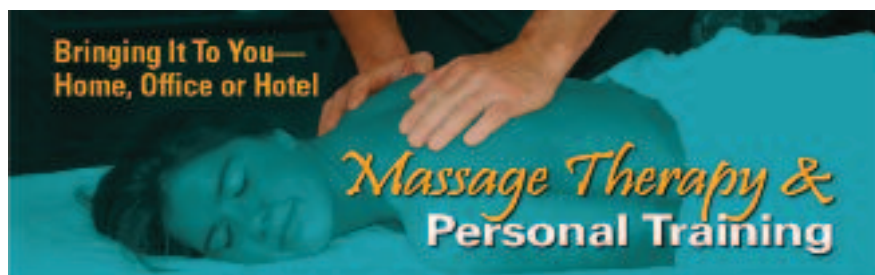
Even if you don't currently take prescription drugs, it is our recommendation that everyone enroll in a plan.

Like Part B, a PDP comes with a late enrollment penalty, which you would be required to pay for the rest of your life.

Contact us today to schedule a FREE, No-Obligation Consultation!

484.424.5222 • david@medicareeducationservices.com • www.MedicareEducationServices.com

Bringing It To You—
Home, Office or Hotel



*Massage Therapy &
Personal Training*

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

teamvalkyries@teamvalkyries.org • chesterspringsmassage.com
1611 Kimberton Road, Phoenixville, PA 19460
PA Lic# MSG000532 • Insured, AMTA Member

ing pronouns altogether and being “it.”

People must exceed the realm of what is comfortable to them to achieve their happiness. It is happening on many fronts with the “new left” as they continually overplay their hand on any number of issues. But one must realize that gender identity is a current from the underclass and the privileged elites at the same time.

Now... and here is the point of this whole explanation. Think about the kid in Virginia who identified as female and raped two girls in the female restroom in high school. If the child that allegedly committed the offenses were a minority in the Philadelphia school system, he would have been expelled. I know

people get expelled for a lot less.

How could this child get a chance to commit the offense a second time? Could it be that they do not want to infringe on his sexual identity? Even when confronted with the evidence of the second incident, the School Superintendent denied he knew anything about it. The father who brought it up was arrested for his effort. I am not sure that sexual identity played a role other than the perpetrator of the crime experienced a pronoun change. There should be no “special class” status for deviant sexual predators.

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

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



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



610.929.1200 • BerksDigital.com



Patricia Miller Picardi
CLU®, ChFC®, RICP®
610-970-8555
patricia_picardi@natfin.net

*“Educating, protecting, and inspiring members
of our community to do better with their
personal and business finances.”*



**NATIONAL
FINANCIAL
NETWORK**

SPECIAL NEEDS PLANNING | INSURANCE | RETIREMENT INCOME PLANNING | WEALTH MANAGEMENT

Registered Representative and Financial Advisor of Park Avenue Securities LLC (PAS), 68J, 1767 Sentry Parkway West, Suite 200, Blue Bell, PA 19422. (297) 468-0522. Securities products and advisory services offered through PAS, member FINRA, SIPC. Financial Representative of The Guardian Life Insurance Company of America® (Guardian), New York, NY. PAS is a wholly-owned subsidiary of Guardian. National Financial Network is not an affiliate or subsidiary of PAS or Guardian. CA Insurance License Number - 0161270, 2022-137026 Exp 04/24

**COMMERCIAL OFFICE
CONSTRUCTION SITE
FLOORS**

We take care of your MEDICAL FACILITY cleaning
so, you can take care of your business.



Call us for a **FREE** site evaluation and estimate today!

We love to clean.
(No really, we do.)

Entrusting the after-hours access to your building or site means making the right choice. L&J Cleaning, built on solid values of hard work, outstanding customer service and a strong desire to succeed, is the right choice for you!

Our Services Include:

- Medical Facilities
- Commercial Offices
- Construction Clean Up
- Complete Floor Care
- Janitorial Supply Management
- Emergency Services and Flood Remediation

LISA & JOE KANIA
POTTSTOWN, PA • 610.283.2584 • landjcleaningservice.com
FULL SERVICE • LOCAL FAMILY-OWNED SINCE 2002 • 24-HOUR COMMUNICATION



L&J Cleaning Service, Inc.

L&J Cleaning Service, Inc. is a local, family owned and operated, full-service cleaning company that has been servicing the local community since 2001.

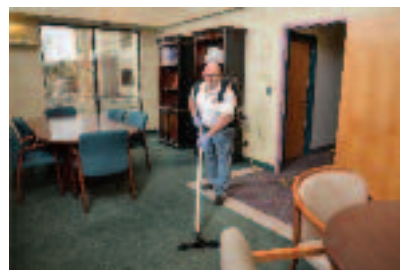
We specialize in a variety of professional cleaning services including, any and all kinds of offices, medical facilities, schools, banks, construction cleanup, property maintenance, carpet and floor care, and a service that became very popular during Covid, electrostatic disinfection.

So, if you find yourself in need a cleaning service, call L&J Cleaning Service, Inc. because:

WE TAKE CARE OF YOUR CLEANING, SO YOU CAN TAKE CARE OF YOUR BUSINESS!



For additional information, please call 610.283.2584 and visit www.landjclean.com.





610.948.3329

BAUERLANDSCAPING.COM

155 Hill Church Rd. Spring City, PA 19475
PA Contractor #068471

Landscaping & Hardscaping Services

Creative Design, Installation & Maintenance



We're BETTER because we're DIFFERENT!

Seasonal Services

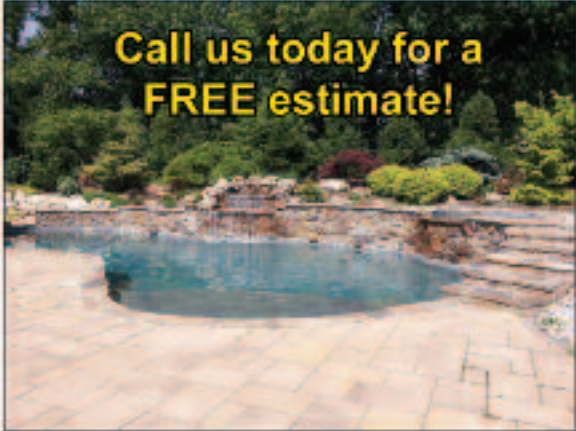
- Spring & Fall Cleanup
- Lawn Mowing & Maintenance
- Shrub & Tree Trimming
- Seed and Sod Installation
- Complete & Balanced Fertilization
- Edging and Mulching
- Snow Removal



Other Services

- Fire Pits
- Outdoor Kitchens & Fire Places
- Patios / Walks / Walls
- Paver Restoration
- Creative Masonry
- Natural Stone Walls
- Stone Veneer
- Flagstone
- Boulders
- Outdoor Lighting
- Grading & Drainage
- Excavation

Call us today for a FREE estimate!










Find out how
where you bank
can help **you** *and*
your **community.**



We **support** more than **500 organizations** that have a **local impact.** Your membership makes us a stronger credit union so we all can build **stronger communities** together.

VISIONS
FEDERAL CREDIT UNION
visionsfcu.org/cares

Pennsylvania | New York | New Jersey

Federally insured by NCUA.



Local support and custom solutions.

**This is
better
payroll.**



Award winning software with local support from your neighbors in Royersford

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

- 1 We answer the phone.
- 2 We provide guidance & resources.
- 3 We customize solutions for you.



Payroll+



Time &
Attendance



HRIS



Benefits

📞 610-917-2281 | ✉ sales@premiernow.com | 📍 290 Main St. Royersford, PA 19468